

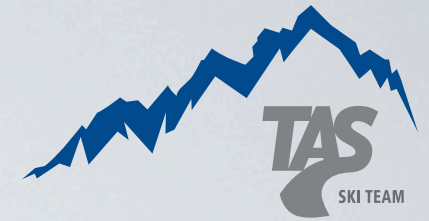
SPONSORSHIP PROGRAM

TEAM ALPENTAL SNOQUALMIE (TAS)



Team Alpentel Snoqualmie

TAS OVERVIEW



Team Alpental Snoqualmie

WHO WE ARE

Team Alpental Snoqualmie (TAS) is a premier alpine ski racing program in the Pacific Northwest. We offer the highest level of physical training, professional staff and positive motivation to help aspiring young athletes achieve their racing potential. TAS provides opportunities for athletes to develop racing skills, alongside life skills, both of which are fundamental to the growth of a well-rounded, maturing athlete.

WHAT MAKES TAS SPECIAL

Founded over 40 years ago, our program helps young skiers grow both on and off the slopes with athletes starting as early as age 7 and going all the way through our Junior program at age 18. We are proud of the balance TAS provides in producing outstanding skiers who have developed a true love and respect for their sport, the competition, and the beautiful environments in which they race. TAS athletes thrive on winning but value sportsmanship and are coached how to win gracefully and to accept and learn from defeat.

TAS athletes have excelled at all levels of ski racing and industry - Debbie Armstrong, Olympic Gold Medalist at Sarajevo in 1984, got her racing start with TAS. Yina Moe-Lange raced in the 2010 Vancouver Olympics. For the past five years TAS won team and individual titles including U12 Women's Cascade Cup, U12 Men's Cascade Cup, U14 Women's Buddy Werner, and Anna Mounsey raced to numerous U18 National titles.

TAS CORE VALUES

- **Performance:** Emphasize athlete performance, not results
- **Teamwork:** Instill sportsmanship and integrity
- **Responsibility:** Promote citizenship on and off the hill
- **Preparation:** Encourage strong work ethic and skill development
- **Fun:** Foster a lifelong love for the sport
- **Active Lifestyles:** Nurture the development of the athlete's body and mind
- **Athlete Safety:** Provide a safe environment for training, racing and recreational skiing



TAS Athletes with Coaches

SEASON SPONSORSHIP



2020-2021 SEASON SPONSORSHIP

TAS operations are funded largely through athlete tuition and fundraising. Within fundraising, Season Sponsorships from local businesses are strategic to the TAS annual budget. Local businesses offset a significant portion of TAS' operating expenses.

The funds raised for 2019-2020 Season Sponsorships will go directly to fund our team vehicle which provides transportation for athletes, coaches and equipment to our alpine race competitions throughout the Pacific Northwest. The continued growth of our athletes and our program overall is dependent on making transportation available to racers to attend TAS camps and 30+ alpine races for U12-U19 age levels held in Oregon, Washington, Idaho, Utah, California and British Columbia.

SPONSOR BENEFITS

As 2020-2021 Season sponsors, companies will be given visibility to thousands of skiing enthusiasts who live, and spend, in our local area. Sponsor recognition and visibility includes:





















- Corporate logos prominently displayed at race events including event notices, registration forms, race bibs, gate panels, and start/finish banners
- Logos and company names featured on TAS race t-shirts, sweatshirts
- Corporate logos prominently displayed on team vehicles
- Recognition at all TAS hosted events and races attended by athletes and families throughout the Northwest
- Year round representation on the TAS website, emails, newsletters



TAS Athlete, Noah at race event

2020-2021 SEASON SPONSORSHIP OPPORTUNITIES



Season Sponsorship Opportunities	Gold	Silver	Bronze
Donation Amount	\$5,000	\$2,000	\$1,000
Headline Name Sponsor for one TAS Hosted Race Event			
Most Prominent Logo Size and Placement			
Training & Race Gate Panels Logo Placement			
Racer Bibs Logo Placement*			
TAS Team Vehicles Logo Placement			
Race Venue Flying Banner (TAS Provides)	2	Shared	Shared
Race Entry Forms / Shirts Logo Placement			
TAS Email Communications Logo Placement			
TAS Website Logo Placement			
All TAS Hosted Events Verbal Recognition			
TAS Auction Primary Sponsor Placement and Recognition			
TAS Auction Tickets (2) & Recognition			

- TAS hosts 3-4 races every season which attract up to 300 athletes, coaches and parents per event.
- TAS Vehicles transport athletes across 15,000 miles of roads in the Pacific Northwest, California, Utah and Canada every Winter.
- Gate Panels are used 5 days a week for Training and at TAS hosted races. Thirty gates are typically used on the course.
- Race Bibs are produced every 2 years or as needed.

EVENT SPONSORSHIPS (2020-21 Season)



RACE EVENT SPONSORSHIP

Ski races are high energy events with large turnouts. TAS is excited to host the following alpine ski race events during the 2020-2021 season – **Webb Moffett Cup** (December) and the **Dave Kincaid Memorial** (March), **TAS Alpental Super G** (April). Race Event sponsor funding goes directly to items such as TAS costs for Registration, T-Shirts / Hoodies, Bibs, Prizes, and Refreshments.

SPONSOR BENEFITS

Each TAS hosted race has a single Event Sponsor. The sponsor is the “Title” sponsor of the race receives the following benefits from their involvement:

Title Name Sponsor - for Race Event (eg “The [Company Name] – Webb Moffett Cup”)
Race Venue Flying Banners (2) - Prominently Placed at Race Event
Race Entry Forms / Shirt / Hoodie - Company Name / Logo Prominent Placement
Race Announcement and Emails - sent by TAS has Company Name / Logo Prominent
Tent Placement - Prominent at Finish Area / Post-Race Awards Event
Live Timing - Race Event Timing Site will have Company Name / Logo
TAS Event Page – Prominently Placed Company Name / Logo and Link

Webb Moffett Cup: \$2,000 Event sponsorship or \$5,000 full season Corporate sponsorship

Dave Kincaid Memorial: \$2,000 Event sponsorship or \$5,000 full season Corporate sponsorship.

TAS Alpental Super G: \$1,000 Event sponsorship or \$5,000 full season Corporate sponsorship.

AUCTION SPONSORSHIP - Due to COVID-19, the TAS auction will be held online this year from November 7th – 14th, 2020. Your support and tax-deductible donation will be prominently displayed on our website and in email communications. Your generosity will not only help support the TAS athletes, but it will also help promote your business' name throughout our community. Become a company event donor: a. Title sponsor \$2500. Title sponsors will be featured throughout the event and on our website. b. Supporter \$500. Sponsors at the \$500 dollar level will be acknowledged our event.

IN-KIND SUPPORT



SUPPORTING TAS

TAS is excited to have the In-Kind Sponsorship Support program – designed especially to promote businesses which provide products and services to skiers and athletes of all sports (and their families and friends!). In-Kind donations typically are items which promote sports and healthy / active life-styles. Examples include - race gear, accessories, gift certificates and discounts, water-drinks, food (eg energy bars).

In-Kind Support is a great opportunity for a business to be a TAS Race Team supporter and to be part of TAS hosted races at The Summit at Snoqualmie. Below are examples of the benefits for In-Kind Supporters.

IN-KIND SUPPORT BENEFITS

As a 2019-2020 In-Kind supporter, companies will be given visibility to thousands of skiing enthusiasts who live, and spend, in our local area and the Summit at Snoqualmie. Sponsor recognition and visibility includes:

TAS Web Site and Communications – Company Logo / Link Placement
Race Event - Shirt, Hoodie - Company Logo Placement
Race Event - Announcement and Emails - Company Logo Placement
Race Event - Awards and Prizes – Verbal Recognition, Placement in Gift Bags
Race Event - TAS Page - Company Logo / Link
Additional Benefits - Additional Benefits Based on Scope of In-Kind Support

Season and Race Event Support:
in-kind donations throughout the season or per race.



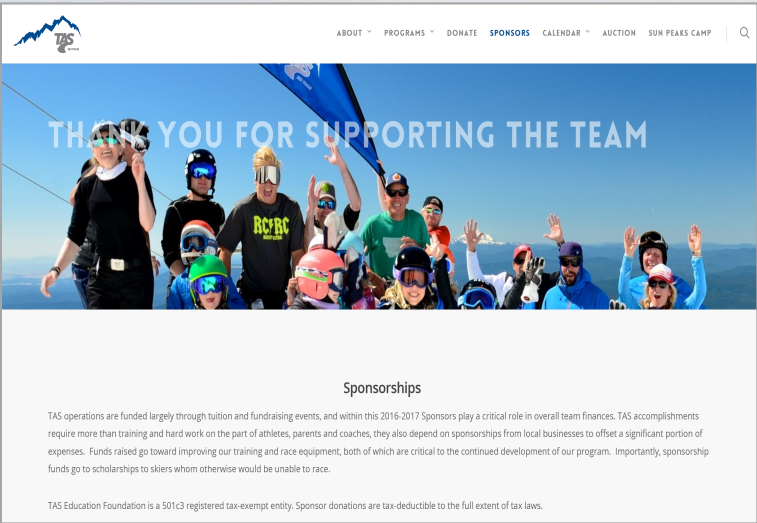
SPONSOR PLACEMENT

On and off the mountain throughout the year



Team Alpentel Snoqualmie

Web Site



Race Bib



Race Flying Banner



Team Vehicles



Race Gate



Race Shirts



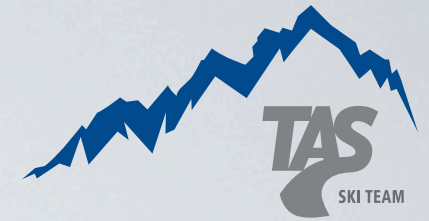
2019-2020 SPONSORS THANK YOU!!



CHRISTIE : LAW GROUP PLLC



TESTIMONIALS



Team Alpental Snoqualmie

Debbie Armstrong, Olympic Gold Medalist, 2x Olympian, Team Alpental Alumna

Sponsorship of TAS provides valuable support for our youth in the context of skiing and ski racing. It is a sport that cultivates unique qualities like independence, organization and grit. By sponsoring TAS, you are supporting a strong program that benefits local youth in the greater Seattle area.

Ian VanDerhoef, TAS Athlete

TAS has taught me A LOT. One of those many things is that the first rule of life, and TAS, is to have fun. A very close second is to challenge yourself to great goals. Thirdly, is that you are NEVER alone. The coaches and teammates are always there to help you improve. TAS has taught me lessons that I will use for the rest of my life.

Scott Richards, Parent of Carver Richards

When I was racing as a kid with Team Alpental/TAS if you were to ask me what I thought about it I would have replied, "It's fun". What I did not realize then is that while it was fun, it also instilled in me preparation, tenacity, self-reliance and focus. Having the opportunity to now watch my kids develop with TAS as skiers having "fun" I am inspired by how they are applying the skills they have acquired in skiing to other challenges they face, be it school, other sports or goal setting. Life is fun and while they are certainly doing that with TAS, more importantly they are learning how to ski life.

Chris Loewy, Program Director and former TAS athlete

Team Alpental Snoqualmie has been a huge part of my life over the past two decades. As a young athlete, TAS taught me lessons in sportsmanship and individual responsibility that I have carried with me into my adult life. My experience on TAS also inspired me to give back as a coach and mentor. What I believe makes TAS so special is not the on-hill abilities of its athletes, but the character and integrity it helps to cultivate within each individual athlete. I am proud of all my former athletes and the life endeavors they have and will pursue. Go Fast Have Fun!

THANK YOU!

We truly appreciate you taking the time to learn more about TAS and sponsoring our athletes and team.

For additional information contact: Chris Loewy info@tasski.org or (425) 985-6875



Team Alpentel Snoqualmie