

# SPONSORSHIP PROGRAM

## ALPENTAL SNOQUALMIE SKI FOUNDATION



Team Alpental 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 has won team and individual titles including U12 Women's Cascade Cup, U12 Men's Cascade Cup, U14 Women's Buddy Werner, and numerous U18 National titles won by former TAS athlete Anna Mounsey .

## 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



## 2021-2022 SEASON SPONSORSHIP

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

The funds raised for 2021-2022 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 recreate in our local ski areas. 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



# 2021-2022 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.



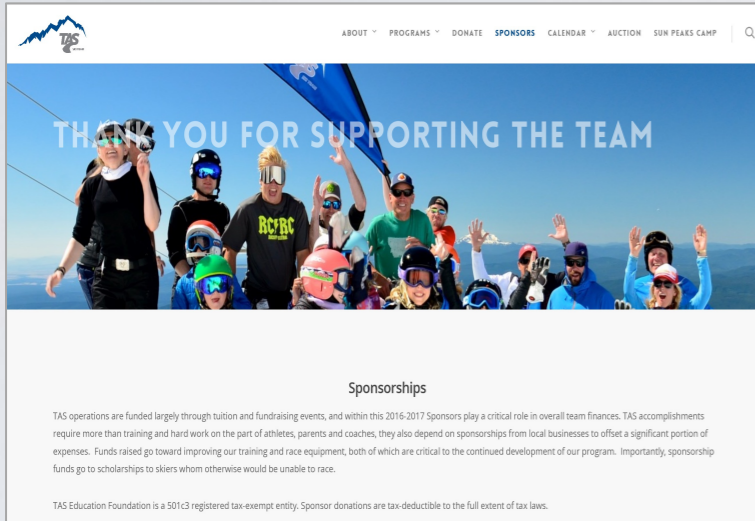
# SPONSOR PLACEMENT

On and off the mountain throughout the year



Team Alpental Snoqualmie

## Web Site



## Race Bib



## Race Flying Banner



## Team Vehicles



## Race Gate



## Race Shirts





# TESTIMONIALS



## **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.”

## **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 current and former athletes for the life accomplishments they have and will achieve. 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](mailto:info@tasski.org) or (425) 985-6875



Team Alpentel Snoqualmie