

Corporate Sponsorship Opportunities



NASJA

North American Ski Joring Association





NASJA

Corporate Sponsorship Opportunities

- *International Events*
- *North American Championships*
- *Exciting for Spectators*
- *Multiple Sport Demographics*

Coverage:

Local and National News

Film Documentary's, Books, Magazines

1000's of Spectators

Events Include:

Quebec Winter Carnival

Newport Winter Carnival

New London Winter Carnival



Dear Friend:

Have you ever wondered what "Raw Horsepower" felt like? Imagine if you will, skiing about 45 mph on a straight or circular flat course filled with jumps, gates and sometimes rings, while being towed on a 30 ft. rope behind a horse! As you are skiing or riding like the wind, crowds of people gathered along the edge of the racecourse zoom by like signs along an interstate freeway. In a mere 17 seconds, you've managed to cover a distance of about 3 football fields. It will take four times that long for your heart to stop beating wildly – the crowds' too!

We've just described the fast-growing sport of Ski Joring, involving the talents of both highly skilled skiers and riders from all around the western United States. Currently, there are seven sanctioned races in four states including Montana, Idaho, Wyoming and Colorado. There are another half dozen races that are waiting to be sanctioned by the North American Ski Joring Association (NASJA) in California, Idaho, Colorado and Utah.

The purpose of this proposal is to request your financial support, and to demonstrate the value and benefits of being affiliated with NASJA and the exciting sport of ski joring. In the following pages, we will explain the benefits of sponsorship and the unlimited opportunities for growth that exist relative to marketing, brand identity, and advertising. For your benefit, we have also included a videocassette that will show you the potential and opportunity that this sport affords all of our corporate partners.

A member of our board of directors will be following up in the next few weeks to speak with you about this proposal. In the meantime, please do not hesitate to contact Geoff Smith President of NASJA at any time by email @ geoffrey.smith@nesja.com or by phone 603-873-0231 with any questions.

On behalf of the board of directors and hundreds of the North American Ski Joring Association members, I thank you for your valuable time and attention to this funding proposal.

Sincerely,
Tony Fox
Co-founder
North American Ski Joring Association

Sanctioned Events 2008

Eastern, USA

- New London Winter Carnival, NH
- Newport Winter Carnival, NH
- Driftwood Stables, NH

Western, USA

- Whitefish, MT
- ????????, Co

Eastern, Canada

- Quebec Winter Carnival, Qc
- Notre-Dame-de-la-Merci, Qc



Mission Statement

The North American Ski Joring Association is committed to providing the organizational, educational and promotional leadership to participants, spectators and sponsors of the sport of ski joring, specifically as it relates to safety, equality, and the commitment to excellence.

2 Year Sponsorship Opportunity

Cash Donation or up to 50% In kind award

- ***Title Series Sponsor (1 spots) \$50,000 or above***
 - ***Exclusive naming privilege for the entire circuit***
 - ***Logo on Side of all 3 Jumps***
 - ***Exclusive company logo on official Start/Finish Banner***
 - ***Exclusive company logo on official race numbers***
 - ***Company banner on race fencing***
 - ***Logo on all official NASJA collateral***
 - ***Company Logo and race name on Tee Shirts***
 - ***Full-page, inside cover of official NASJA Program Booklet***
 - ***20 public announcements per weekend at sponsored event***
 - ***Allow time for self Advertizing***
 - ***Logo and hot-link to sponsor's web-site on the NASJA homepage***
 - ***Also area to display product or service in a visible spot***
 - ***Logo on all official NASJA membership cards***
- ***Primer Circuit Sponsor (3 Spots) \$10,000 and above***
 - ***Full-page ad in official NASJA Program Booklet***
 - ***Logo and hot-link to sponsor's web-site on the NASJA homepage***
 - ***10 public announcements per weekend at each event***
 - ***Banner on (1) Jump***
 - ***(2) Company banner on race fencing***
 - ***Company Logo and Name and race on Tee Shirts***
 - ***Half-page, inside cover of official NESJA Program Booklet***
 - ***10 public announcements per weekend at sponsored event***
 - ***Logo and hot-link to sponsor's web-site on the NASJA homepage***
 - ***Spot to show product or booth***
- ***Corporate Circuit Sponsor \$1000***
 - ***(1) Company banner on race fencing***
 - ***Company Name and race on Tee Shirts***
 - ***5 public announcements per weekend at sponsored event***
 - ***Logo and hot-link to sponsor's web-site on the NASJA homepage***

Title Series Sponsor

(1 spots) \$50,000 or above

- ***Exclusive naming privilege for the entire circuit***
- ***Logo on Side of all 3 Jumps***
- ***Exclusive company logo on official Start/Finish Banner***
- ***Exclusive company logo on official race numbers***
- ***Company banner on race fencing***
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- ***Full-page, inside cover of official NASJA Program Booklet***
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- ***Allow time for self Advertizing***
- ***Logo and hot-link to sponsor's web-site on the NASJA homepage***
- ***Also area to display product or service in a visible spot***
- ***Logo on all official NASJA membership cards***

Primer Series Sponsor

(3 Spots) \$10,000 and above

- ***Full-page ad in official NASJA Program Booklet***
- ***Logo and hot-link to sponsor's web-site on the NASJA homepage***
- ***10 public announcements per weekend at each event***
- ***Banner on (1) Jump***
- ***(2) Company banner on race fencing***
- ***Company Logo and Name and race on Tee Shirts***
- ***Half-page, inside cover of official NESJA Program Booklet***
- ***10 public announcements per weekend at sponsored event***
- ***Logo and hot-link to sponsor's web-site on the NASJA homepage***
- ***Spot to show product or booth***

Corporate Circuit Sponsor

\$1000

- (1) Company banner on race fencing***
- Company Name and race on Tee Shirts***
- 5 public announcements per weekend at sponsored event***
- Logo and hot-link to sponsor's web-site on the NASJA homepage***

History

Ski Joring originated in Scandinavian countries several hundred years ago as a way for Laplanders to travel during the long winters. Towed behind reindeer on long wooden skis, these early travelers found ski joring or "ski driving" a useful and practical mode of transportation. Centuries later, US military soldiers from the 10th Mountain Division, who were trained in Colorado to fight in the rugged European Alps during WWII, came home from the war and turned little mountain villages around the west into ski-areas overnight. Legend has it that it was right around this time when recreational skiing became popularized that two Colorado ranchers made a bet with one another to see who owned the fastest horse in the valley. To make the race more interesting, the two decided to tow a skier behind a 30-ft. rope, around a barrel placed some distance away and back. The result of that challenge created the beginning of competitive ski joring in America. Currently, ski joring has become a highly specialized competitive sport, where competitors must navigate a difficult course of gates, jumps and rings while being pulled by a galloping horse at over 40 mph. NASJA sanctions races all over North America, including Qc Canada. Several events are being held in countries around the globe. In some parts of the world, skiers are pulled behind dogs and/or snowmobiles. Whatever the means of transport, the sport/recreation of ski joring is growing rapidly, and is just as much fun for the spectators as it is for the competitors.

Board of Directors

Geoffrey Smith

President

New London, NH (603) 873-0231 geoffrey.smith@nesja.com

Dave Schilz

Vice President

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Tony Fox

Founding Member

New London, NM (505) 699-4758 tfox@lanlfoundation.org

Brooke Smith

Secretary

New London, NH (603) 873-0231 Brooke@nesja.com

What is NASJA

- On April 24th, 1999, directors from almost every major ski joring organization in the country rendezvoused in Jackson Hole, Wyoming to begin a process that would change the sport of ski joring forever. After several follow-up meetings in Thermopolis and Steamboat Springs during the summer of 1999, the North American Ski Joring Association (NASJA) was developed. For the first time in history, equestrian ski joring became a sanctioned sport.
- NASJA was conceived because of a very basic need to consolidate existing ski joring races into a circuit of sanctioned events where competitors could earn points that would go toward a National Championship Award. By developing criteria that all NASJA sanctioned events would abide by, each competitor is assured that they will have an equal opportunity of being crowned the National Ski Joring Champion
- Nation points are accumulated as individual points for rider and skier at all sanctioned races. Competitors will qualify for the NASJA North American Championships and a chance to become overall National Champion. Overall National champions will be crowned and awards will follow after the final races are completed. Champion jackets, buckles and prize money are awarded to the top skier and rider in both the Open and the Sport divisions.

Corporate Partner Registration Form
(Please print clearly)

- Race Sponsor
- Division Sponsor
- Anything Goes Sponsor

Amount _____

Date _____

Company Name: _____ Contact _____

Phone Number _____ Fax Number: _____

Address: _____

City: _____ State: _____ Zip: _____

Email address: _____

website: _____

Artwork Supplied (specify) _____

Additional Notes:

Please make check payable to NASJA, and mail to: