



Bear Valley SnowSports Foundation

Sponsorship Opportunities

Overview

Bear Valley offers a snow sports team program which takes learning snow sports beyond lessons, to a professionally coached environment where young athletes develop and hone their skills. Developing these skills at a young age provides a basis for life-long participation in a sport, and for those who are so impassioned, at an elite competitive level. In addition, ease of access, terrain, value and importantly, the youth snow sports development programs make Bear Valley Resort one of the best family resorts in California.

Bear Valley Resort also has a focus on those athletes with disabilities to provide an environment to safely learn and enjoy snow sports. Once the site of the Special Olympics' Winter Games, Bear Valley aspires to provide one of the best Adaptive Programs in the Sierra.

Bear Valley SnowSports Foundation has enabled Bear Valley Resort and the snow sports community to continue to build team programs through wider participant access and coaching support.

Mission

The Bear Valley SnowSports Foundation (BVSF) is a not-for-profit organization dedicated to the support of Bear Valley's snow sports athletes in achieving their athletic, academic and personal goals. The programs we support promote the development of essential skills; stimulate interest in competitive events and the positive values of sportsmanship, self-discipline, goal setting, character building and the pursuit of healthy lifetime activities.

BVSF assists Bear Valley's competitive and development teams in many ways including team communication and administrative tasks. We support the professional development of coaches and support their efforts in providing the best possible skills development for our athletes. Our members assist coaches with training setup, safety monitoring, team communication and administrative tasks. Through fundraising and on-mountain volunteer work, we provide Bear Valley with the necessary parent and community support to develop highly competitive ski and snow sports teams. Through these efforts Bear Valley's programs are among the most affordable in the Sierras. This enables more young snow sports athletes to participate in a sport that would otherwise not be affordable.

Bear Valley SnowSports Foundation Federal ID # 82-5203881

Sponsorship Programs

BVSF has a variety of sponsorship opportunities:

- Season Sponsor
- Race Event Sponsor
- Individual Supporter

Season Sponsorship

BVSF Season Sponsorships will provide funds for the Foundation to provide for coaching education and development, offset program fees for team members, provide team training equipment, and maintain a comprehensive website plus other support tasks throughout the season. In exchange for Sponsors support, BVSF provides a unique opportunity to promote your business to a highly desirable audience through our website, Facebook, Twitter, and eMarketing program.

In addition to consistent exposure to the BVSF membership, we are collaborating with Bear Valley Resort to will include your business in their social media postings reaching 35,000 fans and selected opt-in emails which will reach over 45,000 snow sports enthusiasts.

BVSF will offer a tiered approach to Sponsorships

| Contribution | Level | Description |
|---------------------|---------------|---|
| \$500 | Bronze | <ul style="list-style-type: none">• Click through Logo/ad on www.TeamBV.com• Link on all BVSF member email broadcasts (300+ members; approximately 85 per year) |
| \$1500 | Silver | Bronze level plus: <ul style="list-style-type: none">• Logo and/or mention on selected social media posting reaching 18,000 fans• Logo on selected email blasts of Bear Valley Mountain (35k opt-in subscribers)• Inclusion on Sponsor Banner posted in high traffic areas of Bear Valley Mountain Resort |
| \$2500 | Gold | Silver level plus: <ul style="list-style-type: none">• Premium placement of logo/ad on www.TeamBV.com• Dedicated Banner posted at race arena for the Rasmussen Classic US SKI & SNOWBOARD Slalom race and other selected competitions• Logo on Rasmussen Classic commemorative t-shirt/sweatshirt |

Please make checks payable to **BVSF** and Mail to:
BVSF Treasurer
PO Box 5302
Bear Valley, CA 95223

Sponsors must provide a high-resolution image of their logo in .eps, .jpg, .png or .gif format. Digital Ads will be approximately 100px by 100 px maximum dimensions. Sponsor must also provide the URL to which the graphic will be linked. Sponsor is responsible to inform BVSF if URL is changed.

Please send image file and URL to info@bvsef.org.

If you have any questions or would like to discuss this opportunity further please contact Bob Gluchowski at bobg@bvsef.org.

Rasmussen Classic Race Sponsorship

Bear Valley Mountain and Bear Valley SnowSports Education Foundation hosts the Rasmussen Classic, a Far West Central Series U14/U12/U10 in January each year. In past years, this event has drawn nearly 200 youth competitors plus their families from the 4 Central Sierra ski resorts. Sponsors may donate items for our raffle/auction. Sponsor levels for donated items are indicated below.

The Gold Sponsorship - \$750 cash/\$1500 MSRP in merchandise

- Two banners placed on the finish corral fencing or along course during both race days
- One banner displayed at Awards dinner
- Name/Logo placed on commemorative SL race T-shirt if paid by Dec 1)
- Name/Logo placed on race announcement and race promotions (if paid by Dec. 1)
- Logo and sponsorship acknowledgment placed on the BVSF website for Dec and Jan
- 2 tickets to the award banquet on Saturday of the Race Weekend
- 2 commemorative T-shirts

The Silver Sponsorship - \$500/\$1000 MSRP in merchandise

- One banner placed on the finish corral fencing or along course during both race days
- Sponsor name placed on commemorative SL race T-shirt (if paid by Dec.1)
- Sponsor name placed on race announcement and race promotions (if paid by Dec. 1)
- 2 tickets to the award banquet on Saturday of the Race Weekend
- 1 commemorative T-shirt

The Bronze Sponsorship - \$250/\$500 MSRP in merchandise

- Sponsor name placed on commemorative SL race T-shirt (if paid by Dec.1)
- Sponsor name placed on race announcement and race promotions (if paid by Dec. 1)
- 2 tickets to the award banquet on Saturday of the Race Weekend
- 1 commemorative T-shirt

YES, I WOULD LIKE TO BE A SPONSOR OF THE RASMUSSEN CLASSIC RACE

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

- | | | |
|----------------------------|--------------------------|---|
| GOLD SPONSORSHIP - \$750 | <input type="checkbox"/> | Please make checks payable to BVSF Mail to: BVSF Treasurer PO Box 5302 Bear Valley, CA 95223 |
| SILVER SPONSORSHIP - \$500 | <input type="checkbox"/> | |
| BRONZE SPONSORSHIP - \$250 | <input type="checkbox"/> | |

Sponsors will be responsible for supplying their banners. Banners may be up to 3' x 8' and should be made of vinyl with grommets to secure to fencing. Image files for printing logos on T-shirts should be sent to: race@bvsef.org

If you have any questions or would like to discuss this opportunity further please contact Bob Gluchowski at bobg@bvsef.org.

Individual Supporter Program

It is easy to donate to BVSF. Through our Supporter Program, individuals can make donations to support BVSF. We have set three levels of contribution:

- Contributor - \$100
- Supporter - \$250
- Patron - \$500



You will receive an "I Support TeamBV" pin and your name will be listed on the TeamBV website as a supporter.

To donate, simply go to: <http://www.TeamBV.com/about/support> or any page on [TeamBV.com](http://www.TeamBV.com) that has "Donate" in the right column and click the Donate button. You can pay with your credit card or PayPal. A donation receipt will be provided.