



# FREESTYLE ALBERTA

**FUEL THE PASSION, DRIVE PERFORMANCE**





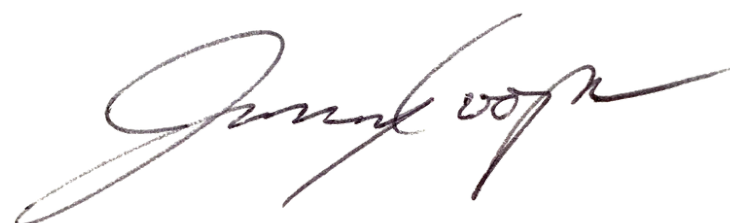
[www.freestylealberta.ski](http://www.freestylealberta.ski)

# OUR MISSION

At Freestyle Alberta, we channel the passion of athletes, coaches, volunteers and supporters—and the drive for performance—to grow the sport across the province.

Working with clubs and ski facilities, our partners expand outreach, spark innovation and strengthen an inclusive freestyle community.

Together, we're not just developing skiers—we're shaping a sustainable, welcoming future that reflects our 2024–27 Strategic Plan. *Please read on ...*



**Jeremy Cooper**  
Director of Sport and Development,  
Freestyle Alberta



→  
Sponsorship Opportunity



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# PASSION & PERFORMANCE

**OUR MISSION IS TO FOSTER A PASSION FOR SKIING IN ALBERTA**

We invite you to join Freestyle Alberta and explore opportunities to connect your clients and customers with our passionate, loyal and enthusiastic audience.

The proceeding pages will showcase how we can provide value and conversion to your customer base through this enthusiastic demographic.

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# WAYS TO SUPPORT

The Freestyle Alberta community is ever-grateful for the support of our partners. Here are some common ways to support our athletes and our sport.

## ● FINANCIAL SUPPORT

- Support provincial high-performance athletes.
- Support grassroots initiatives and events.
- Maintain the safety & integrity of our events (officials training, updating equipment etc.)

## ● VALUE-IN-KIND

- Training or competition venues.
- Apparel or equipment for Alberta team athletes + coaches.
- Apparel or equipment for FA staff and key personnel.
- Custom discount codes for online purchases for FA members.
- Prizing at our grassroots events.
- Professional support services (e.g. physio, s+c training).

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# OPPORTUNITIES

We are excited to extend an invitation to become a valued partner in our mission to foster a passion for freestyle skiing and the great outdoors in Alberta.

## ● TITLE SPONSORS

- **Title Sponsor** – Moguls team [*Expected Investment or In-Kind Contribution: \$7–10K*]
- **Title Sponsor** – Park & Pipe team [*Expected Investment or In-Kind Contribution: \$7–10K*]

## ● EVENTS SPONSORS

- **Event Sponsor** – Club Competitions [*Expected Investment or In-Kind Contribution: \$3–5K*]
- **Event Sponsor** – Provincial Competitions [*Expected Investment In-Kind Contribution: \$3–5K*]
- **Event Sponsor** – Freestylerz Festivals [*Expected Investment In-Kind Contribution: \$5–10K*]

## ● COMMUNITY PROGRAM SPONSORS

- **Program Sponsor** – Fundamentalz [*Expected Investment: \$3–5K*]
- **Program Sponsor** – Coach & Officials Education [*Expected Investment: \$3–5K*]

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# ACTIVATION OPPORTUNITIES

Below are some of the opportunities to obtain significant value as a FA sponsor.

## ON-HILL SIGNAGE



## COMPETITION SERIES



## GRASSROOTS CONNECTION



## UNIFORM BRANDING



## EQUIPMENT BRANDING



## SOCIAL MEDIA & DIGITAL CONTENT



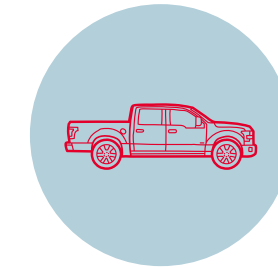
Title Rights



Events



Content



Vehicle Branding



Social Media



Uniform Logo



Client Activation

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# OUR REACH & AUDIENCE



## Digital Engagement:

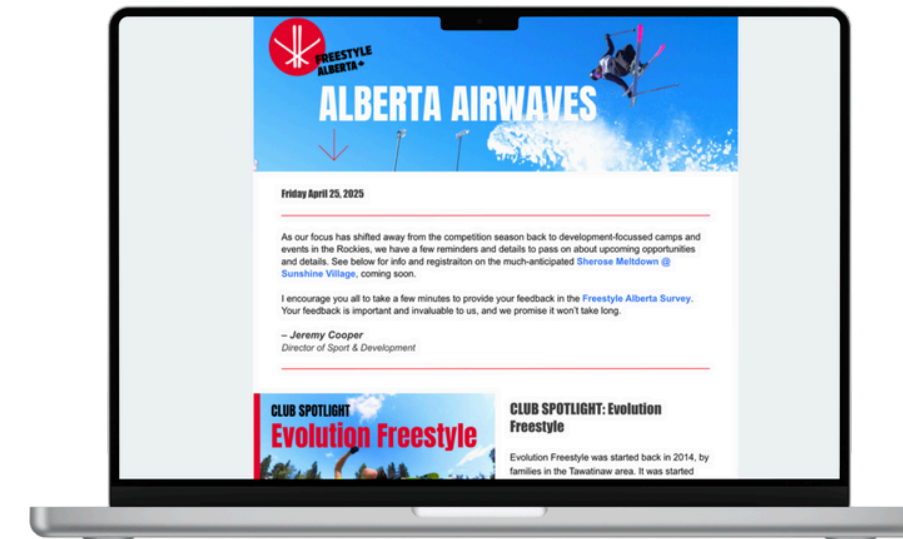
**68%** AVG OPEN RATE  
**18** ANNUAL E-NEWS SENDS

## Social Engagement :

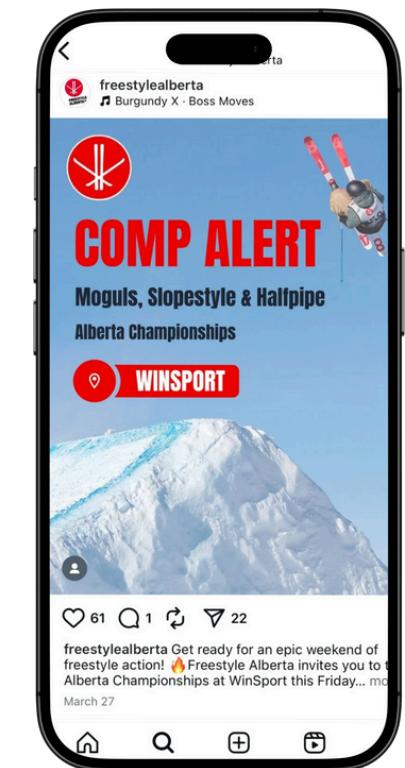
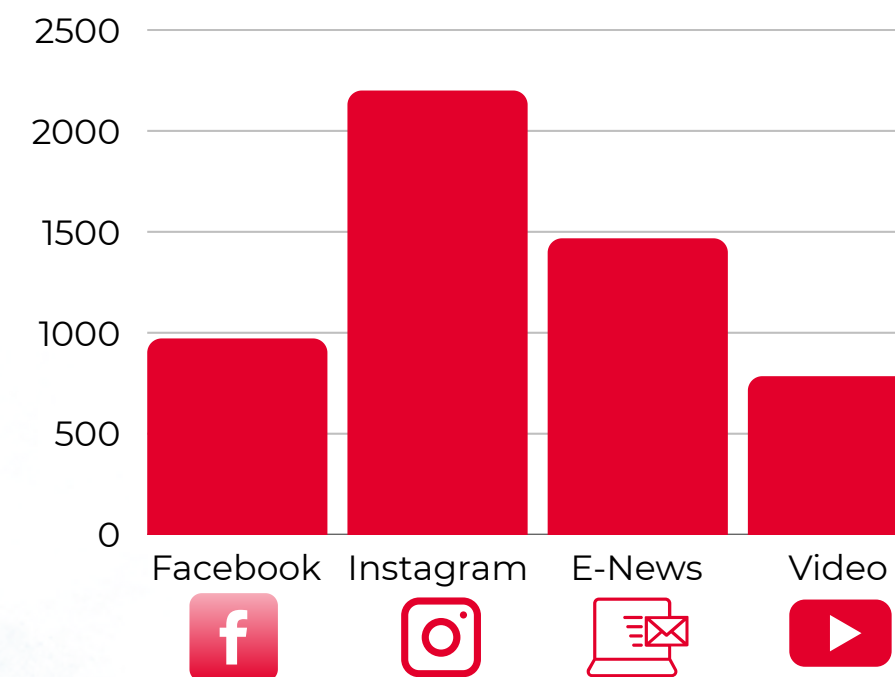
**65.8K** REACH  
**9.1K** INTERACTIONS

## Traffic to website :

**10K** ACTIVE USERS  
**134K** EVENT COUNT



## Followers per Channel :



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# FREESTYLE IN ACTION



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# FREESTYLE IN ACTION



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# FREESTYLE IN ACTION



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# JOIN OUR TEAM



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# CONTACT



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