

twenty ten

CANADA ~ SNOWBOARD PARTNERSHIPS



canada  snowboard

Partnerships that stand out in the crowd!



WHERE THE YOUTH & THE YOUTHFUL PLAY

Branding, Consumer Promotions, Corporate Hospitality, Field Marketing & Activation, Broadcast, Web, Radio, Print, Magazine...getting your brand in front of the right crowd in the right places.

Years of planning and hard work paid off in February with two Gold medals and a Silver medal! The work ethic, the commitment and the desire continue as our national team athletes look to finish off the World Cup FIS season on a victorious note!!

Canada-Snowboard is proud of the activation it has had with many of its partners: from television commercials, web-based promotions, field marketing activations, retail driving promotions and hospitality. Canada-Snowboard has a dedicated staff ready to ensure that you get the most out of your marketing investment with our properties.

Find out how you too can position your product with this fast growing and well-positioned sport in Canada!



Coors Light Commercial

The popular and humorous television commercial from Coors Light proudly positions Coors Light as a proud partner of Canada's National Snowboard Team!



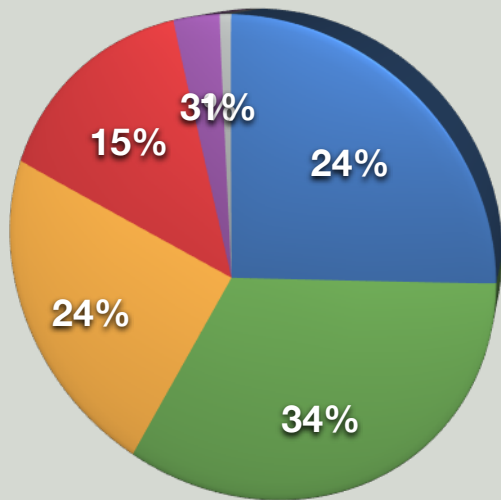
Brad Martin & the Juicy Fruit Team

National Team Rider, Brad Martin will be on 17 million sticks of gum this year as he competes for Canada in 2010

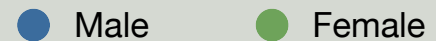
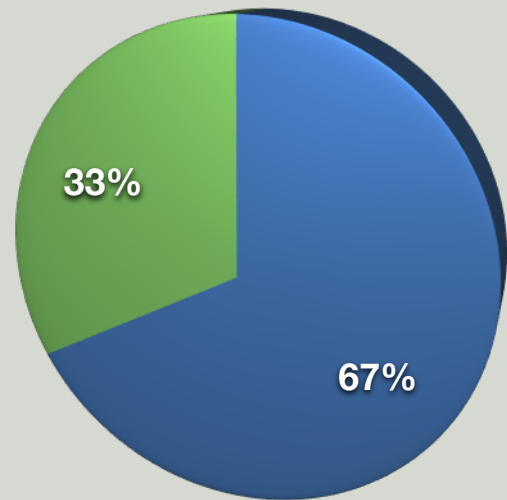
Snowboarder Market

- The number of Canadians who snowboarded in 2009 held steady at 1.572 million participants..
- The snowboard market tends to be more ethnically diverse, possibly due to the younger age of participants.
- 48% of snowboarders are from Quebec and Ontario, although Ontario saw a significant decline in the number of riders in 2009.
- The number of core snowboarders increased in 2009 to 437,000 after steadily declining over the past 5 years from 337,000 boarders representing 39% of boarders in 2003.

Ages of Snowboarders

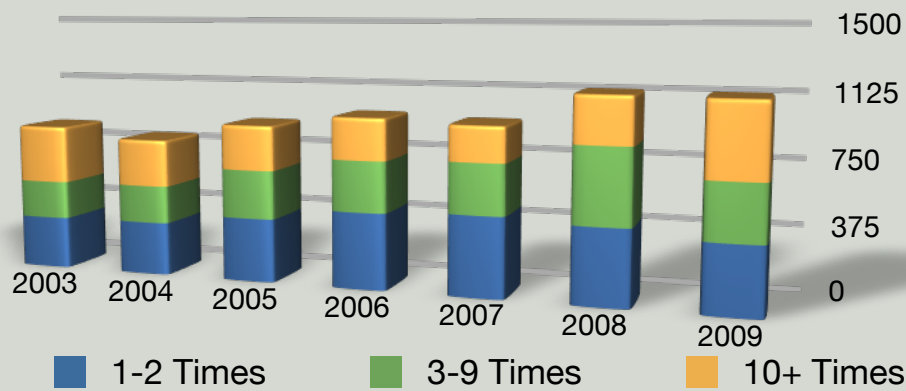


Gender



- The proportion of snowboarders 24 years old and under is 58% (vs. 70% in 2008 and 67% in 2005). The percentage of boarders in all of the older age segments increased in 2009. 39% of riders are now between 25 and 49 years of age.
- The majority of snowboarders are male (67%) but the percentage of female snowboarders increased significantly between 2007 and 2008 and then declined in 2009.

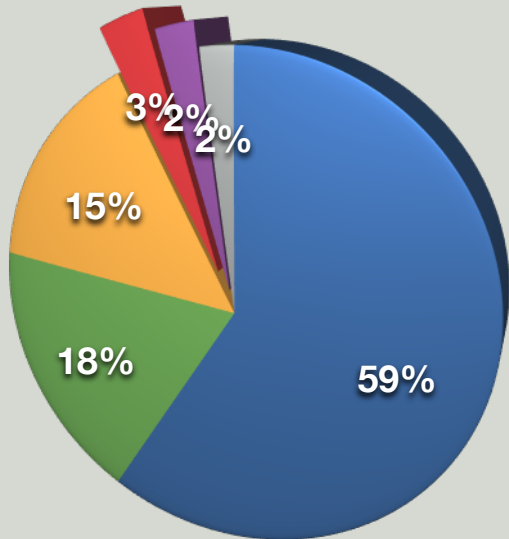
Frequency of Snowboarding in the past 12 Months



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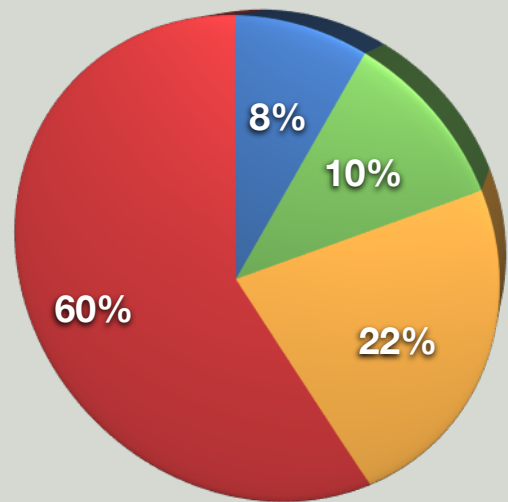


Household Income



- \$75,000 +
- \$50K-\$74.9K
- \$35K-\$49.9K
- \$25K-\$34.9K
- \$20K-\$24.9K
- Under \$20K

Children in Household



- Children < 3 Years
- Children 3-5 Years
- Children 6-11 Years
- Children 12-17 Years

Research Numbers

All data is compiled by the Canadian Ski Council in the 2009-2010 Canadian Skier and Snowboarder Facts and Stats document .

For additional information, please visit us at www.canadasnowboard.ca



PARTNERSHIPS WORK



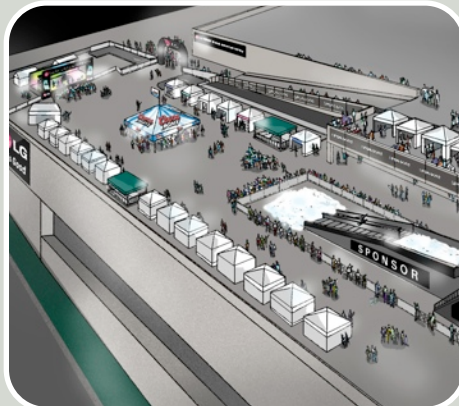
From Top down: Maëlle Ricker on General Mills cereal box; Matt Morison on Sega Game; Dare Foods retail promotion with National Team; Ripzone web promotion with SportChek for LG Mountain Festival

Our athletes are tops and our events represent first class hosting opportunities for your key clients!

Canada~Snowboard has something for every product or service looking to reach the youth or the young at heart!

By contacting the Business Development team at Canada~Snowboard we will work diligently with you and your agency to ensure that the right positioning is achieved to reach your marketing objectives. Some of our partners look to partner with individual athletes while others look to leverage our entire national team, events or grass roots initiatives.

In cooperation with the Canada~Snowboard Events Department, our Business Development team will work with you and your agency to develop the right activation and placement that drives the most impressions and experiences. Our Events Team has significant experience in the snowboard culture developing lifestyle events (like the LG Mountain Festival image depicted below), to hospitality and VIP experiences that leave your key clients happy and pleased about the association.



From Top Right Clockwise: Jasey Jay Anderson wins Gold in Vancouver in 2010, LG Mountain Festival, CBC broadcast partners of World Cups, MTV Over The Bolts 10 episodes, LG Mountain Festival crowd.

Canada~Snowboard also prides itself on the positive relationships it has nurtured with resorts across Canada. This allows us to deliver excellent grass roots programs such as our RBC Riders Program (which will reach 60 resorts this winter) and our Women in Snowboard Program (which will reach 20 resorts this winter). These programs offer further targeted offers in key markets across Canada.





From On-Hill Grass Roots Marketing Programs to National Team Official Status to Lifestyle Festivals...

Canada-Snowboard continues to grow its offerings to the corporate community uncovering new segments around which you can market your products.

Sustainability is key for any snowboarder in Canada and **Rip Ride and Recycle** ensures that snowboarders remember their roots and keep the sport and its sport environment healthy and growing.

Perhaps the fastest growing segment in snowboarding is Women. Currently, 70% of snowboarders are male however more and more women are getting on a board and on hill!

Women in Snowboarding provides leadership and coaching workshops for young women looking to shred with the best!

Kids get on hill at an early age and the key is that they get the right fundamentals before hitting the double blacks! **RBC Riders** visits over 60 resorts in the winter months to give young kids (10-14) the right stuff!

Leaders in this sport around the world, **Canada-Snowboard's Adaptive Program** provides a competitive forum for snowboarders that have physical limitations but still want to compete. This program will warm your heart! A fantastic program around which to market your brand.

The **Canada-Snowboard Tour** hits BC, Alberta, Ontario and Quebec and provides high level competition for those who are looking to one day become a national team athlete!



Mike Robertson wins Silver

LIFESTYLE



Something for everyone

Canada-Snowboard creates **lifestyle festivals** along with its World Cup West event that embody the youth culture with music, fashion, snowboarding and demos.

The **Canadian National Team** is considered one of the best in the world. This association with excellence injects instant brand credibility among the national youth demo.

canada snowboard

A sample of some of our key partners.

With over 1.5 million snowboarders in Canada (as per the research conducted by the Canadian Ski & Snowboard Council), we encourage you to join our list of partners!



RBC Financial Group: National Team Sponsor Financial Services, Canada Snowboard Tour, RBC Riders Program.



Ripzone – National Team Partner, Official Outerwear of the National Team and the Canada Snowboard Tour and Tier two World Cup West Partner



LG – National Team Partner, Official Consumer Electronics, Handsets and Appliances, Tier three Canadian Nationals Partner, World Wide rights holder for the FIS Snowboard World Cup and presenting partner of the Canada~Snowboard Mountain Festival in Calgary, 2010



Best Buy – Official Retail Partner of the LG Snowboard FIS World Cup in Calgary.



Coors Light – World Cup West Partner, Official Beer and Official Beer of the National Team



Lang Michener – National Team Partner, Official Legal Partner of Canada~Snowboard



CBC - Official Broadcast partner of LG Snowboard FIS World Cups in Canada



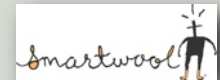
Lifestyle broadcaster of Over the Bolts Reality Show on our National Team



Broadcast seven World Cup SBX races from outside of Canada.



OFFICIAL SUPPLIERS



JOIN OUR TEAM!

Customized partnership packages are developed with your branding, retail and hospitality needs in mind. We will work with you and your marketing/agency team to ensure you get the most of your partnership.

The Time Is Now...Please give us a call!

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