



CANADA SNOWBOARD
Presents

ATHLETE HANDBOOK



TABLE OF CONTENTS

Welcome to the Team	3-5	Canada Sport Institutes	18
Welcome Message	3	Game Plan	18-20
Our Credo	4	AthletesCAN	21
Our Strategy	5	Athletes Assistance Program	21
High Performance Overview & Communication	6-9	Athlete Insurance (SAIP)	22
CPR	6	Funding Grants & Bursaries	23
Canada Snowboard Team Structure	7	Provincial Funding	24
Key Contacts & Communication	8	Athlete Council (AC)	25
High Performance Directors	8	Sponsorship & Branding	26-27
Technical Experts	9	National Team Sponsors	26
Athlete Responsibilities & Agreement	10-13	Athlete Sponsorship Decks	27
Adobe Acrobat Sign	10	CS Programs	27
Athlete Agreement	10	Athlete Benefits	28-30
Code of Conduct & Ethics	10	Athlete Team Kit	28
General Policies	11	Pro-forms & Suppliers	28
Anti-Doping	11	Shred Hookups	29
Athlete Council Survey	11	Resort Access	29
Membership & SAIP Insurance	12	CSA Whistler Passes	30
Finance	13	Bell Phone Plan	30
Office	13		
Support & Resources	14-25		
Safe Sport	14		
Athlete Protection Policy	14		
Safe Sport: Reporting & Resolution	15		
CS Website	16		
CS Social Media & Newsletter	17		



WELCOME TO THE TEAM!

Dear Athlete,

We are thrilled to welcome you to the Canada Snowboard family! Your journey with us is about to begin, and we couldn't be more excited to have you as part of our team.

Canada Snowboard is not just a team; it's a community of individuals committed to a common goal. We're united by our passion of sliding downhill sideways and our determination to achieve excellence in every aspect. As you embark on this next chapter, we want you to know that you are joining a team with a rich history of world success.

In this handbook, you'll find valuable information that will guide you through your time with us. It contains the principles, expectations, and values that define who we are and how we work together. It's our roadmap to success, and we encourage you to read it thoroughly and embrace its teachings.

At Canada Snowboard, we are about supporting athletes towards Paralympic/Olympic success. We believe in your potential, as an athlete and as a person, and we are committed to helping you achieve your goals both on and off the snow. We are about fostering a culture of respect, dedication, and personal growth.

Our team is not just your teammates and coaches; it's your support system, your mentors, and your second family. Together, we will face challenges, celebrate victories, and grow stronger with each step of this incredible journey.

As you start this adventure, remember that you have not only joined a team but a legacy. We are honored to have you as part of our story, and we are confident that you will leave your own mark on it.

Welcome to Canada Snowboard, where we believe in the power of teamwork, the pursuit of excellence, and the joy in the ride. Let's make history together!

Sincerely,

Kim Krahulec
*High Performance Director Speed
Canada Snowboard*

Tyler Ashbee
*High Performance Director Park & Pipe
Canada Snowboard*



OUR CREDO

At Canada Snowboard, we believe embracing the culture of snowboarding combined with a commitment to excellence is the foundation of who we are. Performance at the highest level comes from an athlete-focused approach to training, programs and coaching. Our athletes are amongst the best in the world, and our goal is to continue to provide them the means to achieve their goals.

Our members are our Provincial and Territorial Associations. They are the backbone of the competitive snowboard pathway. From a young rider's first event, to joining a club, to progressing to the national team, our Provinces and Territories are key to developing our future high performance athletes. Our goal is to support our members to work together to provide the best possible system for organized snowboarding on the planet. From coaches to officials, judges to events, sport development to high performance, creating strong alignment from coast to coast in each area will allow us to offer the best possible experience to each participant from park to podium.

We believe our strategic plan encompasses the values and strategies that will allow us to build on our past success to reach future excellence, all through staying true to our core.

OUR STRATEGY

At Canada Snowboard, we believe embracing the culture of snowboarding combined with a commitment to excellence is the foundation of who we are. Performance at the highest level comes from an athlete-focused approach to training, programs and coaching. Our athletes are amongst the best in the world, and our goal is to continue to provide them the means to achieve their goals.

Our members are our Provincial and Territorial Associations. They are the backbone of the competitive snowboard pathway. From a young rider's first event, to joining a club, to progressing to the national team, our Provinces and Territories are key to developing our future high performance athletes. Our goal is to support our members to work together to provide the best possible system for organized snowboarding on the planet. From coaches to officials, judges to events, sport development to high performance, creating strong alignment from coast to coast in each area will allow us to offer the best possible experience to each participant from park to podium.


We believe our strategic plan encompasses the values and strategies that will allow us to build on our past success to reach future excellence, all through staying true to our core.


VISION
To be the world leading snowboard nation.

MISSION
To build on our love of snowboarding in creating world leading grass roots programs and training and competition environments fostering success at all levels along the Snowboarders' Development pathway.

VALUES

Our values are founded on INTEGRITY. A snowboarder-centered, honest, consistent and transparent approach to everything we do. Our Values are uncompromising and everyone in our community will be held accountable in living them day in day out.


Performance
Focus on the potential for Snowboarders, coaches, officials, judges, technical leaders and stakeholders to achieve at all levels of competitive snowboarding


Progression
Embrace innovation and creativity in the pursuit of developing snowboarding at every stage

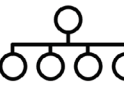

Passion
Inspire and lead through living our values and being proud of who we are and where we're from



People
Support the culture of snowboarding to contribute to the health and happiness of all those who participate


Partnership
Develop genuine partnership in all aspects founded on trust, inclusivity, and sincerity to drive mutual goals

LONG TERM STRATEGIC GOALS


PODIUM PERFORMANCE
To demonstrate measured improvement in each discipline year over year.


UNITED & ALIGNED SYSTEM
Strengthen the alignment of Canada's snowboard system by engaging leaders, improving governance, and deepening relationships.


LONG-TERM VIABILITY
Develop and implement a progressive, sustainable long-term revenue model for CS with an emphasis on increasing unrestricted revenue streams.


ORGANIZATIONAL HEALTH
Elevate the CS organizational culture to honour our sport, operationalize our values, and support and raise the performance and satisfaction of all CS team members.

5 OPERATIONAL PILLARS


High Performance Program
Fostering an environment of Performance Excellence across all Snowboard disciplines through Snowboarder engagement, world class Coaching, and Technical leadership, on and off the snow


Sport System Development
Building the foundational systems, events and programs to support the progression of Snowboarders, Coaches, officials and Judges along the Snowboarder's development pathway


Marketing, Communications & Sponsorship
Creating powerful community and stakeholder value, built on our love for snowboarding, our vision and our successes


Governance & Finance
Creating and maintaining comprehensive and consistent systems and policies supporting all aspects of operations focused on culture, sustainability, oversight and decision making


Major Events
Producing World Class events creating a homefield advantage for training and competition for Canadian Snowboarders across all our disciplines



HIGH PERFORMANCE OVERVIEW & COMMUNICATION

CPR (Character, Process, Results)

The Canada Snowboard High-Performance Program (HPP) members, (athletes, technical experts, and support staff), prioritize values-based behaviors and strive to be the world leaders in sport by winning well. The team works together, supporting athletes in their progress towards their performance goals while creating environments that nurture and develop everyone's personal and performance potential.

As part of the CS HPP snowboarders further develop their character and core performance competencies of motivation, resilience, and confidence. These support training processes and performance outputs.

This approach to high performance in Snowboarding can be summarized in three main categories: Character, Process, and Results.

Character – is observable. These are the behaviors and attitudes we bring to ourselves and the team. Character traits and behaviors of many world leading athletes and snowboarders include:

- Accepting and cultivates curiosity and a growth mindset.
- Accepts responsibility for current performance
- Accepts responsibility to put in the effort towards goal and performance progress.
- Commits to purposeful training aligned with defined objectives and performances.
- Commits to practices that support performance, health and wellbeing (Movement, Mindset, and medicine)
- Takes the action needed to get better
- Competitive fire, ambition; applying an 'always getting better' philosophy.

Process – is observed in the time and effort that an athlete puts towards improving the skills and capacities crucial in achieving elite performances. This is observed in an athlete's:

- Determination to continuously improve
- Commitment to and execution of training plans, activities and benchmarks.
- Effective use of resources to close performance gaps.

Results – are defined by an athlete's achievement (at their LTD stage) compared to world leaders and sport norms. This includes:

- Position on World Rank List (FIS) and rate of improvement over time.
- Event Results, % off the leader, and improvement over time
- Percentage of time reaching performance targets (top 1/2, top 1/3, top 8, top 3)
- Completion of training quantity and quality compared to performance plans.



HIGH PERFORMANCE OVERVIEW & COMMUNICATION

Canada Snowboard Structure - Who's Who & How They Support You

When you're part of the Canada Snowboard Team, you're supported by a whole team of people working behind the scenes and on the front lines. Here's how the structure breaks down and what it means for you:

BOARD OF DIRECTORS: Guides the overall direction of Canada Snowboard and provides strategic direction to the CS CEO to ensure we're moving the sport forward at all levels of the athlete pathway.

ATHLETE'S COUNCIL: Represents your voice to CS senior leadership and Board in matters that affect athletes directly.

HIGH PERFORMANCE PROGRAM: The HPP consists of technical experts to support your snowboard journey; including: Coaches: Creates annual and individual performance plans, leads the team/discipline and guide daily training and competition planning/preparation.

HEALTH & ATHLETIC PERFORMANCE: Consists of Strength & Conditioning, Physiotherapy, Nutrition, Sport Science, Mental Performance, and medical support.

HPP ADMIN: Consists of the High Performance Directors, Coordinators, and other designated staff who handle everything from funding acquisition, governance & selections, logistics, and day to day operations to support the program staff and athletes to keep things running smoothly.

BUSINESS DEVELOPMENT: Finds sponsorships and other sources of revenue that directly support CS programs and strategic initiatives. This area also includes all CS marketing and communication efforts.

EVENTS & ENGAGEMENT: Supports the athlete pathway below High Performance through various programs, initiatives, competitions, camps and community events that showcase the sport and create opportunities for athletes at each stage of the athlete pathway.

FINANCE: Supports the management of the CS budget, including athlete accounts, so the support system around you stays strong and sustainable.

[Canada Snowboard High Performance Organization Chart](#)



HIGH PERFORMANCE OVERVIEW & COMMUNICATION

Key Contacts & Communication

The HPP Admin Staff and Technical Experts are the main contacts and first line of communication for athletes, parents and stakeholders. If needed, they are able to connect other parties.

High Performance Directors

Park & Pipe: Tyler Ashbee - tyler@canadasnowboard.ca

SBX/Para/Alpine: Kim Krahulec - kim.krahulec@canadasnowboard.ca

Contact High Performance Directors for information or questions about:

- Team and Event Eligibility & Selection requirements
- Event logistics
- Athlete Agreements and Paperwork
- Points freezing (due to injury)
- Website/Bio updates
- Anti-Doping questions
- Contacting non-Daily Training Environment Staff (eg, Chief Medical Officer)

Coordinators:

Chelsea Williams (*until October 2025 - Mat Leave*) - chelsea.williams@canadasnowboard.ca

Candice Wouters (*October 2025 onwards*) - candice.wouters@canadasnowboard.ca

Contact Chelsea/Candice for information or questions about:

- Nor-Am Event registrations
- Athlete Billbacks
- Discounted resort access
- Membership services help
- Athlete packages and gear
- Proforms



HIGH PERFORMANCE OVERVIEW & COMMUNICATION

Technical Experts

SBS National: Elliot Catton, Chris Witwicki, and Sam Weston

HP National: Bud Keene

SBX National: Maëlle Ricker and Simone Malusa

Alpine National: Hannes Mutschlechner

Alpine NextGen: Ingemar Walder

Para National & NextGen: Greg Picard and Mark Fawcett

Contact the Technical Experts for information or questions about:

- Technical Gaps
- Season Planning and logistics
- The Daily Training Environment

If after contacting the Technical Experts you have unresolved questions, please contact the High Performance Director:

Speed (SBX, ALP, Para): Kim Krahulec kim.krahulec@canadasnowboard.ca 778-266-1244 or **Park & Pipe:** Tyler Ashbee tyler@canadasnowboard.ca 778-320-2924

Canada Snowboard issue regarding Harassment/Abuse, Code of Conduct, Moral or Ethical:

Ombudsman Brian Ward
itp@wwdrs.ca | (613) 761-8469



ATHLETE RESPONSIBILITIES & AGREEMENTS

You can find selection protocols in our [Document Centre](#). Selection Protocols are comprehensive guidelines and criteria published in the High Performance Program (HPP) Document Center. These protocols cover major events, World Cups, Team selections, and Athlete Assistance Programs (AAP) etc.

Adobe Acrobat Sign

In order to save time (and paper) Canada Snowboard does the majority of contract signing online. In fact, this is how you will review and sign your Athlete Agreement and paperwork. An email will appear in your inbox when your agreements are ready to be signed. You do not need to create an account with Adobe Acrobat Sign, please visit their website: <https://www.adobe.com/ca/sign.html>.

Athlete Agreement

To accept a position with the HPP, each athlete must read, understand, agree, and sign the Athlete Agreement. This agreement outlines in detail the responsibilities of both the athlete and Canada Snowboard. This is a binding document, please read it carefully and ask questions about anything that is unclear.

Code of Conduct and Ethics

The Code of Conduct and Ethics is included at the end of your Athlete Agreement. Please review the [Code of Conduct and Ethics](#) carefully as you are now representing your country and Canada Snowboard around the world at every major event you attend. You can also access the document by going to the CS website > Document Centre > Universal Code of Conduct to Prevent and Address Maltreatment in Sport. Alternatively, you can refer to this [interactive resource](#) available on the [CCES](#) website.

ATHLETE RESPONSIBILITIES & AGREEMENTS

General Policies

Canada Snowboard has several policies in place for various matters such as the General Selection Policy, the General Governance Policy, Appeals, Code of Conduct and Ethics, Discipline and Complaints, Dispute Resolution, Helmets, Official Languages, Equity and Access, Concussions and return to play, Club Registrations and Anti-Doping.

It is required that you review these policies in order to understand your rights as a member of the HPP. The policies can be accessed on the Canada Snowboard website at:

<https://www.canadasnowboard.ca/en/about/our-credo/governancepolicies/>

Anti-Doping

Doping is an important issue with serious consequences. Taking prohibited substances or using prohibited methods is cheating, and can be very damaging to an athlete's health. Doping undermines the fundamental spirit of sport and severely damages the integrity, image and value of sport.

Canada Snowboard works closely with the [Canadian Centre for Ethics in Sport \(CCES\)](#) and runs its programs in accordance with the rules and policies outlined in the Canadian Anti Doping Program. Please review the Canada Snowboard Anti-Doping Policy and if you have any questions, please contact the HPP Director.

Athlete Council Survey

The Canada Snowboard Athletes Council represents the interests of the current athletes and is composed of current and former National Team athletes, nominated by their peers.

At the conclusion of each season, the AC will send out a survey in April to collect anonymous feedback about your season, your experience with the team, and your suggestions to make the team better for everyone. Issues and comments brought to the Athletes Council through the survey are discussed with the Board of Directors during a CS Board meeting.

Completion of the AC survey is mandatory for all NT and NG athletes as outlined in the Athlete Agreement.





ATHLETE RESPONSIBILITIES & AGREEMENTS

Membership & Sport Accident Insurance Plan (SAIP)

As a member of the High Performance Program, it is your responsibility to purchase your annual provincial membership with an advanced competitor's license, which is your annual Canada Snowboard membership, a FIS license and sport accident insurance (SAIP) Level 1 (NextGen may purchase Level 2 if they will not be attending World Cups this season). Please refer to [Athlete Assistance Program](#) section for more information. (AAP)

Your Athlete Agreement and subsequently AAP funding will be on hold until the proper membership and SAIP insurance is purchased for the 2025-2026 season. The SAIP insurance is required by FIS for all national team athletes in each winter sport. All purchases must be made after July 1st, 2025, to be valid for the 2025-26 season. Make sure you know when your SAIP is valid, and when you'd need your own insurance coverage for traveling and riding. You can find more details on our website regarding memberships here: www.canadasnowboard.ca/en/ms/membership/ and for insurance click here: <https://www.canadasnowboard.ca/en/ms/insurance/saip/>

For assistance with purchasing provincial and national memberships, FIS licenses and SAIP insurance please contact:

Sam Dunkley, Manager, Events and Engagement:
sam.dunkley@canadasnowboard.ca



ATHLETE RESPONSIBILITIES & AGREEMENTS

Finance

Athlete Deposit: As part of the HPP Athlete Agreement, you will be required to maintain a \$1000 deposit on account with Canada Snowboard to cover your team expenses. This is required prior to the beginning of the season.

Invoices + Payment: Athletes will receive invoices by email from Canada Snowboard's QuickBooks Online accounting software. Payment is due within 30 days of receiving the invoice. If at any time the athlete's outstanding balance exceeds \$5,000 overdue or if an agreed upon payment plan is breached, a notification of an outstanding account past due will be emailed with a warning requiring payment before the next month end in order to avoid consequential action being taken.

Any athlete who has outstanding balances owed to Canada Snowboard is considered "not in good standing" and may suffer consequences such as not being permitted to compete in future events or having their Sport Canada AAP carding put on hold.

Contact email: accounting@csf.ca

Office

Canada Snowboard office has gone remote (July 2021), please note that storage has been moved from Vancouver to Calgary. If you require an address for mailing please reach out to candice.wouters@canadasnowboard.ca



SUPPORT & RESOURCES

Safe Sport

Canada Snowboard is extremely committed to providing a safe, harassment and abuse free learning and training environment for all our members. As an organization, we will continue to provide our members and partners with the proper tools and training to ensure we continue to live and enact our values with integrity.

With this top of mind, Canada Snowboard will continue to work extensively on this FOUNDATIONAL area with all of you in the coming weeks, months and years so that you continue to have the knowledge and understanding of what creating a safe environment should involve.

All Canada Snowboard Staff, Contractors, Coaches, Officials, Judges, Support Staff and National Team Athletes are required to complete ongoing Safe Sport education which is conducted through our nationally recognized education partner, Respect in Sport Group. These programs educate leaders, coaches, officials and participants to recognize, understand and respond to issues of bullying, abuse, harassment and discrimination. Canada Snowboard is dedicated to continuing to be one of Canada's leading organizations in the Safe Sport Solution and continues to keep up to date with the latest requirements and best practice standards.

Canada Snowboard will be actively working on an ongoing basis with the Canadian Sport System Leaders, Canada Snowboard Leadership Staff, and all of you on how we can ensure demonstrable leadership and implementation of these Safe Sport Initiatives.

More information:

<https://www.canadasnowboard.ca/en/about/Safesport/>

Athlete Protection Policy

The Athlete Protection Policy describes how Persons in Authority shall maintain a safe sport environment for all Athletes. Please review the policy in the [Safe Sport](#) manual on the CS website (CS Site > About Us > Safe Sport > Prevention / Policies / Resources).

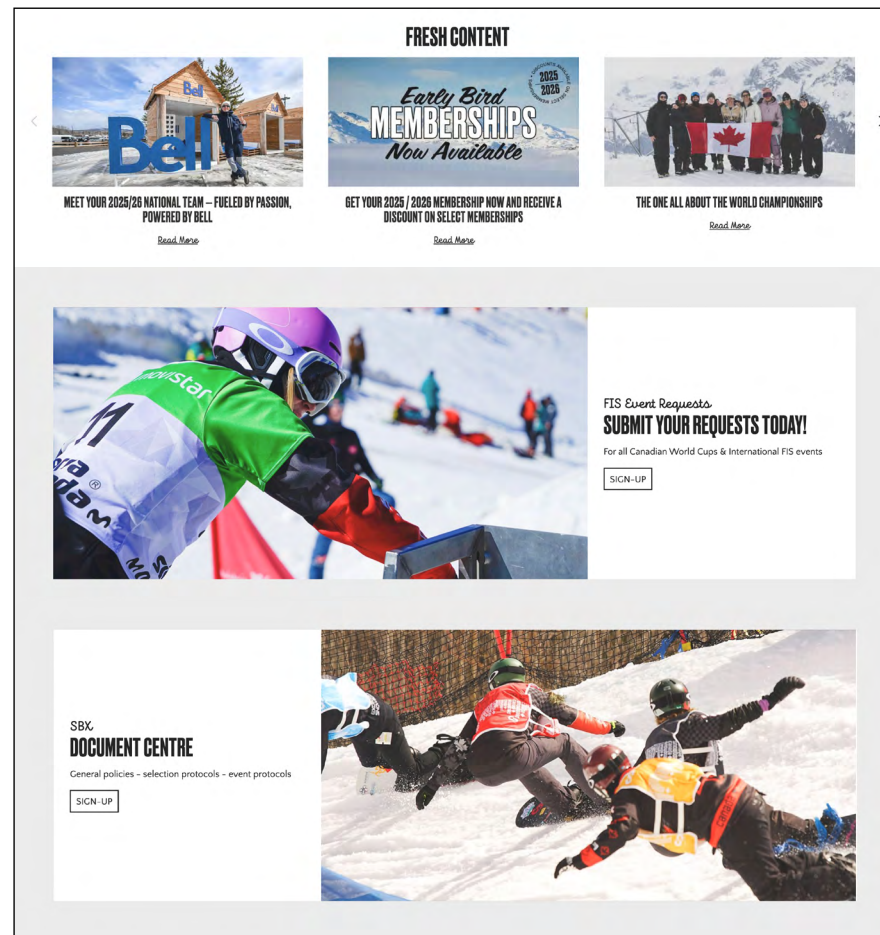
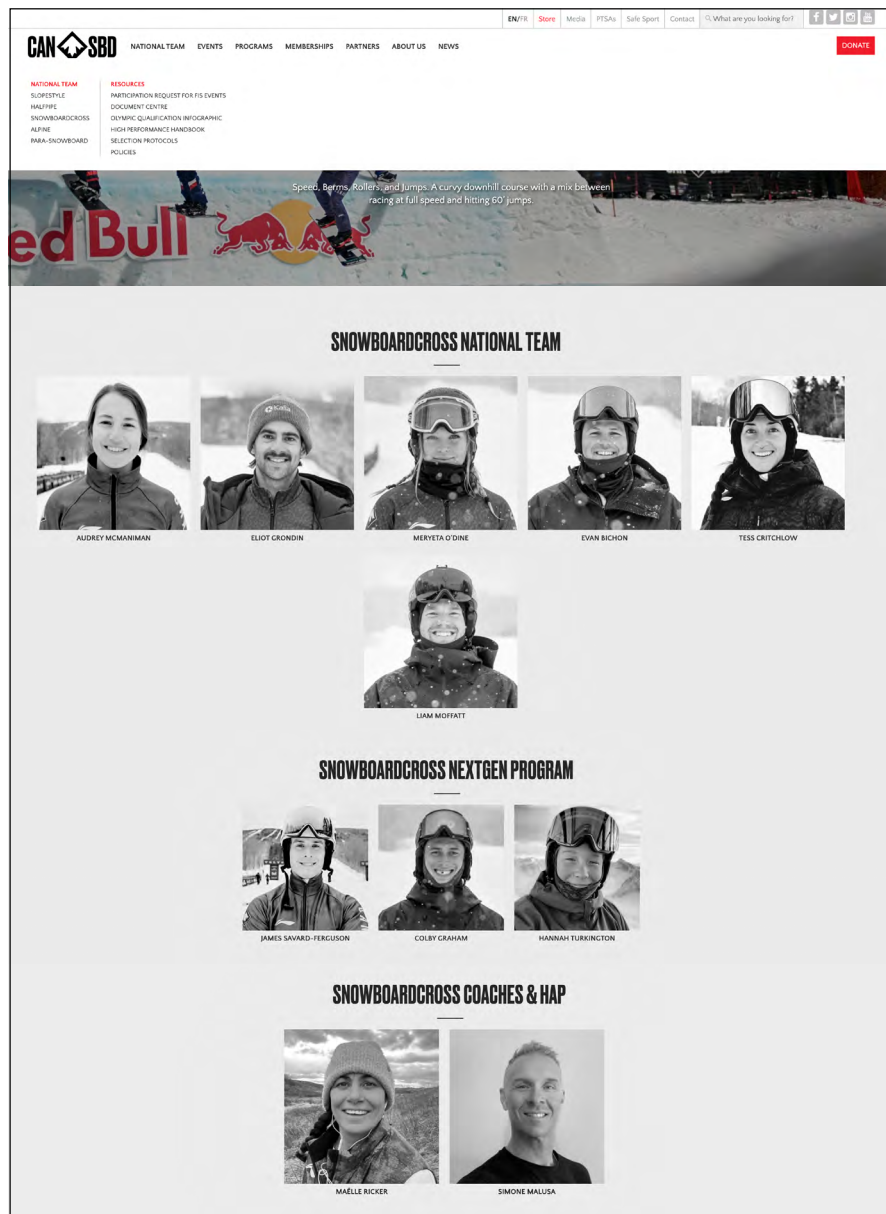
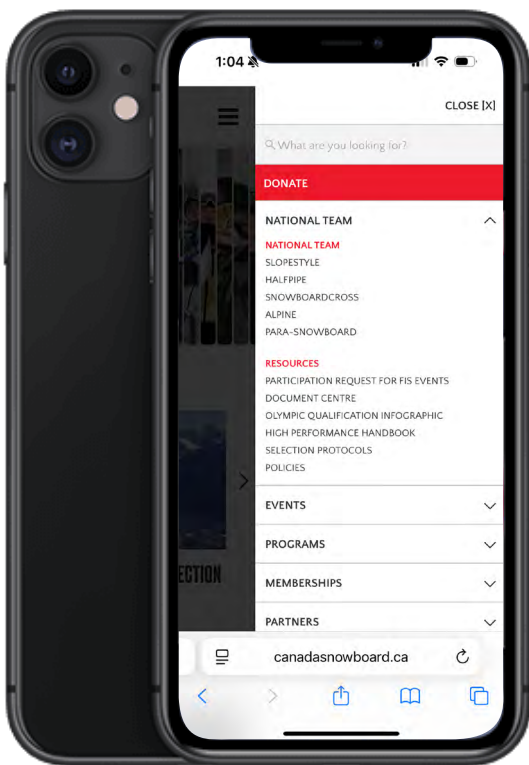
SAFE SPORT: REPORTING & RESOLUTION

To report an incident, or to refer to available recourses to help navigate a variety of issues please click the link below that will take you directly to the Call Triage Process Infographic.

<https://www.canadasnowboard.ca/en/about/Safesport/reportingandresolution/>

WEBSITE

The Canada Snowboard website (www.canadasnowboard.ca) is your source for the most up to date information including selection protocols, application forms, general policies and other information and documents. Please familiarize yourself with the website, especially the “Document Centre”, which appears as a link at the bottom of each discipline’s page, as well as under “National Team” in the drop down menu.



The Athlete Section includes several important sections:

1. **Fresh Content** – Discipline specific news can be found on that disciplines page, located under “National Team”. This includes team selections, press releases and news.

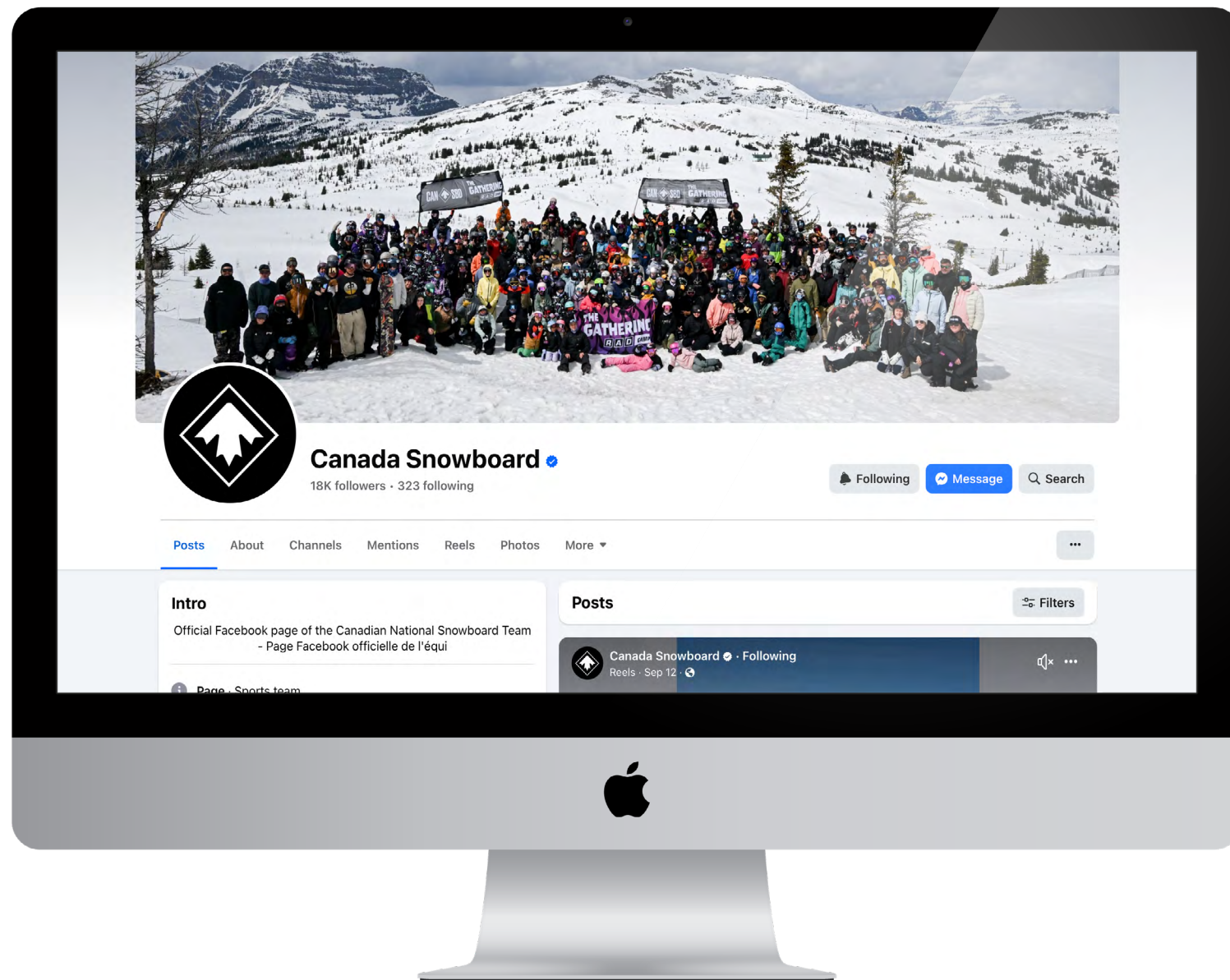
2. **International Events Registration** – Registration is taken care of for you once you are on the national team, but all Development/NextGen team athletes need to register themselves for all international events. You can do this from your disciplines page or in the navigation, under “Resources” by selecting “Participation Request for FIS International Events” and completing the form.

3. **Document Centre** – This section contains all the important documents you will need to familiarize yourself with from the high performance department. Documents include Selection Protocols, Application Forms, General Policies and SAIP Insurance Documents. A link to the Document Centre can be found on your discipline page under “National Team”.

CS SOCIAL MEDIA & NEWSLETTER

As national team riders, we encourage you to tag Canada Snowboard on the day to day. Training, riding for fun, competition – we want to show you some love all year round. We are always looking for unique and captivating ways to showcase you and your riding to Canadians everywhere.

If you'd like to know some industry best practices, you have a cool idea for a social media campaign, you want to get your pics featured on our social channels or if you have any questions or comments, please email – julia.thrift@canadasnowboard.ca.



@CanadaSnowboard



@CanadaSnowboardTeam
@CanadaParaSnowboardTeam
@CanadaSnowboard
@Shred.the.North



@CanadaSnowboardVideo

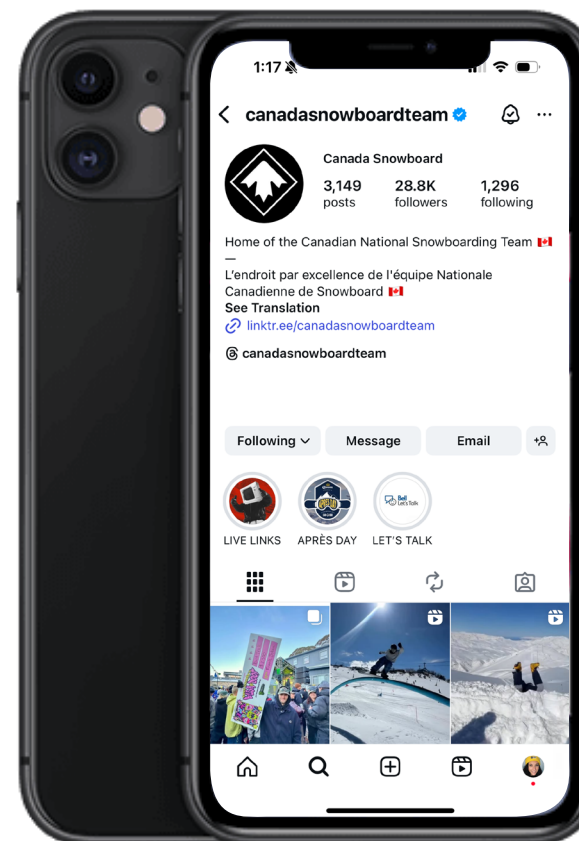


CanadaSnowboard
ShredTheNorthCanada



Sign up for the
CS Newsletter

If you or your friends & family want to keep your finger on the pulse of what's going on with Canada Snowboard events and programs, sign up for our newsletter.





SUPPORT & RESOURCES

Canadian Sport Institutes

As an HPP athlete, you may be eligible to services offered by the Canadian Sport Institutes. The Institutes offers **FREE** services for athletes such as Strength & Conditioning, Sport Psych, Nutrition, Biomechanics, Career Guidance, etc.

BC: Canadian Sport Institute

Eligibility/Registration: <https://www.csipacific.ca/sports-eligibility/athlete-eligibility/>

Services: <https://www.csipacific.ca/our-services/>

Alberta: Canadian Sports Institute Calgary

Eligibility/Registration: <http://csicalgary.ca/en/athletes>

Saskatchewan: Sask Sport

Services: <https://www.sasksport.ca/programs-services/>

Ontario: Canadian Sport Institute

Services/Registration: <https://csiontario.ca/our-programs>

Quebec: Institut National du Sport du Quebec

Services/Registration: <http://www.insquebec.org/services/athletes/>

Atlantic: Canadian Sport Centre Atlantic

Services: <https://csiatlantic.ca/>

GamePlan

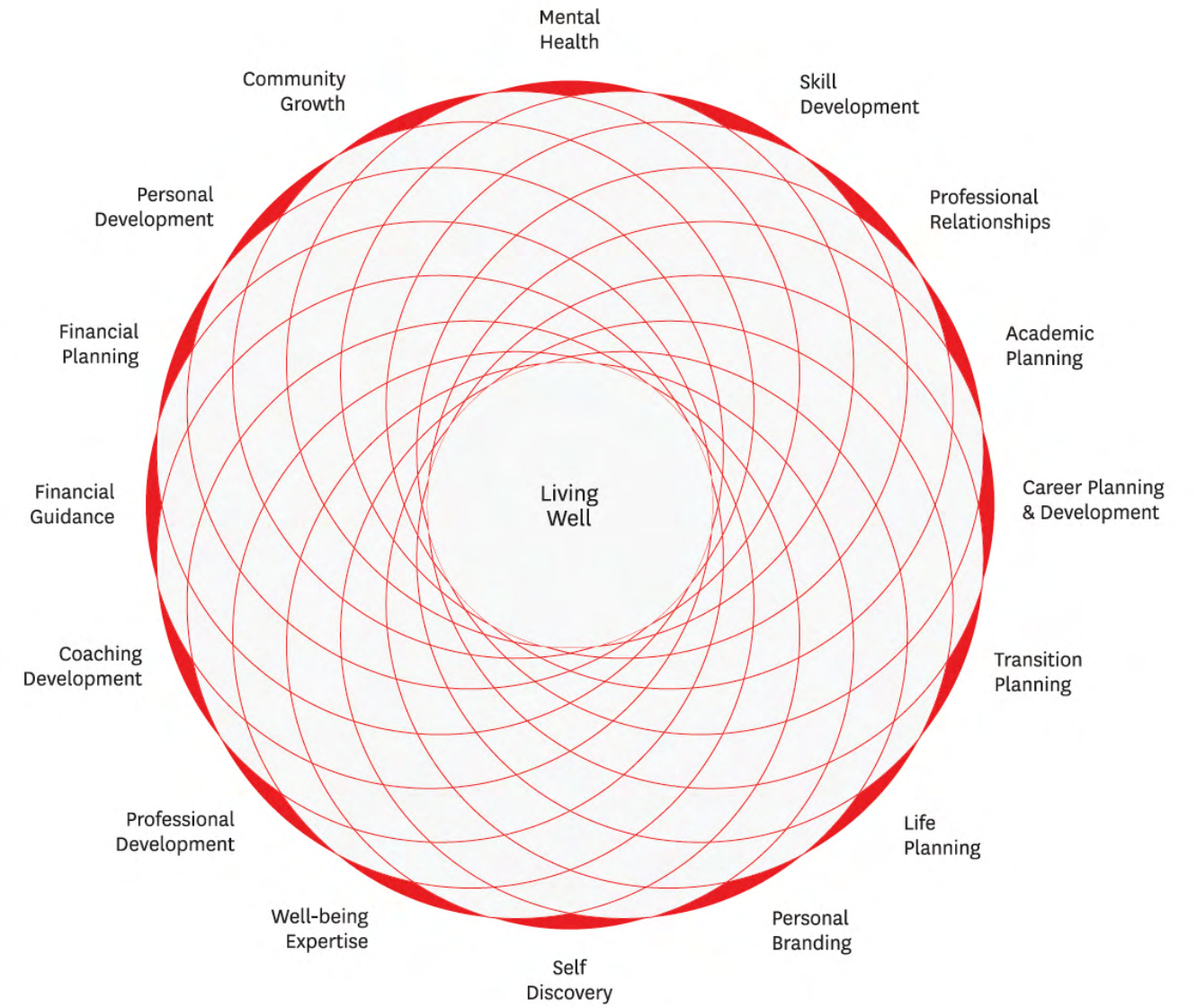
Game Plan takes a holistic approach to prepare you for the job of being a national team athlete during the formative stages, the prime of competitive life and what comes after the peak performance days are over. <https://www.mygameplan.ca/>

Please reach out to your Game Plan advisor with any questions. Your Game Plan advisor is set by your region, and can be found here: <https://www.mygameplan.ca/about/our-team>

Game Plan Athlete Handbook: https://drive.google.com/file/d/1EF2FH1uwwzf3aCx4SqPrR_Nkl-Oed16m/view

GAME PLAN

Areas
we cover





National Leadership Team

Cara Button, Senior Manager
cbutton@mygameplan.ca

Shannon Galea, Program Manager
sgalea@mygameplan.ca

Kellie Ring, Program Manager
kring@mygameplan.ca

Natalie Doucette, Mental Health Clinical Lead
ndoucette@mygameplan.ca

Your Game Plan Advisors



Amy Van Buskirk
CSI Alberta
avanbuskirk@csialberta.ca



Anna Kozniuk
CSI Pacific
akozniuk@csipacific.ca



Dominique Bosshart
CSI Ontario
dbosshart@csiontario.ca



Lisa Hoffart
CSC Saskatchewan
lhoffart@mygameplan.ca



Sarah Morris
CSC Atlantic
morris@csiatlantic.ca



Sophie Brassard
INS Québec
sophie.brassard@fondationaleo.ca



SUPPORT & RESOURCES

AthletesCAN

The association of Canada's national team athletes, is the only fully independent and most inclusive athlete organization in the country and the first organization of its kind in the world. As the collective voice of Canadian national team athletes, AthletesCAN ensures an athlete centered sport system by developing athlete leaders who influence sport policy and, as role models, inspire a strong sport culture.

<https://athletescan.ca/>

Exclusive AthletesCan discounts and partner programs:

<https://athletescan.ca/membership/exclusive-discounts-partner-programs/>

Medical & Dental Plan:

<https://athletescan.ca/bbd-health-and-dental-plan/>

Athlete Assistance Program (AAP)

As a HPP athlete, you can now qualify for AAP. AAP is athlete funding used to go towards your travel and training expenses, paid directly to you from Sport Canada:

- Living and training allowance

Athletes nominated for carding will have to sign their CS athlete agreement, and complete the CCES e-learning course sent by Sport Canada before their carding payments are released.

Supplemental AAP Support:

- Tuition and deferred tuition support
- Special needs assistance
- Retirement Support

For more information on the supplemental AAP support please refer to section 8.4 of the AAP Policies and procedures located here:

<https://www.canada.ca/en/canadian-heritage/services/funding/athlete-assistance/policies-procedures.html#a9d>

To be nominated for AAP support next season you must meet the Canada Snowboard AAP Nomination Criteria which is updated here:

<https://www.canadasnowboard.ca/en/docs/?category=High+Performance>



SUPPORT & RESOURCES

Athlete Insurance (SAIP)

The Sport Accident Insurance Program – insured under Zurich Canada Travel insurance covers athletes who purchase a policy for medical and disability in Canada with all classes of SAIP.

All National Team members of the High Performance Program attending World Cups are required to purchase Level 1 coverage as they compete in more high-risk competitions than provincial level athletes. Level 1 provides 120 consecutive days of out of country coverage. This coverage is mandatory in order to compete in any FIS level event. More information about the policy can be found here - <https://www.canadasnowboard.ca/files/Snowboard%20Canada%20Booklet.pdf>

Please note that coverage is only provided for Canada Snowboard sanctioned competitions and training while under the supervision of a licensed coach provided that you are wearing a certified helmet and you meet and hold the requirements of your provincial/territorial health care coverage.

In the event of a medical emergency, which may require treatment, hospitalization or emergency repatriation, please follow these steps:

1. Call the appropriate number below immediately prior to receiving treatment, quote the policy number 8624132 to Report a Claim US & Canada Zurich Canada(24 hour) toll free at +1-888-726-1281 or directly at +1-416-426-0077

The Claim Form must be immediately completed by an insured person, coach or support staff. *Please note an injury report must be submitted by a coach or member of your support staff whether a SAIP claim is made or not.

To further understand the Zurich policy used by Canada Snowboard or for any questions around injury reporting, please contact Sam Dunkley, Manager, Events and Engagement: sam.dunkley@canadasnowboard.ca



SUPPORT & RESOURCES

Funding Grants & Bursaries

There are a number of funding opportunities for high performance athletes. A few of the opportunities are listed below. In addition to these, athletes should contact their post-secondary institution (if applicable) to find out about scholarships for athletes competing for a university or college, as well as academic scholarship options. Many Provincial Sport Organizations and National Sport Organizations also have internal scholarships established as “memorial” tributes to past members or Directors, or scholarships supported by corporate sponsors. Athletes should contact the appropriate sport organization to investigate this possibility. Various Service Clubs such as Rotary International, Kin Canada, the Lions Clubs or the Royal Canadian Legion offer scholarships and bursaries. The clubs in the athlete’s town or city should be contacted for information and deadlines.

National Funding

Canadian Athletes Now Fund (CanFund)
<http://canadianathletesnow.ca/application/>

Petro-Canada Fueling Athlete and Coaching Excellence (FACE)
<https://www.petro-canada.ca/en/about-petro-canada/olympic-and-paralympic-sponsorship/face-program>

Sport Canada Athletes Assistance Program (AAP)
<https://www.canada.ca/en/canadian-heritage/services/funding/athlete-assistance.html>

Olympic/Paralympic Athlete Funding Opportunities

RBC Olympians
<https://www.rbc.com/community-social-impact/athletes/olympic-sponsorship.html>

Snow Athletes Canada

<https://www.snowathletes.ca/>



SUPPORT & RESOURCES

Provincial Funding

Alberta

Podium Alberta

<https://www.alberta.ca/podium-alberta.aspx>

British Columbia

No specific Athlete Assistance Program in BC

Manitoba

Athlete Assistance – Sport Manitoba

<https://www.sportmanitoba.ca/resources/athlete-resources/>

Canadian Sport Centre – Manitoba Athlete Centre Fund

<https://cscm.ca/service-delivery/eligibility/>

New Brunswick

New Brunswick Athlete Assistance Program

https://www2.gnb.ca/content/gnb/en/services/services_renderer.201010_Sport-Athlete_Assistance_Program.html

Newfoundland

Athletic Assistance

<https://www.gov.nl.ca/tcar/recreation-and-sport/financial-assistance/>

Nova Scotia

Support 4 Sport - Athlete Assistance

<https://sportnovascotia.ca/support4sport-awards/>

Ontario

Quest for Gold – Ontario Card

<https://www.ontario.ca/page/quest-gold>

Prince Edward Island

PEI Amateur Sport Support Program: Elite Athlete Assistance

<https://www.princeedwardisland.ca/en/information/fisheries-tourism-sport-and-culture/elite-athlete-assistance-program>

Québec

Équipe Québec

<http://www.education.gouv.qc.ca/athletes-entraîneurs-et-officiels/soutien-financier-et-services/programme-equipe-quebec/>

Saskatchewan

Saskatchewan Program for Athletic Excellence

<https://www.csc-sask.ca/for-athletes/financial-support/>



Zoe Bergemann
Chairperson
Snowboard Cross



Mercedes Nicoll
Halfpipe



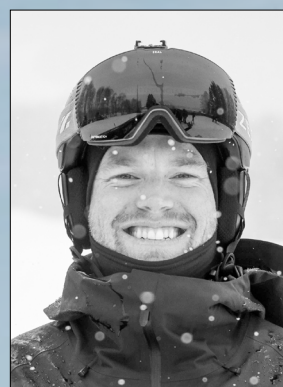
Jules Lefebvre
Alpine



Kaylie Buck
Alpine



John Leslie
Para



Liam Moffatt
Snowboard Cross



Lisa Dejong
Para



Liam Gill
Halfpipe

SUPPORT & RESOURCES

Athlete Council (AC)

The Athlete Council (AC) makes sure the athlete voice is heard and valued at a board level. The AC is a sub-committee of the board of directors for Canada Snowboard (CS). Athlete representatives on the AC are a diverse group of active and retired athletes representing all disciplines of CS. The Athlete representative with a seat on the CS board is usually the chair of the CSAC, this athlete brings the athlete voice to the board meetings, for the athletes by the AC.

Please reach out to Zoe Bergemann, Canada Snowboard Athlete Council Chairperson for questions: zoe.bergemann@gmail.com

SPONSORSHIP & BRANDING

National Team Sponsors

Canada Snowboard would be unable to deliver programming, run the national team, host events such as NorAm, nationals and world cups without our sponsors. As a national team athlete, the brands that have exclusivity while you're representing Canada are our tier 1 sponsors. ***We encourage all riders to tag these sponsors whenever possible on social media.*** It goes a long way to encourage existing and future sponsors, and is a huge help for servicing our partners. If you're interested in working on projects directly with sponsors, participating in athlete appearances, or having them share your personal social channels, we're happy to work together to build new ideas.

V O L V O

 @Volvocarcanada

Bell

 @Bell




 @coronacanada


Red Bull

 @RedBullCanada

Booster Juice 

 @boosterjuice



OAKLEY

 @oakley
 @oakley



 @KalTire

VANA
HEALTH

 @vanahealth
 @vanahealth



SPONSORSHIP & BRANDING

Athlete Sponsorship Decks

As a national team athlete, we look to support our athletes in securing personal sponsors and partners.

Canada Snowboard can assist you in the following areas:

- Helping create and update your individual or team sponsorship decks
- Introducing you to athlete agents
- Providing you advice on and reviewing contracts
- Social media best practices and advice
- Offer overall support with team fundraising initiatives.

Contract reviews/agent introductions:

brendan@canadasnowboard.ca

Branding and graphic design:

samantha.scull@canadasnowboard.ca

Social Media best practices and advice:

julia.thrift@canadasnowboard.ca

Sponsorship decks:

julia.thrift@canadasnowboard.ca

teddi.whillans@canadasnowboard.ca

CS Programs

Canada Snowboard is proud to offer inclusive programming such as RIDERS, Kindred Collective, the Indigenous Snowboard Program, and more.

If you would like to get involved with or become a spokesperson for one of our programs, please email: austin.white@canadasnowboard.ca

To learn more about CS programs, please visit our website at :

<https://www.canadasnowboard.ca/en/programs/>



ATHLETE BENEFITS

Athlete Team Kit

In the fall you will receive a team kit that includes Team outerwear, clothing and accessories plus items from our various partners. Please be sure to fill out your sizes and your shipping address in your Athlete Agreement. If you have any questions reach out to chelsea.williams@canadasnowboard.ca or candice.wouters@canadasnowboard.ca

Pro-forms & Suppliers

Canada Snowboard continually seeks to find new partners that are willing to offer their products at a discounted pro-form price. If you let us know specific brands you're looking for, we can make the ask on your behalf and the team. The ordering process for each company is different. Please understand that all orders should be for personal use only, not for family and friends. Please contact chelsea.williams@canadasnowboard.ca or candice.wouters@canadasnowboard.ca if you would like any.

Burton Pro-Form - If you are looking for a Pro-Form, we have access to some through our partnership at 40% off. Reach out to your HPP Coordinator chelsea.williams@canadasnowboard.ca or candice.wouters@canadasnowboard.ca

Burton Hard Goods - (boards, boots, bindings, helmets, goggles), reach out to Tyler Ashbee.

Scott and Kona Bikes - if you're looking for a new bike, we can typically get them for 30% - 40% off.

Current partners include:

- | | | |
|-------------------|------------|-------------|
| Intuition Liners | Stoko | Breg |
| Kuu | ATB Lab | Vana Health |
| Burton | Skullcandy | SuperFeet |
| Bauerfiend Braces | Carrot | Ride |
| K2 | | |



ATHLETE BENEFITS

Shred Hookups

Another benefit of your national team status and PTSA membership is your access to the Shred Hookups program, where a slew of brands are ready to offer you a discount on some great gear for on the hill or off it.

Simply log in to <https://www.canadasnowboard.ca/en/ms/shredhookups/> with your MEMBER access code and you're good to go!

Register here to become a MEMBER <https://www.canadasnowboard.ca/en/ms/membership/>

Some of our current Shred Hookups partners include:

Swany	Garmin	KUU
Stance	Yunika Snowboards	Enterprise/National
Outdoor Research	Mammut	Oakley
Cotopaxi	Superfeet	Helly Hansen
Smith	686	Stanley
BN3TH	and many more.	

Resort Access

As a member of the high performance program, you will be issued a digital Canada Snowboard ID card, to be presented at guest services, which can allow you discounted or complimentary access to mountains across the country. The mountain can change their status at any time without notice. Please do not complain or make a scene if you are having trouble getting a ticket, contact chelsea.williams@canadasnowboard.ca or candice.wouters@canadasnowboard.ca to see our current status with the mountain and for any help.

Last years resorts that offered discount or complimentary access were:

Big White	Apex Mountain	Cypress Mountain
Mt Seymour	Hudson Bay Mountain	Manning Park
Revelstoke	Sasquatch Mountain Resort	Silver Star Resort
Sun Peaks Resort	White Water	Mt. Washington
Mt Norquay Banff	Lake Louise	Sunridge
Rabbit Hill	Snow Valley	Bromont
Owls Head	Le Relais	St. Bruno
Horseshoe	Dagmar	Beaver Valley
Brimacombe	Mt Baker	

Resort Partners list will be available this fall, your coaches will receive the Resort list once it has been confirmed for the 2025-26 season. If you would like us to contact any other resorts for complimentary access let Chelsea know before October.



ATHLETE BENEFITS

CSA Whistler Passes

Canada Snowboard is able to nominate National Team athletes for Whistler (Vail) Epic Passes, this program is a legacy from the 2010 Olympic Winter Games and may be cancelled by Vail when they choose to do so.

National Team = Free Pass
NextGen Team = Discounted Pass

If you have access to CanWest passes and do not require the full list of epic resorts then you likely do not need the NextGen Pass, but please make your own decision based on your individual needs.

Bell Phone Plan

Available to National Team athletes only (who compete at a World Championships/OWG level for Canada) you will be provided the opportunity to get a free Bell cell phone and plan. The Athletes Connect program offers comprehensive telecommunications services to Canada's senior national team athletes currently training to compete and competing at the Olympic, Paralympic, Pan American, Commonwealth and senior world championship levels.

Please apply by visiting this link:
[www.bell.ca/Bell Athletes Connect Program](http://www.bell.ca/Bell_Athletes_Connect_Program)

