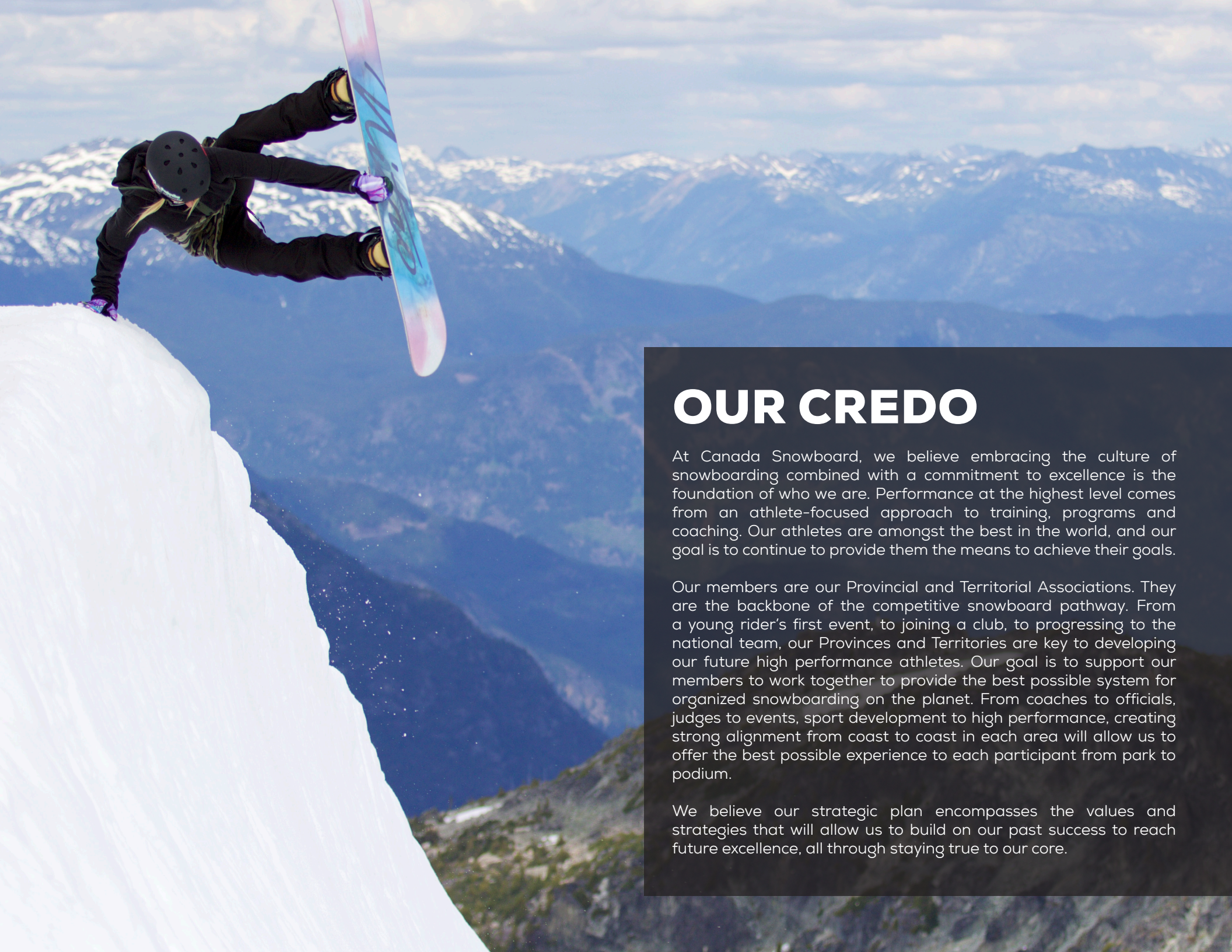




**2015-16**  
**YEAR END REPORT**



## 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.

# MESSAGE FROM THE CHAIR AND EXECUTIVE DIRECTOR: 2015-2016 YEAR IN REVIEW

The past year has seen significant changes for Canada Snowboard on many fronts, and we're of the confident opinion that most have been very positive. Building upon a core of good people and good programs, we have taken significant steps toward solidifying our operations and implementing the strategic plan the members helped develop just over a year ago. There is, of course, still much to be done, but notable progress has been made.

It is not often that the opportunity arises for a group of individuals to initiate positive, lasting change yet that is exactly what lies before the Canada Snowboard stakeholders. Believing that collaboration is the magic behind sustained positive results, we challenge each and every individual involved in competitive snowboarding in Canada to question how they may contribute to enhancing our sport and our community in their own way as we move forward. There are never a shortage of challenges for any given national sport organization, and the same is certainly true for us, yet when there is a collective will to improve and a genuine desire to help create a robust system where riders can carve their own competitive journeys, real magic can happen.

Details on our programs, overall finances, and sponsorship grace the pages included in this report and we invite you to peruse that information to gain a sense of our overall operation. As you scrutinize the updates provided, you'll see a number of examples that are positive indicators of a successful past year. Foremost are the accomplishments of a number of our athletes who had tremendous success around the world at various competitions, and we congratulate them and send best wishes for continued success representing Canada.

Operationally, we had exciting developments around sponsorship, renewing a key sponsor and welcoming aboard two new ones. It is the commitment of our sponsors that allows us some financial flexibility to support new initiatives, and it is the ongoing support of Sport Canada that sustains us as an organization. For this financial support, we are duly grateful.

Corporately we had several new hires, relocated our office, and have worked hard to improve our business processes. On the governance side we continue to mature and look at ways to enhance our capabilities

as a national sport organization. With the support of a strong – and diversely skilled – board of directors, we have bolstered our stakeholder and provincial association relationships to open up lines of communication and input, and remained focused on defining our strategic path forward as an organization. This often involves healthy, but always thoughtful, debate, and asking the right questions at the right time to ensure a shared vision. There is, of course, still much to be done, but we are pleased and grateful to have the involvement of people who care about Canada Snowboard, and the positive future of competitive snowboarding and our Canadian athletes.

While we have shared many excellent developments from this past year, these things don't reveal the real heart and passion of the sport. The future is bright for competitive snowboarding in Canada. Heading into the upcoming season, one year before the Olympic and Paralympic games in Korea, our athletes will hone their skills across the various disciplines in anticipation of competing with the maple leaf on their uniforms and manifesting all that is good about sport and Canada. There is great enthusiasm around our sport, and we are positioning our athletes to be a significant part of the buzz amongst Canadian winter sports. Let's get to work!



Patrick Jarvis  
*Executive Director,  
Canada Snowboard*



Matt Houghton  
*Chairman,  
Board of Directors*

# 2014-2022 STRATEGIC PLAN

The goals set forth represent the proposed targets that will guide the growth, performance, reach and financial strategy.

## 2022 GOALS

AREA OF FOCUS	PRIMARY MEASURE	TARGET
<b>GROWTH</b>	Registered Participants	<b>7,000*</b>
<b>PERFORMANCE</b>	2018 Olympic / Paralympic Medals	<b>3 Olympic 1 Paralympic</b>
	2022 Olympic / Paralympic Medals	<b>4 Olympic 4 Paralympic</b>
<b>REACH</b>	Communication Platforms	2014 Digital Reach Metrics <b>DOUBLED**</b>
<b>FINANCIAL</b>	Funding Diversification	<b>+25%</b> Unrestricted Revenue

\*2014 Benchmark 3,000 participants  
\*\*Based on 2014 Metrics of reach



## MISSION

To develop and lead competitive snowboarding in Canada.

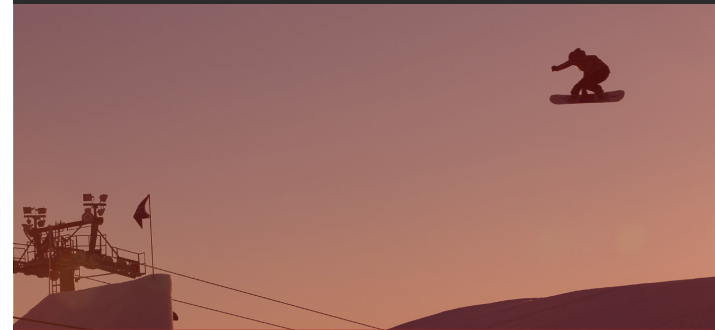
## VISION

To be recognized as a world leading snowboard nation.

## VALUES

- PERFORMANCE** > Focus on achievements at all stages of competitive snowboarding.
- EXCELLENCE** > Strive for athletes, clubs, coaches, officials, judges and technical leaders to perform to their potential.
- PROGRESSION** > Embrace creativity and the pursuit of development through all stages of competitive snowboarding.
- PASSION** > Inspire through the passion that is inherent in Canadian snowboard athletes.
- LIFESTYLE** > Support the culture of snowboarding to contribute to the health and happiness of all those who participate.

Special thanks to the Canadian Olympic Committee for their contribution to this project  
For credits and more information visit: [www.CanadaSnowboard.ca](http://www.CanadaSnowboard.ca)



## 2014-2022 STRATEGIC PLAN

# 2014-2022 STRATEGIC PLAN



## 3 KEY STRATEGIC PILLARS FOR 2014-2022

FROM PARK TO PODIUM - L1AD PATHWAY

1. ACTIVE START
2. FUNDAMENTALS
3. LEARN TO RIDE
4. TRAIN TO TRAIN
5. TRAIN TO COMPETE
6. LEARN TO WIN
7. TRAIN TO WIN
8. ACTIVE FOR LIFE

Canada Snowboard has identified three key pillars that are ingrained in the organization providing a framework to support the high performance athlete pathway.

Each pillar has essential goals and outcomes needed to support and measure the success achieved.



### GROWING THE SPORT



- 🏆 Align with Provincial/Territorial associations to increase participation and retention in programs, clubs and events.
- 📈 Aggressively pursue partnerships with industry, resort, and key stakeholders to drive increased membership and program initiatives.
- 🔄 Enhance coaching, officiating and judging programs and initiatives to support the delivery of our high performance athlete pathway.
- 📈 Deliver competition opportunities aligned with long term athlete development in collaboration with member and industry partners.
- 🏆 Provide a pathway for athletes and coaches to develop from first contact through podium performance.
- 📈 Integrate innovative and interactive technologies that provide new and enhanced value propositions for members and participants of programs and events.

### ORGANIZATIONAL EFFECTIVENESS

- 🔄 Diversify revenue sources to ensure sustainability and support of sport development and high performance programs.
- 🔄 Seek and maintain strategic partnerships within both government and industry to optimize the brand, communications, programs and events.
- ❤️ Bring the brand to life through creative and innovative promotional programs, unique content and communications strategies to increase visibility and engage new fans and followers.
- 🏆 Deliver aligned policies, procedures and programs at national, provincial/territorial and club levels through the athlete pathway.
- 🏆 Ingrain risk management strategies into all levels of the organization.
- 🏆 Ensure financial systems and processes are maintained to safeguard the assets of the organization.

### HIGH PERFORMANCE



- 🏆 Create innovative and unique training environments utilizing technology, technical expertise and world class facilities.
- 🏆 Focus energy, attention and resources for optimal return on investment to produce podium results.
- 🔄 Identify, develop and recruit coaches and integrated support team staff that foster achievement, progression and produce strong results.
- 📈 Utilize sport science and analytical evidence to directly enhance high performance athlete progression.
- 🔄 Collaborate with our sport and funding partners to support high performance athletes beyond the competitive pathway.
- 📈 Align sport development and high performance programs to increase clarity of the athlete pathway.



# HIGH PERFORMANCE



# NATIONAL TEAM HIGHLIGHTS

(2015-16 SEASON)

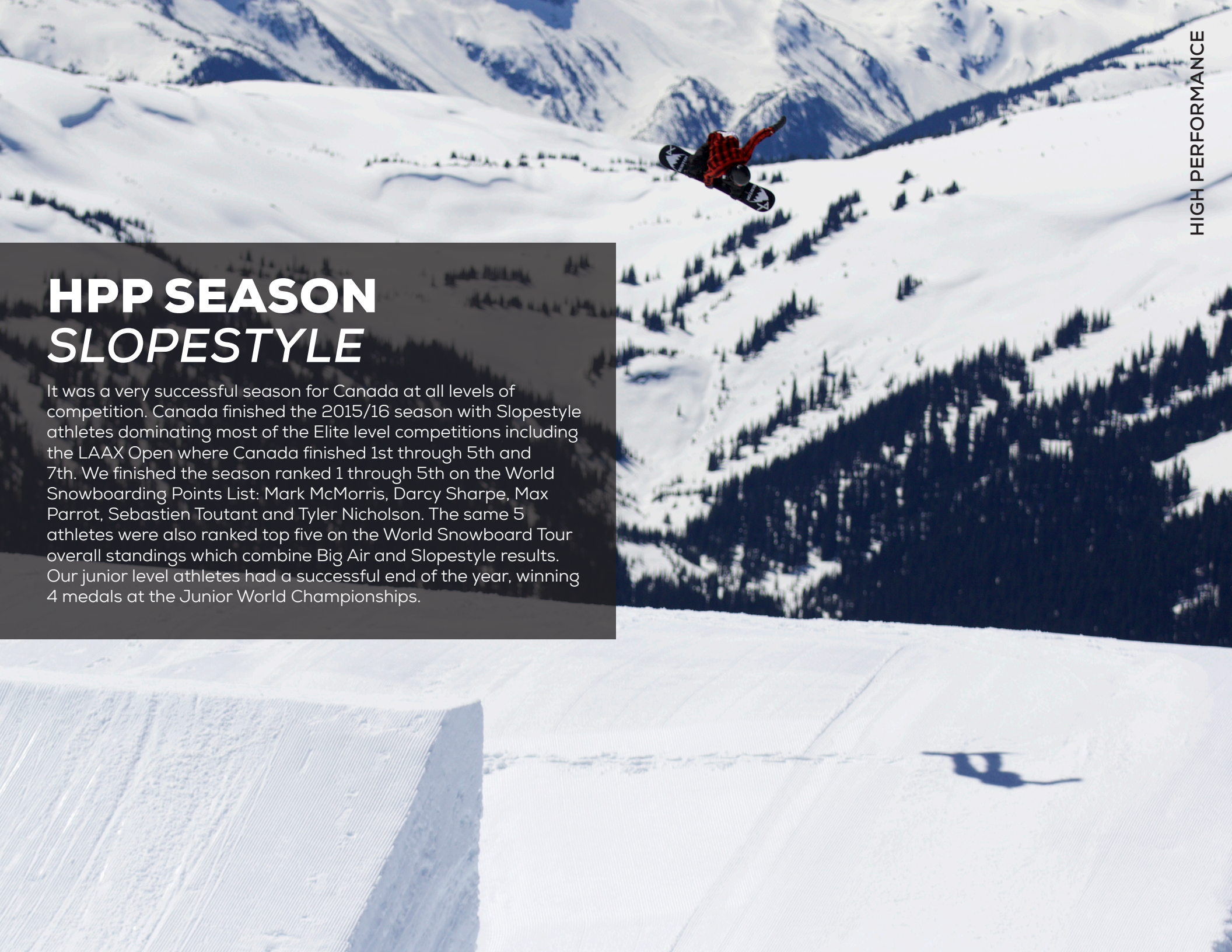
MAJOR EVENTS\*, WORLD CHAMPIONSHIPS & WORLD CUPS  
MEDAL COUNT:

**GOLD: 23 | SILVER: 28 | BRONZE: 12**  
**TOP TEN: 95**

\* Major Events include Dew Tour, X-Games, US Open, etc.

# HPP SEASON SLOPESTYLE

It was a very successful season for Canada at all levels of competition. Canada finished the 2015/16 season with Slopestyle athletes dominating most of the Elite level competitions including the LAAX Open where Canada finished 1st through 5th and 7th. We finished the season ranked 1 through 5th on the World Snowboarding Points List: Mark McMorris, Darcy Sharpe, Max Parrot, Sebastien Toutant and Tyler Nicholson. The same 5 athletes were also ranked top five on the World Snowboard Tour overall standings which combine Big Air and Slopestyle results. Our junior level athletes had a successful end of the year, winning 4 medals at the Junior World Championships.





# HPP SEASON *HALFPIPE*

The Halfpipe national team continued to progress their results at elite and international events, obtaining multiple top tens at events with high level competitors. Some notable results would include: Derek Livingston's 9th place finish at his first X-Games in Oslo, Trevor Niblett and Katie Tsuyuki's 8th place finishes at the Mammoth World Cup/Grand Prix, and Calynn Irwin's 10th place finish at the US Open Championships.

# HPP SEASON SBX

Canada had 3 male athletes reach the podium this season with twenty-one year old Baptiste Brochu taking home the gold at the Veysonnaz World Cup, his first podium on the World Cup circuit. Chris Robanske and Kevin Hill both captured silver medals in Russia and Spain respectively. Having 3 athletes on the men's side capable of reaching the podium is an important asset given the unpredictability of this discipline. On the women's side, with the recent retirement of Maelle Ricker and Dominique Maltais sidelined by injury, an emerging group of young, talented athletes made substantial gains; moving up from the heats to the small and big finals on the World Cup circuit for the first time in their careers.

# HPP SEASON ALPINE

The Alpine national team had another great season on the NorAm Cup Tour capturing 5 of the possible 6 tops spots. Canada won the overall titles in men's (Darren Gardner) and women's (Megan Farrel), plus 3 more podiums on the overall tour: Sébastien Beaulieu, Marianne Laurin-LaLonde, Katrina Gerencser. With the addition of a new national team coach, Jan Wengelin, the program is headed in the right direction and should see great improvements in training and results throughout the season.





# HPP SEASON PARA

This was a breakthrough season for our Para-snowboard program. Our athletes claimed a total of seven IPC World Cup podium results, and made large improvements on their overall consistency. Our only female athlete (Michelle Salt) made the biggest progression as she achieved 5 podium performances and came a few centimetres short of a first career win at the last World Cup of the season. Perhaps the most positive aspect of this season was the successful identification of a number of new athletes through CPC Paralympian Search events (3 new athletes) and other Canada Snowboard initiatives, which allowed us to successfully introduce these new athletes to the competitive aspect of snowboarding. These newly identified athletes were able to record strong NorAm showings and even a World Cup podium result despite never having been a part of a NextGen program to oversee their development. We are very excited for the impact a NextGen program will have on their development and progression over the next few years.



# HPP SEASON NEXTGEN & DEV GROUPS

The Slopestyle Next Gen Team had a very successful inaugural year, with Podiums on the Air Nation Tour and at the National Championships, which included strong performances at the Youth Olympic Games. The competitive season ended with the most successful Junior World Championships in Canada Snowboard's history with Next Gen athletes winning four medals in Slopestyle and big air.

Not to be outdone, our Provincial speed athletes continued to demonstrate their podium potential with strong performances on the NorAm Tour, narrowly missing the podium at the Youth Olympic Games and the Junior World Championships.

## JUNIOR WORLD CHAMPIONSHIPS

Second Nation in overall standings

### Style Events: Seiser Alm, Italy

- Carter Jarvis - Silver Medal, Slopestyle, Silver Medal, Big Air
- Oceane Filion - Bronze Medal - Big Air
- Francis Jobin - Bronze Medal - Big Air
- All 4 NextGen athletes make top 8s in Slopestyle (Carter Jarvis, Francis Jobin, Oceane Filion, Baily McDonald)

### Speed Events: Rogla, Slovenia

#### *Snowboardcross*

- Big finalist - Meryeta O'dine (4th)
- Small finalist - Will Malisch (8th)

#### *Alpine*

- Jules Lefebvre - 4th - PSL, 7th PGS
- Riley Kilmer Choi - 8th PGS

### YOUTH OLYMPIC GAMES - Lillehammer Norway

- Baily McDonald 6th Slopestyle
- Evan Bichon - Big Finalist (4th) SBX and 4th Team event
- Kira Lengkeek 6th Halfpipe



# SPORT DEVELOPMENT



# MILESTONES

## SPORT DEVELOPMENT

- Long Term Bidding and Hosting Strategy Developed in alignment with Canada Snowboard's Strategic Plan.
- Inaugural season with the new GoalLine online membership system to streamline all membership related components.
- Secured Kinduct as an online enhancement of our membership system – used for Gold Medal Profile data collection to be shared with athletes and coaches to support skill development.
- RIDERS Program – Developed 31 delivery partnerships and hosted 251 Participants within the program nation-wide ensuring future volume of athletes coming into the system are developing necessary skills at LTAD Stage 03.
- 23 RIDERS Events (LTAD Stage 03) delivered nation-wide.
- Women in Snowboarding initiatives saw 10 events nation-wide with 140 riders and 40 coaches.
- Successful delivery of the Eastern and Western Acrobatic Development camps for female athletes.
- Aboriginal Snowboard program developed aligned strategic plan with First Nation Snowboard Association seeing 82 new Squamish Nation Youth in Learn-to-Ride effort.
- 2 new Aboriginal divisions were developed in Northern Ontario with 10 newly trained technical leaders to ensure program sustainability.
- Finalized the Canada Snowboard – Para-Snowboard Long Term Athlete Development plan.
- Delivered Para-snowboard Eastern & Western Development Camps that produced 7 newly IPC classified athletes and the addition of 5 new national and NextGen team athletes.
- 2019 Canada Winter Games Participation Strategy developed. Of note was the Atlantic Provinces initiative this past season that will lead to sustainable long term athlete and coach programs to ensure strong representation at Canada Winter Games 2019 and beyond.



## COACHING

This season the Canadian Snowboard Coaching Program took great strides increasing the number of certified coaches in Canada. This was achieved through the strong relationships built with the PTSA's and their new Coach Development coordinators. These Coach Development coordinators have given Canada Snowboard and the coaching program a means to access grassroots coaches directly to ensure effective communication and collaboration.

The Coaching Technical Committee, comprised of dedicated volunteer coaches as well as Canada Snowboard staff, worked over the past two summers to update the coaching material for the Competition Introduction course. Brand new for the 2016-2017 season, an English COACHING manual will be released for the Competition Introduction and Competition Introduction Advanced courses.

To continue the advancement of coaches on a High Performance Coach Development Pathway, 10 coaches are actively participating in a personalized mentorship program to advance their current coaching certifications and portfolios to continue the succession of great Canadian Coaches.

### THE YEAR IN NUMBERS

- **113 New Comp Intro Trained Coaches**
- **20 Courses Executed**
- **17 Trained Learning Facilitators across the country**
- **7 Comp Intro Advanced SPEED Coaches Trained**
- **9 Comp Intro Advanced STYLE Coaches Trained**
- **13 Comp Dev Coaches Trained**

# JUDGING

For the 2015-16 year we had a total of 14 FIS trained licensed judges. In Canada, we currently have 6 A License judges who are fully qualified to judge at the highest level of competition (Olympics), as well as facilitate clinics across Canada.

In the past year we have added the following new judges to our roster:

BC: 2 new

AB: 2 new

YT: 1 new

Total: 5 new judges

Members On GoalLine: 11

# OFFICIATING

A new portal dedicated to officials has been launched by Canada Snowboard and the Canadian Freestyle Ski Association - [snowsportsofficials.com](http://snowsportsofficials.com)

Canada Snowboard and the Canadian Freestyle Ski Association have collaborated to develop, align, and strengthen the Canadian Snowsports officials system. This long-term partnership will help coordinate the training of officials and create a common online portal that will meet the needs of both Snowboard and Freestyle ski officials nationwide. During the 2015-2016 season, 180 individuals took part in the first interactive online training program dedicated to volunteers and officials from across the country.

**Level 1 Training:** 180 new officials (35 male / 35 female)

**Level 2 Training:** 15 new officials

**Level 3 Training:** 8 new officials



# SPORTS EXPERTS SPEED NATION NATIONALS

In association with Quebec Snowboard, the 2016 Sports Experts Speed Nation Nationals were hosted at Ski Chantecler, in the town of St. Adèle, Quebec.

Several Parallel Giant Slalom, Parallel Slalom, Snowboardcross, and Para-snowboard competitions took place over the course of six days, with more than 280 Volunteers and 363 Athletes taking part in the event as a whole.

For the first time ever, our Para-snowboard National Championships were sanctioned by the International Paralympic Committee.

Canada Snowboard would like to commend Quebec Snowboard on hosting yet another well run and successful event for all competitors.



SPORTCHEK



# SPORTCHEK AIR NATION NATIONALS

## PRESENTED BY BURTON

Canada Snowboard was happy to partner with Snowboard Ontario to host the 2016 SportChek Air Nation Nationals presented by Burton at Mount St Louis Moonstone and Horseshoe Resort.

This past season's freestyle nationals presented a first for Canada Snowboard with 3 disciplines on the docket: Slopestyle, Halfpipe and Big Air.

More than 134 Athletes competed in the Slopestyle and Halfpipe National Championships, which were held at Mount St. Louis Moonstone.

The competition then shifted over to Horseshoe Resort on Saturday night, with more than 98 Athletes competing for the first ever Big Air National Championship title.

Canada Snowboard thanks Snowboard Ontario and all the volunteers for putting on an amazing event.

VIDEOTRON  
MOBILE

PRESENTS

# Jam BOREE

— SNOWBOARD & SKI —

The Snowboard Jamboree is the longest running World Cup event in Canada, and the only FIS World Cup in Canada in 2015/16. This year's event showcased some of the best athletes in the World in Big Air. Stealing the spotlight were national team athletes Max Parrot and Tyler Nicholson who finished in first and second place respectively.

# 2016 IPC SNOWBOARD WORLD CUP AT BIG WHITE SKI RESORT



Canada Snowboard, in partnership with BC Snowboard, organized both a Para-snowboard World Cup and Para-snowboard NorAm at Big White Ski Resort.

This is the first year of the new North American Cup Para-snowboard tour, and the first time that Canada has hosted two major Para-snowboard events (WC and NorAm) simultaneously in the same location.

The 2016 IPC Snowboard WC & IPC Snowboard NorAm were the highlights of the 2015-2016 Para-snowboard season, with more than 60 athletes competing at the NorAm events and more than 80 Athletes competing at the WC's.

The World Cup at Big White was also home to the best ever showing of our Para National team and our Para Development team with 7 NorAm Podiums and 5 WC Podiums.



# PROVINCIAL/TERRITORIAL (PTSA) MEMBERSHIPS



## BRITISH COLUMBIA

- Organized and hosted 24 events with a total of 1475 individual starts.
- Hosted 4 NorAm SBX events at Tabor Mountain Resort and 2 Para World Cup events at Big White.
- 2 Provincial SBX Team athletes moved up to National Team and Development Group.
- RIDERS Program received positive review with 9 delivery partners in BC for 2015-2016.
- Coach Development Coordinator position proving beneficial to BC coaches.

**701**  
MEMBERS



## ALBERTA

- The Women in Sport program saw great success with 90 participants and 20 coaches over 2 dates. This will lead into the development of 6 separate camps / dates this upcoming season.

**541**  
MEMBERS



## ONTARIO

- 40% of the 2016-2017 National, Development and NextGen Team athletes are from Ontario.
- Hosted 2016 Sport Chek Air Nation Freestyle National Championships presented by Burton.
- Successful RIDERS Project, with 14 resorts utilizing curriculum in snow schools.
- Project funding provided from the Government of Ontario's Ministry of Tourism, Culture and Sport allowed the hiring of a Sport Development Director and High Performance Program Manager.

**579**  
MEMBERS



## QUEBEC

- More than 40 days of competition between all three disciplines.
- Better member services and improved communications with coaches and clubs.
- Implementation of a well-organized Provincial Freestyle series.
- Reliable, autonomous staff.

**467**  
MEMBERS

# PROVINCIAL/TERRITORIAL (PTSA) MEMBERSHIPS



## NOVA SCOTIA

- Two Riders on National Development teams with Liam Moffatt being named a finalist for Male athlete of the year for Nova Scotia.
- Pilot Snowboard school project with two in school sessions followed with an on snow lesson.
- 87 aboriginal members participating from the 13 bands across the province in multi week programs.

**221**  
MEMBERS



## SASKATCHEWAN

- Exponential membership growth by over 100% from the previous season.
- Ran a number of very successful RIDERS events.

**185**  
MEMBERS



## MANITOBA

- New PSTA Council formed - 18 strong!
- New not-for-profit incorporation approved.
- New constitution; bylaws and policies developed.
- 2016/17 season plan developed including:
  - Provincial Championship (our first one ever).
  - Provincial Series.
- Canada Games strategic plan adopted to:
  - Double participant level (at minimum).
  - Develop 2 Comp Dev coaches (1 male & 1 female).

**90**  
MEMBERS



## YUKON

- Strong performance at the Arctic Winter Games in Nuk, Greenland.
- Record increase in participation in coached programs.
- Continued funding of terrain development to create more progressive features and also to support Mount Sima's pre-season camp initiatives.

**58**  
MEMBERS

# PROVINCIAL/TERRITORIAL (PTSA) MEMBERSHIPS



## NEWFOUNDLAND

- Gained new and ambitious leadership to help revitalize snowboarding in Newfoundland.
- Ran 2 successful RIDERS events while creating new relationships with resorts, which will help facilitate various other grassroots events this upcoming season.

**25**  
MEMBERS



## NORTHWEST TERRITORIES

- Exponential membership growth from 2 members to 24 members in 1 year.
- Opening of the first lift-accessed snowboard facility in the NWT.
- 2 former World Cup athletes joined the board of directors and involved in coaching.
- Arctic Winter Games participation in Greenland.

**24**  
MEMBERS



## PRINCE EDWARD ISLAND

- Ran a textbook RIDERS event, which generated some excitement within the local community.
- Successfully integrated the RIDERS program into the local ski school and identified potentially strong candidates for future Canada Winter Games athletes.

**10**  
MEMBERS

## NEW BRUNSWICK SNOWBOARD ASSOCIATION

## NEW BRUNSWICK

- Successfully elected new leadership and board of directors to take over and revitalize the sport within the province, which includes representatives from each individual resort.
- Strong resorts with good facilities, impressive park builds and engaged ownership will help greatly facilitate future partnerships and events.

**2**  
MEMBERS



# BUSINESS OPERATIONS



# MILESTONES BUSINESS OPERATIONS

- Positive financial position after year end.
- Launch of completely redesigned Canada Snowboard website.
- Hosted the first annual Canada Snowboard Partnership Summit, which included all Canada Snowboard sponsors.
- Successful season as Snow Sports Canada partner, including sponsors Mackenzie Financial and High Sierra.
- Renewal of Tier 1 sponsor Mazda for additional four-year term.
- New sponsors FA Design and Burton signed for extended terms, including outerwear, events and Olympic outerwear.
- New sponsor Zanier gloves signed for speed disciplines.
- Launch of the Sport Chek Air / Speed nation tours across Canada in SBS, PGS and SBX.
- New office for Canada Snowboard headquarters.
- Launch of Canada Snowboard Chairlift Society Fundraising platform with over \$100,000 in donations.
- Strong athlete support/involvement in the revamped #WHYWEDO campaign, with 13 athletes featured across all disciplines.
- Continued growth of all social media platforms, with Canada Snowboard's Instagram account (@Canadasnowboardteam) growing by over 1000 followers.

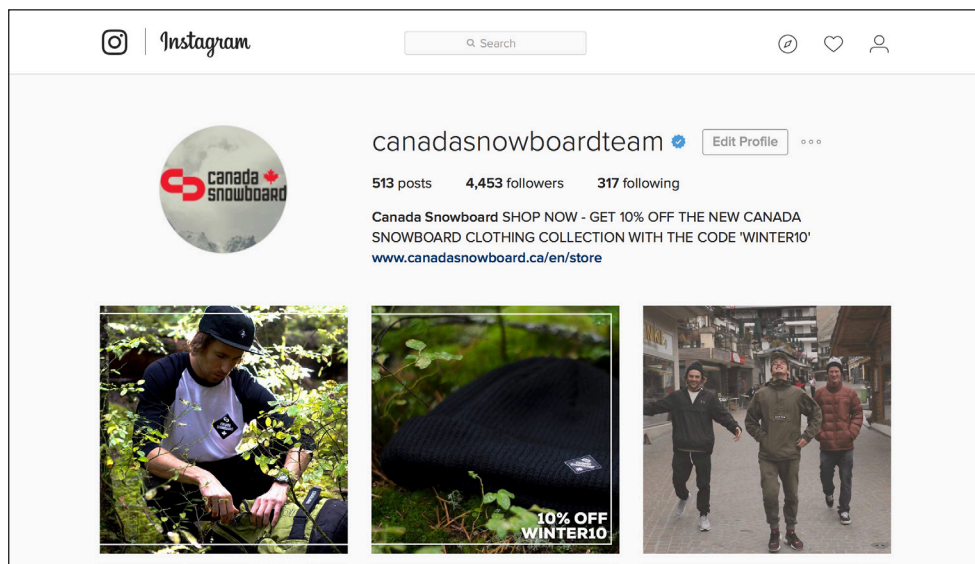
# SOCIAL MEDIA



**13,114**  
FOLLOWERS



**7,371**  
FOLLOWERS



**4,453**  
FOLLOWERS

# WHY WE DO

MARKETING

COMPETE • TRAVEL • LIVE

Our athletes embrace snowboarding as a lifestyle, and inspire a nation with their success. Learn what drives them and pushes them to the next level.

#WHYWEDO

## #WHYWEDO

#WhyWeDo is the focal point of this marketing campaign, showcasing Why our snowboarders do what they do. Why they train the way they do. Why they gravitate towards the lifestyle of a professional snowboarder. Why they travel to unique places chasing the snow, chasing new experiences all while focused on becoming the best in their discipline. The record engagement from the national team, sponsors and partners, the platform brings new attention to our sport, athletes and organization.



# NATIONAL TEAM SPONSORS



## FUNDING PARTNERS



SPORT PARTNER  
PARTENAIRE SPORTIF

## EXCLUSIVE SUPPLIERS



# CURRENT PARTNERSHIP ACTIVATIONS

Tier One sponsors are now highlighted on our new website to showcase all the great activations we do together.

**MAZDA PRESENTS HANG TIME**  
WITH CANADA SNOWBOARD MAZDA

**PARTNERSHIP**

Mazda Canada has become entrenched in the snowboard community through our partnership over the past 4 years. The support provided to Canada Snowboard has helped foster our athletes into champions at all levels of snowboarding. The partnership has gone above and beyond a typical sponsorship to include active engagement through a variety of mediums including digital, tv, in dealership, event engagement, athlete sponsorships and more. Check out the Mazda #hangtime series below.

**HIGHLIGHTS**

- Mazda logo seen worldwide on our athletes, including the national news and Rick Mercer Report showcasing our teams leading up to the 2014 Sochi Olympics
- The Hang Time webisode series, which provides a look behind the scenes at how Mazda helps our athletes achieve their dreams.
- The creation of the Official Snowboard House for the Sochi Olympics in Canada
- Custom-built snowboards for auto shows and dealership displays to be used in each dealership across the country

**HANG TIME SEASON TWO**

S2 E1: SLOPESTYLE | S2 E2: ALPINE | S2 E3: SNOWBOARDCROSS | S2 E4: BIG AIR

**Canada Snowboard**  
Suite 708-333 Terminal Avenue, Vancouver, BC V6A 4C1  
Phone: 604-568-1035 Fax: 604-568-1039 Email: info@canadasnowboard.ca

**SPORTCHEK MARK MCMORRIS SURPRISES A DESERVING FAN WITH THE GIFT TO SPORT**

With help from Olympian Mark McMorris, SportChek surprised a deserving athlete with a prize — a brand new #GiftToSport. This is Sport's gift.

**PARTNERSHIP**

SportChek, part of the Canadian Tire Corporation is a key supporter of amateur sport in Canada. Our partnership includes sponsorship of the national team, world cup events, and the title sponsorship of the SportChek Speed and Air Nation Nationals each year. From grassroots with the jumpstart program to the world's best partnering with Mark McMorris, SportChek continues to support snowboarding at all levels in Canada. Check out some of the highlight activations of our partnership below.

**HIGHLIGHTS**

- Title sponsor of the Canada Cup Tour and Canadian Freestyle and Speed Nationals
- Tier One Awards Winner Freestyle Nationals
- GiftToSport surprises a deserving fan with the #McMorris - Mark
- Custom rails designed for 2014 and 2015 Freestyle Nationals

**FEATURED VIDEOS**

SPORTCHEK AIR NATION NATIONALS 2016 | 2016 SPORTCHEK CANADA CUP WHISTLER | SPORTCHEK AIR NATION NATIONALS 2015 | SPORTCHEK INNOVATION PROJECT - SPORT 8FD | SPORTCHEK AIR NATION NATIONALS 2014

**Canada Snowboard**  
Suite 708-333 Terminal Avenue, Vancouver, BC V6A 4C1  
Phone: 604-568-1035 Fax: 604-568-1039 Email: info@canadasnowboard.ca

**MACKENZIE**

**PARTNERSHIP**

As one of the premier partners of the Snow Sports Canada consortium, Mackenzie Investments has become the face of winter sport in the partnership category of financial management. Supporting national teams, events, provincial associations, world cups and individual athletes, Mackenzie helps us build champions in 7 different sports in Canada. Check out some of our world-class partnership activations below.

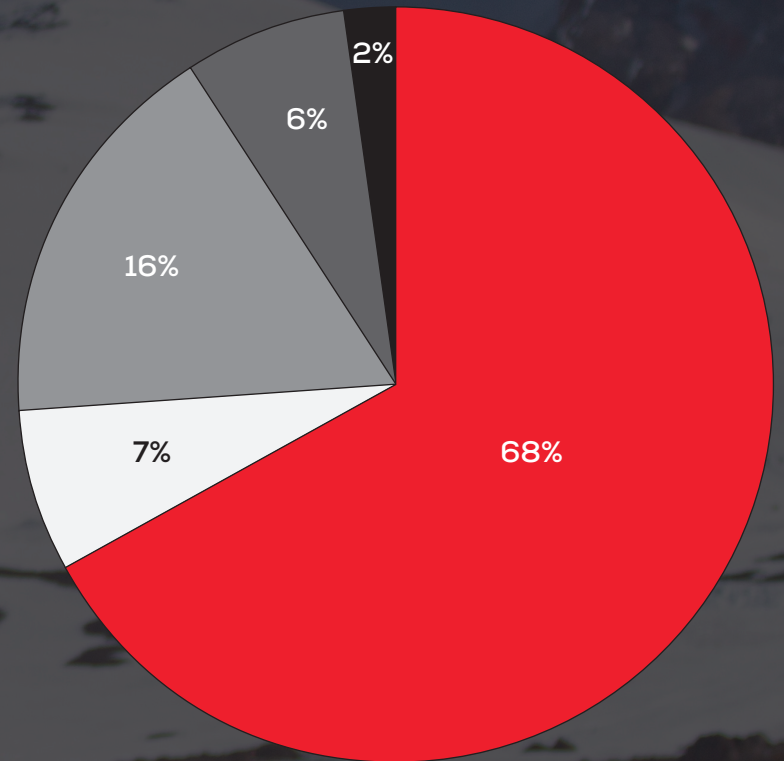
**HIGHLIGHTS**

- Mackenzie "House" Custom partnership zones at Snowboard Jamboree Slopestyle and Big Air Venues
- Christmas party engagements including Olympic Medalists and World Champions
- Proud Partner of Snow Sports Canada including 7 different Snow Sports NSO's
- Mackenzie activation zone at SportChek Air Nation - Freestyle Nationals

**Canada Snowboard**  
Suite 708-333 Terminal Avenue, Vancouver, BC V6A 4C1  
Phone: 604-568-1035 Fax: 604-568-1039 Email: info@canadasnowboard.ca

# REVENUE

	2015-16	2014-15
Sport Canada	\$2,388,747	\$2,375,811
Major Events	\$255,000	\$250,000
Sponsorships	\$567,534	\$607,269
Program Revenue	\$214,977	\$233,689
Other Revenue	\$69,848	\$69,937
<b>Total</b>	<b>\$3,496,106</b>	<b>\$3,536,706</b>

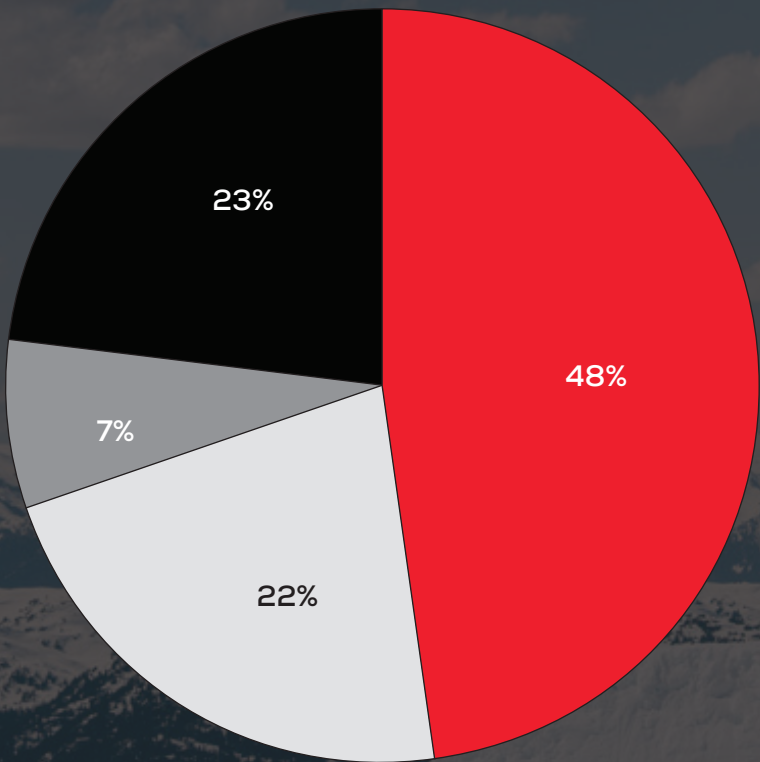


■ Sport Canada  
 ■ Major Events  
 ■ Sponsorships  
■ Program Revenue  
 ■ Other Revenue

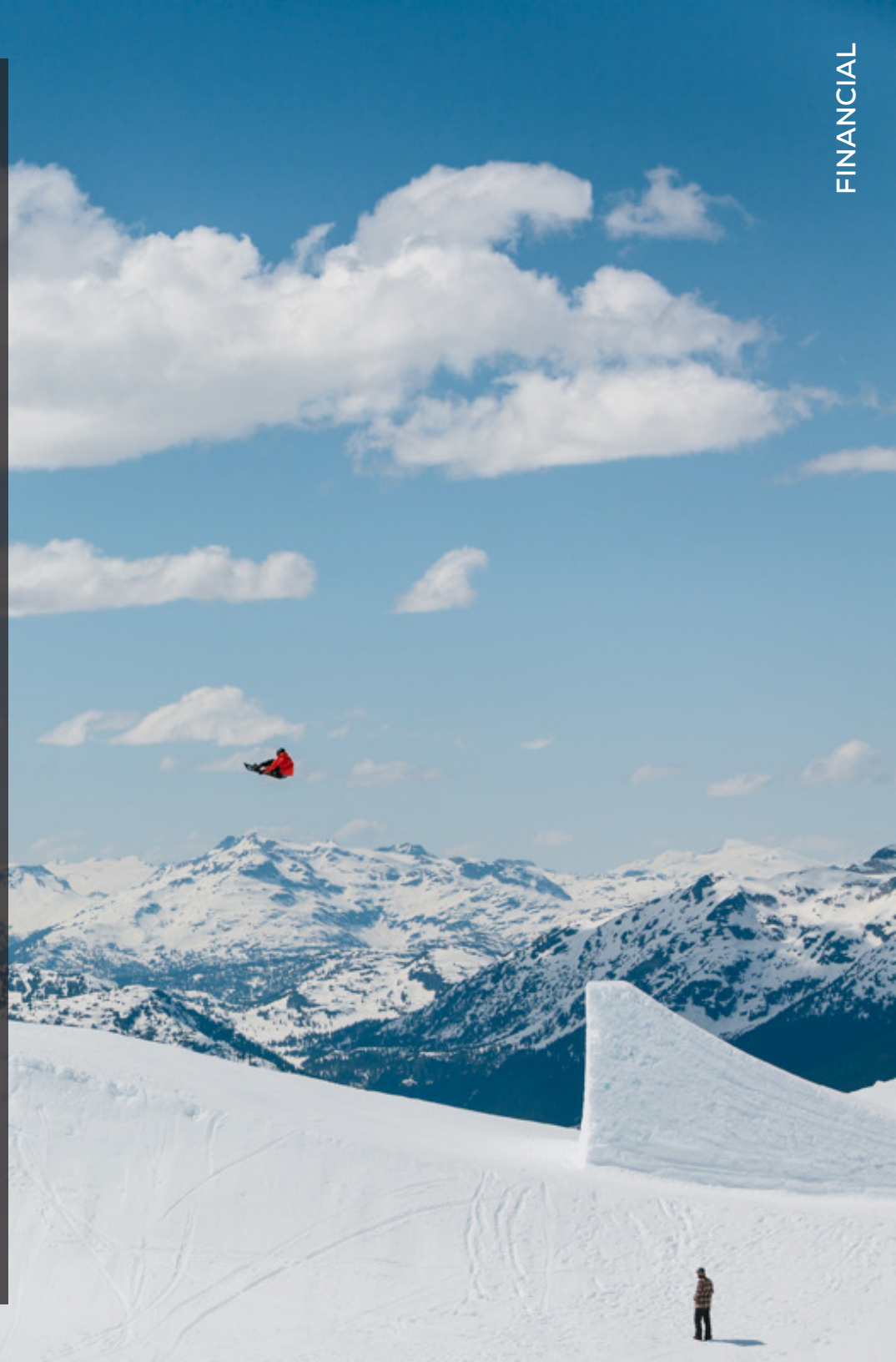


# EXPENSES

	2015-16	2014-15
High Performance Program	\$1,662,025	\$1,729,364
Sport Development Program	\$779,396	\$676,308
Major Events Program	\$242,810	\$265,407
Business Operations	\$783,637	\$842,680
<b>Total</b>	<b>\$3,467,868</b>	<b>\$3,513,759</b>



■ High Performance Program  
 ■ Sport Development Program  
■ Major Events Program  
 ■ Business Operations



# BOARD OF DIRECTORS

## EXECUTIVE

**Matt Houghton, *Chairman***  
mattdhoughton@gmail.com

**Tyler King, *Vice-Chairman***  
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**Danny Buntain, *Secretary***  
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**Michael Lees, *Treasurer***  
mailmikelees@gmail.com

## DIRECTORS AT LARGE

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**Bill Haines**  
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