

DEEP CREEK WINTER SPORTS TEAM
STRATEGIC PLAN FUND CAMPAIGN – 2018 THROUGH 2024



Program Vision: Focus on developing and refining Alpine Skiing and Snowboarding skills in a challenging, supportive and positive teaching environment that will serve our young athletes well in competition and, just as importantly, nurture a passion for skiing or boarding that will last a lifetime.

Mission Statement: The mission of the Deep Creek Winter Sports Team is to develop and empower our athletes to be competitive in PARA / US Ski and Snowboard Eastern Region Alpine Ski Racing and USASA Snowboarding competitions, while demonstrating good sportsmanship and character.

Goals: The Strategic Planning and Fund Campaign efforts seek to provide a margin of excellence to the DCWST program; specifically:

- Strive to make DCWST competitive on par with its level of participation in the USSS/PARA region and the USASA Appalachian Snowboard Series.
- Continually improve the athletic/ski-racing/snowboarding experience through investment in people (athlete scholarships, training support and coaching professional development), facilities and equipment.
- Increase DCWST's connection with the local and regional population base and business communities.
- Maintain the team's historic ties with the majority membership base from the DC, MD, VA and Pittsburgh metropolitan-suburban areas.
- Create a framework to focus and prioritize team resources in order to:
 - Program large expenditures in a predictable manner.
 - Keep annual costs and dues manageable for everyone.

❖ What are DCWST's funding priorities....?

- Team Scholarships.....\$27,000
- Coaching Certification.....\$3,500
- Race Start Area Structure (already sponsored to \$4k)..... \$5,700
- Other equipment, training and competition support needs....\$60,000
- Community Outreach.....\$3,500
- Team Building Renovation.....\$130,000

❖ The current goal is to raise \$100,000 through the Strategic Plan Fund Campaign in order to augment the annual operating budgets and provide an added margin of excellence.

❖ The goal for capital improvements is to raise \$150,000, the vast majority of which would be designated towards the renovation of the Team building (aka "The Race Shack) at the bottom of Squirrel Cage.

❖ What are the benefits of supporting DCWST....?

- Supporting young athletes in the pursuit of a positive life-long activity.
- Supporting a local non-profit organization that desires to serve the community.
- Supporting an organization that has become a family tradition over the past 15 years and ensuring its vitality for generations to come.




































❖ How can you participate in supporting DCWST....?

- Consider making DCWST a part of your annual charitable giving program. As a non-profit organization, donations to DCWST may be tax deductible (please check with your tax advisor).
- You can donate online by going to the DCWST website (dcwst.org) and clicking on the **DONATE** button to contribute by way of PayPal.
- Donations by check (made out to DCWST) are encouraged and gladly accepted. Checks may be mailed to:

Deep Creek Winter Sports Team
c/o Shane Grady
Boal and Associates
317 E Oak St # 1
Oakland, MD 21550



❖ What programs are available.....?

- In the Sustainment Program, corporate or individual sponsors can donate in support of specific requirements (e.g. equipment or the building renovation) or to the general Strategic Fund (for designation by the Board to specific requirements) at various levels. If desired, donations can be structured for payment over 2 to 5 years.
- Representative Sustainment Program sponsorship benefits are shown below but are always being refined. DCWST is prepared to work with a prospective sponsor to arrive at the proper mix of benefits that supports their individual needs:

Sponsorship Level	Pledge Amount	Recognition on Team Building with Individual Sign	Recognition on Team Building Sponsors Group Sign	Recognition on Team Coaches Jackets w/company logo	"Meet the Sponsor" table at the End of Season DCWST Banquet	Recognition on Race Start and Finish Area Group Banners*	Four Tickets to the End of Season DCWST Banquet	Recognition at all Team events	Recognition on Team Social Media and Website
World Cup Circle	Above \$10,000		-----						
Free-rider	Up to \$10,000								
Downhill Racer	Up to \$5,000								
Rail Jammer	Up to \$2,500								
Gold Medal	Up to \$1,000								
Silver Medal	Up to \$750								
Bronze Medal	Up to \$500								
Friend of the Team	Up to \$250								

*Note: In order to be included on the Start and Finish Area group banners, sponsorship commitment must be made by 1/10/2019

- In the Events Program, sponsorships and naming opportunities in support of annual DCWST Team events are available to corporations. Sponsors will be recognized with event specific banners, tee-shirts as well as being prominently mentioned in communications on the team website and social media. Events (along with target sponsorship amounts) include:

-  USSS Giant Slalom Race (\$3000)
-  USSS Slalom Race (\$3000)
-  Governor's Cup Race Weekend (\$3000)
-  End of Season Team Banquet (\$1000)
-  Holiday Week Mini-Camp (\$1000)
-  Autumn Glory Grand Feature Parade Participation (\$500)
-  USASA Snowboard Competition hosted at Wisp (future event)
-  DCWST Summer Bike Race and Run (future event)

❖ Any Strategic Fund Campaign related questions can be sent to information@dcwst.org

DEEP CREEK WINTER SPORTS TEAM FOUNDING SPONSORS



**GARRETT CONTAINER
SYSTEMS, INC.**



DR. DAVID E. TUEL

**TRI-STATE
PROPANE**

MITCH GIBELLINI



**INTER-STATE
HARDWOODS**

GENE FRAZEE

JOYCE FRAZEE

MAGGIE HARDY MAGERKO



Mountaineer
Log & Siding Company



DEEP CREEK WINTER SPORTS TEAM 2018-2019 SEASON SPONSORS

Will your name or logo be on this list?

Please donate to help us make the DCWST Strategic Plan a reality

THANK YOU FOR YOUR GENEROUS SUPPORT OF DCWST!