



2019-20 Season Sponsorship Opportunities

December 15, 2019

Dear Past, Current and Future Friends and Sponsors,

As winter 2019-20 fast approaches, Deep Creek Winter Sports Team families are gearing up for another awesome season of ski-racing and competitive snowboarding. Our 60 plus young athletes (ages 7 to 18) are eager to get back on the slopes in December to hone their skills prior to regional competition kicking off in January. Their eyes are on the prize of competing in various state, regional, and national championship events next March.

The DCWST 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.*) and Mission Statement (*Deep Creek Winter Sports Team's mission 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.*) embody what the program has been about for the past 15 years and represent the values that will continue to guide the team in the future.

While all our parents, and even friends of the team, are very active in our program, DCWST's success over the years would not have been possible without the involvement of many generous donors and event sponsors. Sustaining a winter sports program that is both affordable to its members and competitive requires additional support to create a margin of excellence in the areas of training, equipment, and infrastructure.

To help our athletes succeed this season, we invite you to view our available sponsorship opportunities for 2019-20 explained below. There are multiple options in terms of exposure and donation level. We hope you will find something that will meet your organization's needs and consider supporting DCWST (a registered 501(c) 3 organization)

This season's sponsorship opportunities fall into four categories, all with corresponding acknowledgement and exposure at team events, on social media and the team website:

- Event sponsorships
- Scholarship sponsorships
- Sustainment-Strategic Fund donations

- And new for this year...the opportunity to sponsor our Race-Day Competition Bib Replacement Program.

Event Program Sponsorships

- Autumn Glory Parade Float on Oct 12th (was available for \$500) (**SOLD – Thank You Garrett County Orthopaedics for your sponsorship!**)
- Holiday Week Mini-Camp held Dec 26th to 29th (was available for \$1000) (**SOLD – Thank You Garrett Regional Medical Center for your sponsorship!**)
- USSS Slalom Race on Jan 12th (was available for \$3000) (**SOLD – Thank You Taylor-Made Deep Creek Vacations & Sales for your sponsorship!**)
- USSS Giant Slalom Race on Jan 26th (was available for \$3000) (**SOLD – Thank You Grenier Law Group for your sponsorship!**)
- Governor’s Cup Race Weekend on March 7th and 8th (was available for \$3000) (**SOLD – Thank You Railey Realty and Vacations for your sponsorship!**)
- End of Season Team Banquet on March 7th (**still available for \$1000**)

All Event Program Sponsors are recognized with event naming, team web-site and social media exposure and distinctive logo banners placed at the event and visible to the public. In the case of the three race events, special T-shirts for each competitor are also designed with sponsor input. The right of first refusal is given to past sponsors on whether to sponsor the same event again this year. If you are a past sponsor and desire to sponsor the same event again, please let us know by November 15th ; after this date the sponsorship opportunity will be opened up to all. These sponsorships are separate from support of our strategic fund.

Scholarship Sponsorships

DCWST firmly believes that exposing deserving young athletes to the life-long benefits and experiences of ski-racing and competitive snowboarding is a core aspect of the team’s vision and mission. One of the central goals of DCWST is to offer annual scholarships to athletes in order to pay for annual team dues. The scholarships are need-based and intended for athletes who otherwise might not be able to participate in what are costly sports. This season we are offering the opportunity to sponsor our seven annual scholarship recipients for a donation of \$600 per scholarship to offset the amount of team annual dues. Scholarship awardees will be announced in mid-November after conclusion of our selection process.

Sustainment Program – Strategic Fund - \$50 up to \$10,000 Sponsorships

Contributions to the Sustainment Program allows DCWST to fund various equipment, training and infrastructure requirements. Donations can be made to the team for general use or designated for identified priority requirements, such as the much needed renovation of the “Race Shack” building located at the base of the Squirrel Cage ski slope at the Wisp. Sponsors are recognized by the levels outlined in the sponsorship table below. Please note that these pledges

can be paid over a 5 year period if needed. The DCWST website (dcwst.org) offer a convenient PayPal link to make contributions to the Sustainment Program.

DCWST Race-Day Competition Bib Replacement Program

This year DCWST is offering an exciting new sponsorship opportunity that will only be available once over the next five years. The time has come to replace the current set of Race-Day Competition (Number) Bibs that have served the team over the past seven seasons but are now worn out. The new bibs, worn by all competitors on race days, will feature one primary sponsor's logo on the center of the bib above the number (both front and back). There are also two available secondary sponsorships that will place logos on each shoulder (two front and two back logo locations). The new race-bib set will be in use for at least the next five seasons at all DCWST hosted race events; a total of at least 15 events. The primary bib sponsorship is available for \$10,000 **(SOLD – Thank You Deep Creek Marina for your sponsorship!)** and the secondary bib sponsorships are available for \$2,500 each. These sponsorships are separate from support of the strategic fund.

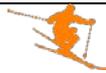
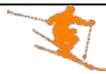
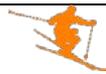
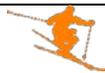
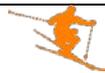
To initiate a sponsorship for the Event Program, Scholarships, and Sustainment Program please contact Kellyann Green (kellyann@railey.com) or Klaus Schmidt (schmidtkd@verizon.net); if you are interested in the Race-Day Competition Bib program please contact John Hilbert (jhilbert@khaconsultants.com).

As always, thank you for your past, current and future support of the team!

Best Regards and Think Snow

The DCWST Board of Directors

Sustainment Program Sponsorship Benefits

Sponsorship Level	Pledge Amount – (may be paid over 5 years)	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	\$10,000 plus		-----						
Alpine Club	Up to \$9,999								
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	\$50 up to \$250								

Note: We are always looking for ways to improve our Sustainment Program Sponsorship Benefits; the items shown above may be adjusted over time. DCWST will work with a prospective sponsor to arrive at the proper mix of benefits that supports their individual needs.

*Note: To be included on the Coaches Jackets for this season, sponsorship commitment is due by 12/1/2019

**Note: To be included on the Start & Finish Area group banners, sponsorship commitment is due by 12/31/2019