



Deep Creek Winter Sports Team
2 Vacation Way
McHenry, MD 21541

2021-22 Winter-Season Sponsorship Opportunities

Updated - January 1, 2022

Dear DCWST Family and Friends,

With a successful Holiday Week Mini-camp behind us, in spite of limited snow and terrain, we are now setting our sites on the rest of the season. While the racing and event schedules are still in flux, they will work themselves out over the next few weeks. Thank you to everyone for their flexibility and understanding as we implement the team's Covid protocols.

The DCWST Covid Committee will continue to monitor developments in the weeks ahead and make appropriate adjustments to the COVID-19 operating procedures as the season progresses. The latest CDC, Maryland State and local guidance will shape the policies for the upcoming winter. The top priority for the program remains the safety of our athletes, coaches, staff and families.

We know you are well aware that sustaining a successful winter sports program which is both affordable to its members and competitive requires additional support to create and maintain a margin of excellence in the areas of training, equipment, and infrastructure. The annual membership dues each DCWST athlete pays are alone not enough to cover current operations while also planning for future improvements.

As a result of the generous support by many over the past four years, first and foremost from Ryan and Carol Mulderig, DCWST has been able to raise and set aside **\$160,000** towards the renovation of the team building (aka "the Race Shack") located at the base of the Squirrel Cage ski slope at the Wisp. Once completed, the remodeled and re-named *Mulderig Winter Sports Training Center* will serve as the focal point for team activities that provide a competitive edge for our athletes as they nurture and grow life-long passion for the sport while striving to reach state, regional and national championship events. [We are now asking for your support to help push us across the finish-line so that the renovation project can begin in the 2022 off-season.](#) While details are still being worked out, we are hopeful that a strong fund-raising season will place us into position to proceed next year.

Shown below are the available (as of 1/1/2022) sponsorship opportunities for 2021-22 season. There are multiple options in terms of public exposure and donation level. We hope that as you plan any 2021 end-of-year charitable giving, you will find a giving opportunity that aligns

with your priorities and consider supporting the athletes of DCWST (a registered 501(c) 3 organization).

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

- Event sponsorships – **SOLD OUT**
- Team Building Naming Program - options ranging from \$100 to \$2000 are remaining – **only one named room left** – see below
- Sustainment Program-Strategic Fund donations

Event Sponsorships

ALL EVENTS HAVE BEEN SPOKEN FOR – MANY THANKS TO OUR AWESOME SPONSORS!

- Holiday Week Mini-Camp held Dec 27th to 30th (Sponsored by the Garrett Regional Medical Center)
- USSS Giant Slalom Race on January 9th (Sponsored by Taylor-Made Deep Creek Vacations and Sales)
- USSS Slalom Race on February 6th (Sponsored by WGW Community Youth Cup)
- Governor's Cup Race Weekend on March 12th and 13th (Sponsored by Railey Realty and Railey Vacations)
- End-of -Season Team Banquet on March 12th (Sponsored by Mountain State Brewing Co.)

All Event Program Sponsors are recognized with event naming, team web-site, print and social media exposure as well as distinctive logo banners placed at the event which are visible to the skiing public. In the case of the three race events, T-shirts specifically designed with sponsor input are given to each competitor. These event sponsorships are separate from support of our strategic fund.

Team Building Naming Program

In order to contribute in a direct and lasting way to the Race Shack renovation, the following individual Family-Naming opportunities are available:

- Main Timing Room - \$6000 – **Sponsored by the Bray Family!**
- Coaches' Room - \$4000 – **Sponsored by the Over Family!**
- B-Net Storage Room - \$2000 – **The LAST room left!**
- Large Name Tile - \$250 – **Can be combined into larger groupings**
- Small Name Tile - \$100 – **Can be combined into larger groupings**

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 renovation of the “Race Shack.” Donors 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 desired. The DCWST website (dcwst.org) also offers a convenient PayPal link to make contributions to the Sustainment Program. Please see Sustainment Program benefits listed in the table at the end of this letter.

and for this season a special opportunity...DCWST Giant Slalom Gate Panels Sponsorship

This year DCWST is offering an incredible sponsorship opportunity that only comes around every five years or so. It is time to replace the current set of Giant Slalom gate panels that have served the team over the past seven seasons but are now worn out. The new gate panels, used to connect two race gates (plastic poles) together to create a regulation giant slalom gate, will prominently feature one sponsor’s logo on the center of the panel. The new gate panels will be in use for at least the next five seasons at all DCWST hosted Giant Slalom race events; a total of at least 10 racing-events. In addition the gate panels are used during all team Giant Slalom training days, which typically take place on the Squirrel Cage ski-slope, front and center at Wisp Resort and therefore highly visible to the skiing public. The Gate Panel sponsorship is available for \$6,000. This sponsorship is separate from support of the strategic fund.

To inquire about any of these sponsorship opportunities, please contact Kellyann Green (Team President) (kellyann@railey.com) or Klaus Schmidt (Team Treasurer) (schmidtkd@verizon.net) or John Hilbert (Co-Treasurer) (jhilbert@khaconsultants.com).

The DCWST community tremendously appreciates any sponsorship commitment, no matter how large or small. In these uncertain times, your sponsorship would mean more than ever as we work to sustain and further the program for current and future generations of ski-racers and snowboarders.

Thank you for your consideration and support of DCWST!




































With Best Regards, Think Snow!

The DCWST Board of Directors

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.*) remain constant and embody what the program has been about for the past 17 years and demonstrate the values that will continue to guide the team into the future.



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 Finish Area Group Banner***	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 12/5/2021

**Note: Depending on any COVID-related restrictions that may be in place in March 2022

***Note: To be included on the Finish Area group banner, sponsorship commitment is due by 12/27/2021