



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

## 2020-21 Winter-Season Sponsorship Opportunities (UPDATED EVENT SPONSORSHIP AVAILABILITY BELOW)

November 15, 2020

Dear DCWST Family and Friends,

It is that time of year again, when the days begin to get noticeably shorter and evenings turn a bit chillier, during which DCWST moves into high gear to prepare for and welcome-in another thrilling ski-racing and snowboarding winter season. While many of the pre-season actions and tasks the team is tackling are well known to us, there is certainly nothing normal about the upcoming season in light of the COVID-19 Pandemic.

As are many other youth sports and non-profit organizations, DCWST is looking to navigate the new terrain and many unknowns in a manner that places the highest priority on athlete, coach, staff and family safety. **We WILL have a 2020-21 ski-racing and competitive snowboard season** even if certain modifications and restrictions make this season look different than those in the past. To this end, we have created a COVID-19 Planning committee whose responsibility it is, in close coordination with our resort host and partner Wisp Resort, to assess all the guidance we are receiving from the national governing bodies (US Ski and Snowboard- USSS and USASA), the regional organizing body (Pennsylvania Alpine Racing Association- PARA), as well as state and local governments and health officials. This committee will prepare operating plans for the team that will strive to keep everyone involved with DCWST safe and healthy to the greatest extent possible.

While the new COVID-19 challenges will require additional time and energy to manage, we are mindful that the reason for these extra efforts is to ensure that our nearly 80 young athletes (ages 6 to 18) are set up for a successful return to the slopes and terrain parks when December arrives. Their efforts and focus will be set on preparing for the January-February 2021 competitive season and reaching regional and national championship events in March 2021. To help provide the support framework to make these dreams a reality, we are approaching all of our friends to make you aware of the exciting 2020-21 season sponsorship opportunities.

Sustaining a successful 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. The annual membership dues each athlete pays are alone not

enough to cover current operations and while also planning for future improvements, such as the much needed renovation of our aging team building.

Shown below are the available sponsorship opportunities for 2020-21. There are multiple options in terms of public exposure and donation level. We hope that among these you may find one 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 four categories, all with corresponding acknowledgement at team events, on social media and the team website:

- Event sponsorships
- Scholarship sponsorships
- Sustainment Program-Strategic Fund donations
- And new for this year...the opportunity to sponsor new Giant Slalom gate panels which will be in use for at least five years.

### **Event Sponsorships (UPDATED AVAILABILITY SHOWN)**

- ~~Holiday Week Mini Camp held Dec 26<sup>th</sup> to 29<sup>th</sup> (available for \$1000)~~  
(THANK YOU Garrett Regional Medical Center for your Sponsorship!)
- USSS Slalom Race on January 31<sup>st</sup> (OPEN NOW for \$3000 to any interested sponsor)
- ~~USSS Giant Slalom Race on February 7<sup>th</sup> (available for \$3000)~~  
(THANK YOU Taylor-Made Deep Creek Vacations and Sales for your Sponsorship!)
- ~~Governor's Cup Race Weekend on March 13<sup>th</sup> and 14<sup>th</sup> (available for \$3000)~~  
(THANK YOU Railey Realty for your Sponsorship!)
- ~~End of Season Team Banquet on March 13<sup>th</sup> (available for \$1000)~~  
(THANK YOU Mountain State Brewery your Sponsorship!)

All Event Program Sponsors are recognized with event naming, team web-site and social media exposure and distinctive logo banners placed at the event which are visible to the skiing public. In the case of the three race events, special T-shirts given to 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 season. If you are a past sponsor and wish to continue sponsoring the same event, please let us know by November 1<sup>st</sup>. After this date sponsorship opportunities 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 from Garrett County and the surrounding region 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 each of our annual scholarship recipients for a donation of \$600 per scholarship to offset the amount of team annual dues. Up to seven scholarship awardees will be announced in late 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 desired. The DCWST website ([dcwst.org](http://dcwst.org)) 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.

### **DCWST Giant Slalom Gate Panels**

This year DCWST is offering an incredible sponsorship opportunity that only comes around every five years or so. The time has come 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 (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 \$5,000. This sponsorship is separate from support of the strategic fund.

To inquire about any sponsorship opportunities, please contact Kellyann Green (Team President) ([kellyann@railey.com](mailto:kellyann@railey.com)) or Klaus Schmidt (Team Treasurer) ([schmidtkd@verizon.net](mailto:schmidtkd@verizon.net)).

In closing, 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 of supporting DCWST!

*Best Regards, Think Snow, and Stay Well!*

*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 15 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 12/1/2020

\*\*Note: Depending on COVID-related restrictions that may be in place in March 2021

\*\*\*Note: To be included on the Finish Area group banner, sponsorship commitment is due by 12/31/2020