## Sport Overview:

Bobsleigh and Skeleton are the Formula 1 of winter Olympic sports, featuring incredible athletes doing amazing things. No longer are they "niche" sports, but exciting, annual highlights of the winter sports calendar. Partnering with these exhilarating athletes offers a unique opportunity for companies to associate with excellence, speed and performance. From a truly dynamic and exciting client experience to hundreds of millions of impressions worldwide for your brand; we want to work with you to create a successful partnership.

## Bobsleigh CANADA Skeleton:

Bobsleigh CANADA Skeleton (BCS) is a non-profit organization and the national governing body for the sports of bobsleigh and skeleton in Canada. BCS exists to create, nurture and support World and Olympic champions, period! That said, BCS believes strongly in leading by example in the important values that underscore any sustainable community: INSPIRE Integrity, National Pride, Sportsmanship, Professional, Innovation, Respect Excellence. In addition, it is clearly recognized that although the pursuit of excellence is characterized by incredible challenges and adversity, the environment in which the community is immersed must be saturated with enjoyment and fun!

## Canada's Performance:

- One of the most successful Canadian Winter sports over the past 20 years
- Nearly 200 medals at the Olympics, World Cups and World Championships in the last 10 years
- Record Breaking repeat Gold Medal Performance by Kaillie Humphries and Heather Moyse in Sochi 2014
- Brought home 2 Gold, 1 Silver and 1 Bronze medals at the Vancouver 2010 Winter Olympics
- Won 9 medals in bobsleigh and skeleton combined at the last three Olympic Games
- Well known athletes include Kaillie Humphries, Lyndon Rush, Helen Upperton, Mellisa Hollinsworth, and Jon Montgomery

## Worldwide Broadcast Coverage of our Canadian Bobsleigh and Skeleton teams:

- Over 1,039 hrs of broadcast coverage of the 2013-14 FIBT World Cup and World Championship races
- Over 580 million people in 14 countries across 160 channels watched last season's races
- International media delivered 229 live broadcast items and a collective 3,252 total stories
- Main markets: Canada, US, UK, Germany, Russia, Spain, France and Switzerland
- Weekly syndicated programs run in 180 countries
- FIBT website features live results and video highlights attract approx. 556,000 visits during each season and 2.8 million page views
- FIBT Live TV had 100,808 live video streams with 15 min avg viewing time per stream; 81,200 video on demand streams with 9 min average viewing times
- FIBT recently launched Bobsleigh and Skeleton TV on YouTube
- Domestic World Cups held in Canada every year: Calgary and/or Whistler

## Worldwide Demographics of Bobsleigh and Skeleton Audience:

Bobsleigh viewers are 52% female and 48% male

- Women - 15% ages <18; 31% ages 18-25; 30% ages 25-54; 24% ages 55+5
- Men - 16% ages <18;  24% ages 18-24; 30% ages 25-54; 30% ages 55+
- Spectator Audience at World Cup or World Championship events: 3,000 (Canada) -10,000 (Europe)

## Partnership Opportunities:

Whether you'd like to support us for the ride to Pyeong Chang as a National Team partner or for just one World Cup, there are host of tangible and intangible benefits:

Brand Advertising:

- Sponsor exclusivity means there are a limited number of advertising partners, resulting in strong, clear brand visibility
- International television and webcast exposure through logo placement on sleds and uniforms at 8 World Cup and 1 World Championship races
- Domestic and international logo exposure on venue, start/finish archs, interview/awards backdrops, under ice, plus a host of on-site print and replay monitors

Hospitality

- VIP client hosting opportunities in Whistler, BC; Calgary, AB, Park City, UT; or Lake Placid, NY
  CSR & Employee Engagement
- Company 'Cup' team building track experiences in Calgary or Whistler with World Cup pilots
- Be a Forerunner at Canadian World Cups and take to the ice before the races start
- Official and Volunteer Opportunities
- Athlete Appearances

## The Company We Keep:

Broadcast Partners: NBC, CBC, Sportsnet, British Eurosport, Sky Sports News
Worldwide: BMW, Omega, Viessmann, Bauhaus
Domestic: adidas, BMW, Conceptum Sport Logistics, Eurotech, Globe & Mail, Therapeutica, Urban Lighthouse

## From the 2014-2015 World Cup series through the 2018 Winter Olympic Games in Pyeong Chang, we'd be honored to have you along for the ride.

To discuss how you can obtain maximum benefit from the marketing and communications opportunities provided by Bobsleigh Canada Skeleton, please contact:

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