Sport Overview:

Bobsleigh and Skeleton is the Formula 1 of winter Olympic sports, featuring incredible athletes doing amazing things. Remember the national pride you felt when John Montgomery walked through Whistler Village with his gold medal? 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. Relive that experience as our Olympic medalists defend their titles at this year's 2014 FIBT World Cup in Calgary.

Bobsleigh CANADA Skeleton:

Bobsleigh CANADA Skeleton (BCS) is the national governing body for the sports of bobsleigh and skeleton in Canada and our Canadian bobsleigh and skeleton teams are one of Canada's top sport brands and most decorated group of athletes. We got there because companies such as you share an ideology of quality, commitment and a strong belief in always striving for excellence.

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 for Kaillie Humphries and Heather Moyse in Sochi
- Brought home 2 Gold, 1 Silver and 1 Bronze medals at the Vancouver 2010 Winter Olympic
- 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 World Cup Races:

- Over 103 hours of world wide broadcast coverage of the 2013/2014 FIBT World Cup in Calgary
- Over 32 million people in 11 countries watched last season's Calgary race
- Main markets: Canada (0.26M), US (1.03M), Germany (22.6M), Russia (2.07M), Netherlands (3.15M)
- 28,019 Live Streaming in 2012-2013

Demographics of Bobsleigh and Skeleton Audience:

Bobsleigh viewers are 65% male and 35% female

- Women - 15% ages <18; 9% 18-24; 11% 18-34; 11% 18-49; 13% 25-54; 16% 35-64; 24% 55+
- Men - 16% ages <18; 6% 18-24; 8% 18-34; 10% 18-49; 12% 25-54; 18% 35-64; 29% 55+
- Spectator Audience at World Cup races: 3,000

FIBT 2014/2015 World Cup Sponsorship Opportunities:

Support Olympians Kaillie Humphries, Justin Kripps, Sarah Reid, Chris Spring and their teammates preparations for Pyeong Chang in 2018

Presenting Sponsor: $100,000 CDN	Only 1 available per World Cup
~~Supporting Sponsor: $45,000 CDN~~	~~Only 1 available per World Cup~~ SOLD
~~Official Supplier: $35,000 CDN~~	~~Only 2 available per World Cup~~ SOLD
Event Sponsor: $10,000 CDN	Only 10 available per World Cup

Brand Advertising:

- Limited number of advertising partners, resulting in strong, clear brand visibility in broadcast sight line
- Logo exposure at venue, start/finish archs, interview/awards backdrops, and on the track under the ice
- Logo on all official print materials e.g. resort banners, start/result list, media info sheets, event posters
- Installation of one inflatable in TV range
- TV spot on big screens at venue

Sales/Sampling/Display

- Right to install a promotional booth and to sample products

Hospitality

- Client hosting opportunities: VIP tickets, General Admission tickets, reception and photo opportunities with Canadian athletes

CSR & Employee Engagement

- Company 'Cup' team building track experiences in Calgary or Whistler with World Cup pilots
- Be a Forerunner and gain exclusive trips down the track with an Olympic driver before the races start
- Official and Volunteer Opportunities
- Athlete Appearances

Whether you are watching the action from the exciting start area, inside the fastest turn on the track, or on television from the warmth of the VIP area, you and your guests are sure to have an exceptional time!

The Company We Keep:

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

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

Don S. Wilson
Chief Executive Officer
Bobsleigh Canada Skeleton
403-247-5453
don.wilson@bobsleigh.ca