



45th Annual Wells Fargo Ski Cup February 21-23, 2020



Therapeutic sports and recreation
– all ages, all disabilities





Wells Fargo Ski Cup

February 21-23, 2020
Winter Park Resort

The Wells Fargo Ski Cup boasts the longest-running professional ski race in the country and serves as a signature fundraiser for the National Sports Center for the Disabled (NSCD). Four races comprise the three-day weekend, bringing in over 4,000 guests to the Resort:

- On Friday is our annual AEC Challenge featuring architects, engineers and contractors racing to claim industry bragging rights.
- The Corporate Challenge: on Saturday, skiers and snowboarders from corporate teams race against each other for bragging rights and prizes. A NSCD Competition Center athlete races with each team for cash prizes to help finance his/her training expenses for the 2022 Paralympics.
- On Sunday, the kids get in on the action! Kids of Wells Fargo Ski Cup guests, ages 5-12, race the same course as the professionals and are joined by mascots from Winter Park and Colorado sports teams in the Kids Snowplow Sprint.
- Capping off the weekend is the World Disabled Invitational on Sunday. Professional athletes from around the world compete for cash prizes in a race unlike any other.

Other weekend events include a two-day silent auction, hospitality tent and Racers Dinner.





Wells Fargo Ski Cup

Sponsorship Opportunities



**BLACK
DIAMOND
SPONSOR**
\$25,000



**BLUE
SQUARE
SPONSOR**
\$10,000



**AEC
CHALLENGE
SPONSOR**
\$7,500



**GREEN
CIRCLE
SPONSOR**
\$6,000

Featured Event Sponsor Presenting sponsor naming rights associated with event; multiple speaking opportunities	✓			
Race Naming Rights World Disabled Invitational; Kids Snow Plow Sprint (Limited availability)	✓	✓		
AEC Challenge Participation Exclusive Friday lunch invitation and entry into competition for the Outrigger Cup			✓	
Activation in Vendor Village Opportunity to host 10'x10' tent at base of Winter Park Resort during event	✓	✓	✓	
Featured Marketing Position Including TV, radio, print, website, audio at event, social media, etc (Determined by NSCD)	LOGO LINK	LOGO LINK	LOGO	LOGO
Corporate Challenge Race Team Opportunity to have team of 5 in the Corporate Challenge race	2 TEAMS	1 TEAM	1 TEAM	1 TEAM
Event Signage Inclusion on event signage at Winter Park Resort	✓	✓	✓	✓
Event Program Inclusion	FULL PAGE AD	1/2 PAGE AD	1/4 PAGE AD	1/4 PAGE AD
Promotional Opportunity Include branded promotional item or coupon in racer gift bag and silent auction	✓	✓	✓	✓
Hospitality Benefits Credentials (good for three-day lift ticket and access to open bar, unlimited snacks and lunch on Saturday and Sunday)	2 RACE TEAMS +10 ADDITIONAL CREDENTIALS	1 RACE TEAM +6 ADDITIONAL CREDENTIALS	1 RACE TEAM +4 ADDITIONAL CREDENTIALS	1 RACE TEAM
Federal and State Tax Deduction Eligibility	\$13,700	\$3,900	\$2,200	\$2,200

CUSTOM SPONSORSHIPS AVAILABLE

2020 Sponsorship Fulfillment

Green Circle Sponsor \$6,000

- One (1) Corporate Challenge Race Team
 - Five (5) racer positions in the Corporate Challenge race + one (1) NSCD Athlete
 - Five (5) racer commemorative gifts and racer bags
 - Ten (10) seats at the Friday night Racers Dinner (each racer plus one guest)
 - Ten (10) racer credentials* (each racer plus one guest)
 - Opportunity to purchase additional Friday dinner tickets and racer credentials
- High-profile placement of two (2) corporate logo banners (provided by sponsor, 3'x 6')
- 30 second commercial (sponsor-provided) played throughout the weekend on jumbotron
- Quarter-page advertisement (sponsor-provided) in event program
- Include a branded promotional item in 230 racer bags
- Sponsor logo impressions to over 50,000 through media exposure, social media campaign, print materials, website, banner and signage
- Right for exclusive period of renewal, allowing for strategic implementation of sponsorship benefits and the opportunity to build brand equity with the NSCD



AEC Challenge \$7,500

Includes all Green Circle Sponsor plus:

- Audio recognition from live announcers during Corporate Challenge and in general announcements throughout the event
- Opportunity to have exhibit space in the Vendor Village (Saturday & Sunday) to create activation activities or promotional experiences, showcase, sample, demonstrate, distribute information, generate leads, etc.
- Recognition in event press kits and general news releases
- Four (4) additional racer credentials*

Exclusive to this level only:

- Entry into the AEC Challenge to take place on Friday, February 21st
- Five (5) racer tickets to the AEC Challenge Luncheon, on Friday, February 21st
- Five (5) racer commemorative gifts specific to AEC Challenge

Blue Square Sponsor \$10,000

Includes all above Sponsor levels plus:

- Race naming rights for the World Disabled Invitational or the Kids Snowplow Sprint
- Logo on race bibs
- Podium visibility to hand out awards during sponsored race
- Six (6) additional racer credentials*



Black Diamond Sponsor \$25,000

Includes all above Sponsor levels plus:

- Presenting sponsor naming rights associated with event
- Speaking opportunities at event over jumbotron on Saturday during the Corporate Challenge
- Full-page advertisement (sponsor-provided) in event program
- One (1) additional Corporate Challenge Race Team (two total)
- Ten (10) additional racer credentials*

*Racer credential includes a three-day lift ticket (February 21-23rd, 2020) access to an open bar, unlimited snacks and lunch on Saturday and Sunday.

NSCD AT A GLANCE 2018

The National Sports Center for the Disabled (NSCD) offers adaptive lessons for individuals and groups of people with disabilities in a variety of action sports, adventure sports and competitive programs. Athletes with any physical, cognitive, emotional or behavioral diagnosis can participate in sports and recreation programs year-round.

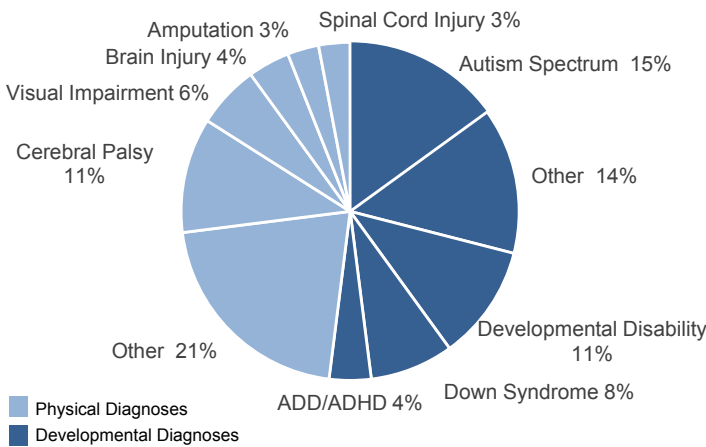
Information and data below is based on 2018 participation and programs data.

ATHLETES		COMPETITION CENTER		
18,155	lessons taught	92	years of combined coaching experience	
4,027	athlete participants	54	athletes in the competition program	
207	veterans served	9	countries train at the NSCD	
94	diagnoses/disabilities served	54	U.S. Events	64 Medals
4.5	lessons per participant	24	National Team events	12 Medals
		63	International events	7 Medals
		19	Paralympic athletes	16 Medals

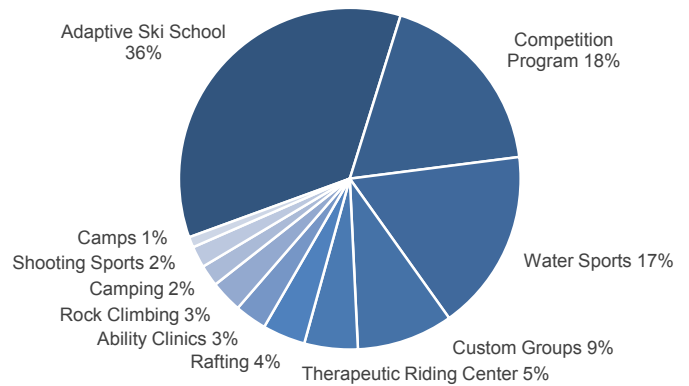
NSCD VOLUNTEERS			
40,643	volunteer hours served	\$508K	salary savings to the NSCD
1,725	active volunteers	17	states from which volunteers travel

NSCD PARTICIPANTS AND PROGRAMS

NSCD Participant Diagnoses



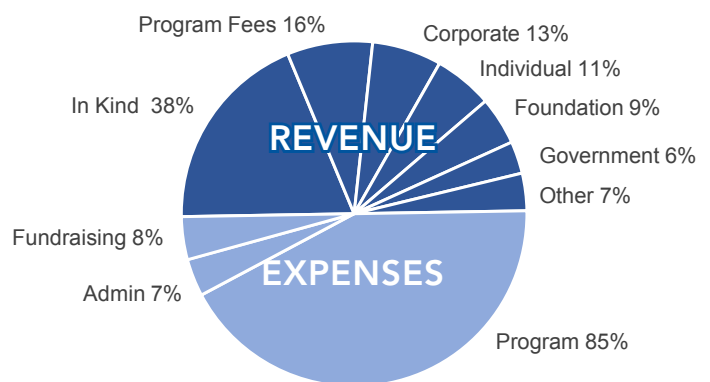
NSCD Lessons



NSCD Participant Demographics

GENDER		LOCATION	
Male	59%	Denver Metro Area*	83%
Female	41%	Grand County*	2%
		Colorado (other)*	3%
		Other US State	11%
		Outside US	1%
		*Colorado Total	88%
AGE		INCOME	
Under 18	48%	Low Income	58%
18-24	18%	Not Low Income	42%
25-59	28%		
60+	5%		

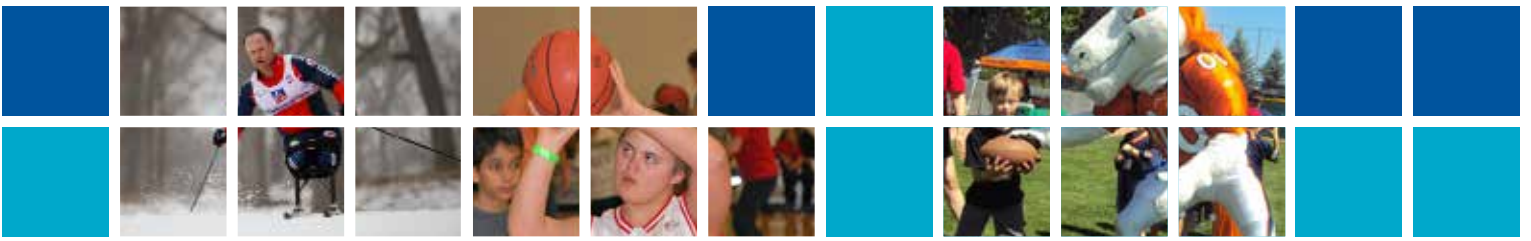
SOURCES & USES OF INCOME



IMPACT

- 97% of participants are more likely to continue an active lifestyle
- 96% of participants experienced improved quality of life, confidence and self-esteem
- 94% of participants achieved their therapeutic goals
- 95% of participants learned or improved life skills
- 99% of participants had FUN!

NSCD Customer Service: 970.726.1518 | info@nscd.org | nscd.org



NSCD

NATIONAL
SPORTS CENTER
FOR THE
DISABLED

ABOUT THE NSCD

The National Sports Center for the Disabled (**NSCD**) is one of the largest outdoor therapeutic recreation and adaptive sports agencies in the world, based out of Winter Park Resort and Broncos Stadium at Mile High in Colorado. The NSCD began in 1970 providing ski lessons for children with amputations for the Children's Hospital of Denver. Each year, more than 4,000 children and adults with disabilities participate in our programs to learn more about sports and themselves. With specially trained staff and volunteers, and its own adaptive equipment lab, the NSCD teaches a variety of year-round sports and activities to individuals with almost any physical, cognitive, emotional or behavioral diagnosis.

We enable the human spirit through therapeutic sports and recreation.

The NSCD offers a variety of year-round sports and recreational adventures. In the winter participants enjoy alpine skiing, snowboarding, cross-country skiing, Nordic hut trips, snowshoeing and ski racing. Additionally the NSCD offers year-round rock climbing and kayak lessons. In the spring, summer and fall we offer sport ability clinics, rafting, canoeing, special camps, therapeutic horseback riding, camping and more. All programs are designed for individuals, families and custom groups and are available for all levels of ability, from beginner to advanced.

The NSCD is recognized around the world as a premier therapeutic recreation organization, providing leadership and expertise in adaptive sports.

VOLUNTEER INFORMATION

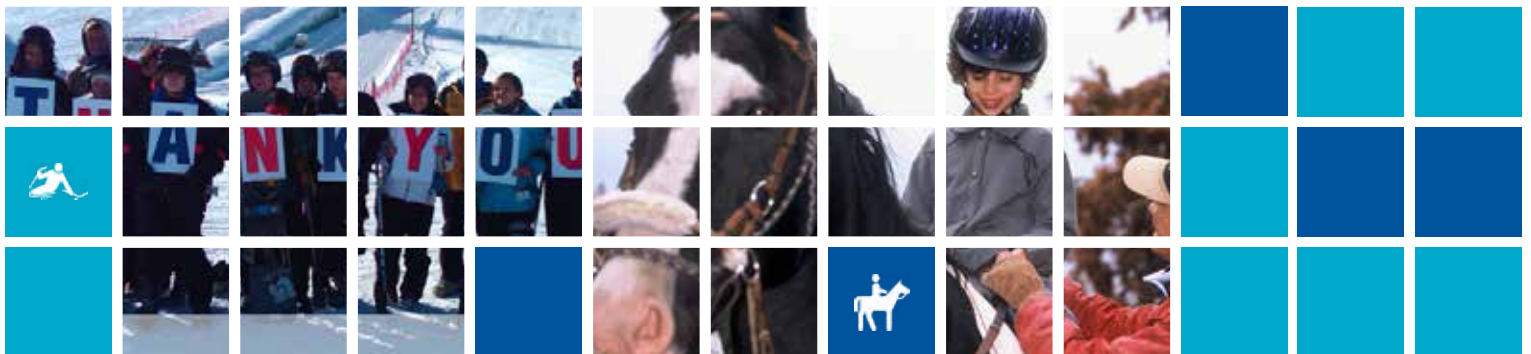
The driving force behind the NSCD is a team of more than 800 hands-on volunteers who dedicate over 30,000 hours annually to thousands of children and adults with disabilities as they take to the ski slopes, lakes and playing fields to learn more about sports—and themselves. The NSCD offers a variety of volunteer opportunities year-round in our mountain and metro programs, special events, and administrative offices. For more information or to volunteer, contact the volunteer office at 970-726-1546 or volunteer@nscd.org.

WAYS TO GIVE

NSCD participants appreciate your generosity as it is vital in funding life-enhancing opportunities to people with disabilities. Because the NSCD is a 501(c)(3) non-profit organization, your gift is tax deductible. We are grateful for the generous support to the NSCD.

If you would like more information on convenient and meaningful ways to support the NSCD, please contact the Development Director at 303.633.5801 or giving@nscd.org.

**NSCD Customer Service: 970.726.1518 | info@nscd.org | nscd.org
1801 Mile High Stadium Circle, Suite 1500, Denver, CO 80204**



DENVER

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P 303.293.5311

WINTER PARK

Winter Park Resort
P.O. Box 1290
Winter Park, Colorado 80482

The National Sports Center for the Disabled enables the human spirit through therapeutic sports and recreation. For more information about the NSCD, please visit www.nscd.org.

TITLE SPONSORS

