



Who We Are

Our mandate is to provide provincial programs for the continuous development of cross country skiing in BC, from the introductory experience to international excellence, for participants of all ages and abilities, fostering the principles of ethical conduct and fair play. We are ranked by ViaSport BC as one of the top 3 provincial sports organizations in BC, confirming that the direction we are taking to grow our sport is innovative and effective.

The future is very exciting for our sport!

In the face of declining sport and physical activity in Canada, cross country skiing is bucking the trend! Since 2020, we have seen exponential growth in ski club memberships across the province. Cross country skiing is the ideal sport for life, accessible to all ages and abilities, and perfectly suited for BC's long snowy winters and mountainous terrain.

We are seeing a huge increase in:

- New members across BC
- Children enrolling in our skill development programs
- Athletes participating in regional and provincial camps
- Volunteer coaches and officials entering the system
- National and international results by our BC athletes
- BC athlete representation at the Olympics



How Can You Help?

We are looking for sponsors to help support athlete, coach, and officials development. As a provincial organization with over 23,000 members, our sponsorship outreach extends across almost every community in BC.

**We are building something truly special in BC.
Join us as a key funding partner!**

Daniel Childress, Executive Director, Cross Country BC

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I'm a two-time Paralympian and seven-time medalist in the sport of cross country skiing. Skiing introduced me to many new friends and connections in the province, through training, racing, and participating in team camps. It's cool to see how far this sport has taken me - from an energetic Jackrabbit to a racer competing on the world stage! I would not be where I am today were it not for the welcoming and supportive ski community I grew up in.

~ Natalie

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ACCREDITED 2026/27



Cross Country BC

SPONSORSHIP OPPORTUNITIES

BC Ski Team Sponsor (Platinum) \$50,000+	Provincial Camp Sponsor (Gold) \$30,000+	Silver Sponsor \$5,000+	Bronze Sponsor \$2,000+
Provincial Team Title Sponsor Sponsor our provincial teams, including the BC Ski Team, BC Development Squad, BC Talent Squad, and BC Para-Nordic Team! The team includes over 100 aspiring athletes ages 13-22 from across BC that are training and competing on the provincial, national, and world stage. Platinum sponsorship includes all recognition outlined at the bronze level, plus: • Naming rights for the Team • Logo on race suits and clothing • Banners at provincial races • Logo on provincial coach vehicle • Logo on race notices • Meet and greet and photo opportunity with the team at a camp or race of your choosing • Media opportunities following races • Recognition in the annual donor report to members	Provincial Camp Title Sponsor Sponsor our Provincial Camp Program to ensure the highest quality learning and training opportunities for our BC Ski Team, BC Development Squad, BC Talent Squad, and BC Para-Nordic Team members. Ten camps are held annually to ensure strong year-round development for our athletes. Gold sponsorship includes all recognition outlined at the bronze level, plus: • Naming rights for camp series • Logo on camp notices • Logo on press release for each camp • Meet and greet opportunity with the athletes at the camp of your choosing • Media opportunities following camps • Recognition in the annual donor report to members	Coach Development Workshop Sponsor Sponsor the BC coach development program! Each year, we host multiple coach professional development courses to ensure that our athletes receive the best coaching possible. Silver sponsorship includes all recognition outlined at the bronze level, plus: • Naming rights for specific provincial coach development workshops (one workshop per \$5,000 increment) • Logo on workshop notice • Logo on press release for each workshop • Meet and greet opportunity with the coaches and learning facilitator	Sport Supporter Bronze sponsorship provides funding support for all athlete, coach, and officials development across BC. Bronze sponsorship includes: • Recognition on the CCBC website • Recognition on social media (Facebook and Instagram) • Logo and website link in the CCBC monthly newsletter • An annual, full-page advertisement in the CCBC monthly newsletter