



SPONSORSHIP PACKAGE 2026

Building community through Nordic skiing in the Yukon



Contact

Whitehorse Nordic Centre

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A community built on the trails

Whitehorse Nordic Centre is a community Nordic ski hub in the Yukon supporting recreation, youth development, and active outdoor living. Our trail network brings together youth, families, recreational skiers, and visiting athletes throughout the winter season. It is a shared space for learning, connection, and community wellbeing.

What we provide

- Groomed Nordic ski trails for all levels
- Youth ski development and school programs
- Community recreation opportunities
- Regional events and ski competitions
- Volunteer-supported operations



Why your support matters

Sponsorship directly supports the trails, programs, and access that make Nordic skiing possible in Whitehorse.

Your contribution helps us:

- Maintain and groom our trail network
- Deliver youth and school ski programs
- Keep skiing accessible and affordable
- Host community events and races
- Support volunteer operations

Without sponsorship, many of these services would not be possible at their current scale.

Community impact

Your support helps build:

- Youth development and healthy lifestyles
- Accessible outdoor recreation
- Community events and engagement
- Local tourism and sport participation
- A strong outdoor culture in the Yukon

Who your sponsorship reaches

Your organization is connected with a wide and active outdoor community, including:

- Youth athletes and school groups
- Local recreational skiers and families
- Masters and lifelong Nordic skiers
- Community volunteers and event supporters
- Visiting athletes and regional participants

Each season, thousands of users engage with the centre through recreation and events.

Sponsorship Opportunities

Choose a level of support that aligns with your organization's goals and community impact.

Tiers	Visibility and Benefits
<p>Summit Sponsor</p> <p>\$20,000+</p>	<p>Customizable Premium Partnership</p> <ul style="list-style-type: none"> Fully customizable sponsorship package tailored to partner objectives Priority access to all branding and activation opportunities High-level recognition across centre communications and assets
<p>Trailblazer Sponsor</p> <p>\$10,000 – \$19,999</p>	<p>Title Program Sponsorship (3-year minimum commitment required)</p> <p>PROGRAM & BRANDING</p> <ul style="list-style-type: none"> Title sponsor of a Whitehorse Nordic program Logo on coach and/or participant swag items (<i>program-specific</i>) Press release upon signing (<i>3-year minimum agreement required</i>) End-of-season impact report with photos and engagement metrics <p>SIGNAGE & ON-SITE VISIBILITY</p> <ul style="list-style-type: none"> Premium 3' x 6' chalet entrance sign (designed by sponsor, produced by Whitehorse Nordic Centre) Premium 4' x 8' seacan sign facing Canada Games Centre parking lot (<i>provided by sponsor</i>) Large logo on printed trail maps <p>DIGITAL & MEDIA</p> <ul style="list-style-type: none"> High-visibility placement on Sponsors webpage + direct link Newsletter recognition (1 feature/year + logo in every edition) Social media video content recognition (1 per season) <p>COMMUNITY BENEFITS</p> <ul style="list-style-type: none"> 6 Corporate Season Passes 50% off employee rentals <p>ADD-ONS</p> <ul style="list-style-type: none"> Full-screen advertising on chalet TV (October–April) Exclusive 25% discount on sponsor signage (Inkspiration)

Tiers	Visibility and Benefits
<p>Pace Partner \$5,000 – \$9,999</p>	<p>Community Event & Program Sponsorship</p> <p>PROGRAM & ACTIVATION</p> <ul style="list-style-type: none"> • Title sponsor of signature community event or program (<i>3-year minimum agreement required</i>) • Branded swag items for participants (<i>provided by sponsor</i>) <p>SIGNAGE</p> <ul style="list-style-type: none"> • 3' x 6' chalet trail sign (high-traffic location, provided by sponsor) • 3' x 6' dog parking lot sign (year-round placement) <p>DIGITAL & MEDIA</p> <ul style="list-style-type: none"> • Website placement at sponsor level + direct link • Logo in monthly newsletter • 2 social media thank-you posts per season <p>COMMUNITY BENEFITS</p> <ul style="list-style-type: none"> • 4 Corporate Season Passes <p>ADD-ONS</p> <ul style="list-style-type: none"> • TV display advertising in chalet (October–April) • 25% discount on sponsor signage (Inkspiration)
<p>Nordic Supporter \$2,500 – \$4,999</p>	<p>Local Community Partner</p> <p>COMMUNITY ENGAGEMENT</p> <ul style="list-style-type: none"> • Opportunity to co-host community events (Waxing Night, Women's Ski Night, Chocolate on the Trail) <p>SIGNAGE</p> <ul style="list-style-type: none"> • 3' x 6' chalet trail sign (provided by sponsor, year-round) <p>DIGITAL & MEDIA</p> <ul style="list-style-type: none"> • Website listing at sponsor level • 1 social media thank-you post per season • Logo in monthly newsletter <p>COMMUNITY BENEFITS</p> <ul style="list-style-type: none"> • 2 Corporate Season Passes • Small logo on printed trail maps <p>ADD-ONS</p> <ul style="list-style-type: none"> • Medium TV display visibility (October–April) • 25% discount on sponsor signage (Inkspiration)

Tiers	Visibility and Benefits
<p>Fresh Tracks \$1,500 – \$2,499</p>	<p>Emerging Community Sponsor</p> <ul style="list-style-type: none"> • Opportunity to co-host a small community event • Option to install 3' x 6' chalet trail sign (<i>provided by sponsor</i>) • Website listing at sponsor level • Group social media thank-you post • 1 Corporate Season Pass • Small TV display recognition (October–April) • 25% discount on sponsor signage (Inkspiration)
<p>Winter Friend \$500 – \$1,499</p>	<p>Community Supporter</p> <ul style="list-style-type: none"> • Group social media thank-you post • Website listing at sponsor level • Small TV display recognition (October–April) • 5 sponsor day tickets

A lasting partnership

Sponsorship at Whitehorse Nordic Centre is an investment in community health, youth development, and outdoor recreation in the Yukon.

Together, we keep our trails open, our programs running, and our community connected through skiing.

Get in touch

Whitehorse Nordic Centre

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