

# Partnership

MOUNT WASHINGTON  YOUR BRAND



# 2024



## MWAR BIKE PARK

In collaboration with our partners, Mount Washington Alpine Resort seeks to enhance our guest experience and support the excitement of mountain bike events in the summer of 2023. We aim to elevate the recognition of our athletes and encourage participation in sports for all. The Stevie Smith Memorial event weekend does just that.

## AUGUST 22-25, 2024

## CANADA CUP DH EVENT

It's more than just a bike race... The Stevie Smith Memorial honours the spirit and passion of our mountain bike community. Part of the BC Cup 2023 series, riders from all over will attend with eager eyes and open hearts. The sanctioned race will include a lively resort atmosphere, including various vendors, fun family events, and a kick-ass environment to play in.

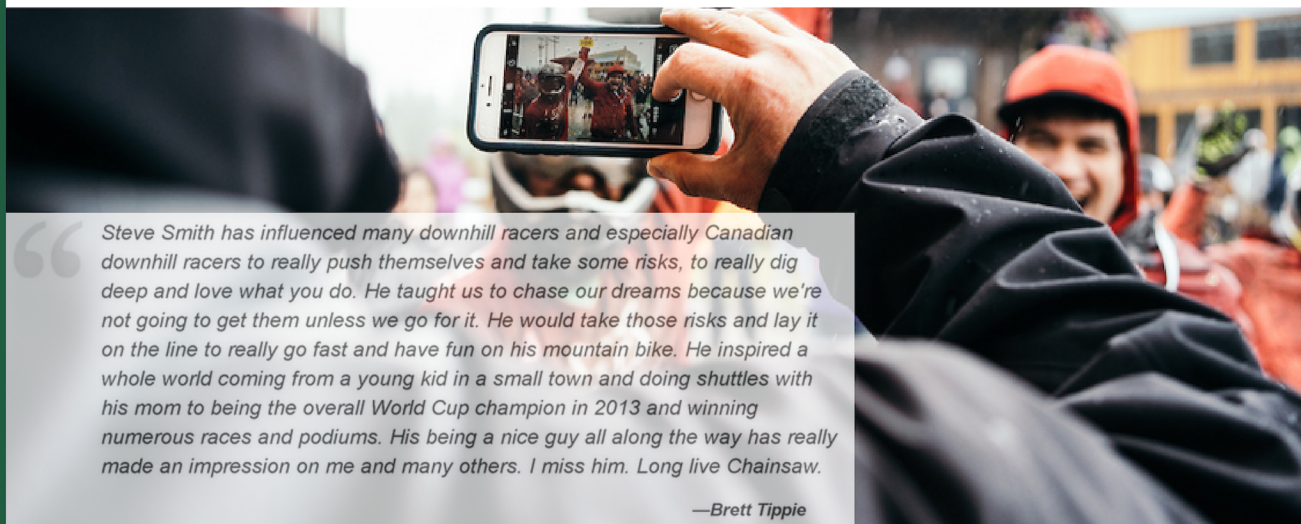
**SEEKING SUPPORTING SPONSORS TO CONTRIBUTE:  
CASH, PRIZE ITEMS, EXPERIENCES & CONSUMABLES**

[MOUNTWASHINGTON.CA/EVENTS](https://mountwashington.ca/events)

# Monster Mile



AN ISLAND COMMUNITY WITH HEART.



Steve Smith has influenced many downhill racers and especially Canadian downhill racers to really push themselves and take some risks, to really dig deep and love what you do. He taught us to chase our dreams because we're not going to get them unless we go for it. He would take those risks and lay it on the line to really go fast and have fun on his mountain bike. He inspired a whole world coming from a young kid in a small town and doing shuttles with his mom to being the overall World Cup champion in 2013 and winning numerous races and podiums. His being a nice guy all along the way has really made an impression on me and many others. I miss him. Long live Chainsaw.

—Brett Tippie

## SANCTIONED CYCLING BC/CANADA CUP DH RACE ICONIC MONSTER MILE RACE COURSE

Vancouver Island will see some of the best DH racers around duking it out for the top time on the "Monster Mile." The course runs from the top of Eagle Chair at 1588m above sea level with alpine to ocean views, rolling down to the base of the Alpine Lodge where spectator areas, vendors and plenty of action will take place; guaranteeing the beloved race atmosphere will be alive and well. We're so glad to be doing this once again!

**200 + REGISTERED ATHLETES | SPECTATOR CROWDS | MOUNTAIN OPEN FOR ALL ACTIVITIES, DINING, ETC.**

A long-standing tradition since the passing of legend Steve Smith in 2016, the Mt. Washington Memorial event draws crowds and spectators from all over. The island community is stoked to host this event again in 2024 with the help of our stellar partners and local bike community from here on Vancouver Island and beyond.



[STEVIESMITHLEGACY.COM](http://STEVIESMITHLEGACY.COM)



[MOUNTWASHINGTON.CA/EVENTS](http://MOUNTWASHINGTON.CA/EVENTS)

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PAGE 2



# Contributions Overview

The Mount Washington team will integrate your brands' logo and messaging into the event experience wherever possible. Whether in-person or online, we will collaborate to engage participants throughout their 2023 BC Cup Steve Smith Memorial experience, making memories together here in the mountains.

Partners are encouraged to provide any desired in-resort branded materials (signs, tents, banners, flags, etc.) that can be returned at event's end. Consumables such as granola bars, beverages and other giveaway tokens for athletes are a huge bonus. Sponsors are welcome to be present on-site for activations to make a splash during the event weekend. As always, the Mount Washington Alpine Resort team is open to your creative suggestions on how we can each benefit through our collaboration in the great outdoors.

## SPONSOR SHOWCASE OPPORTUNITIES

- Promotional Materials, Event T-shirts
- At Podium Awards, Take Home Items
- In-Resort Signage, On-Course & Race Tape
- After-Party & Fun-Free Events
- Participate in Local Vendor Market
- Other value-add ideas as desired!



## SPONSOR BENEFITS:



*Branded infrastructure at registration, on the race course, finish area & podiums*

*Branded recognition on the resort's website & email to subscribers*



*Inclusion on all social media & on-site event promotional materials*

*Chairlift access during the event weekend*



MWAR  
GENERAL  
AUDIENCE

Vancouver Island's Home of Outdoor Recreation:  
Overview of Audience Reach



~43,900



~41,600



~10,300



~62,000

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PAGE 3

# Partnership



**MORE THAN JUST A BIKE RACE #LONGLIVECHAINSAW.**

## How Can Your Brand Take Part?

- Donate cash funds or prizes to support athlete recognition
- Provide food or drink consumables for athletes & volunteers
- Join the local vendor market, offering products or experiences
- Sponsor evening fun & free events: dual-slalom, live music, etc.
- Contribute time and manpower to support event operations

**SEEKING SUPPORTING SPONSORS TO CONTRIBUTE:  
CASH, PRIZE ITEMS, EXPERIENCES & CONSUMABLES**

### A WEEKEND IN CELEBRATION OF ISLAND MOUNTAIN BIKE CULTURE.

The BC Cup Stevie Smith Memorial weekend will offer an opportunity for our mountain bike community to gather, get stoked together, and celebrate our athletes alongside Tianna Smith and the Stevie Smith Foundation. Event proceeds go towards the foundation's efforts in support of athletes and their communities.

**CHARITY DONATIONS | LOCAL VENDOR MARKET | FAMILY-FRIENDLY FUN EVENTS | CANADA CUP DH RACE**

Thanks to the dedicated team at [Forbidden Bike Company](#), the BC Cup weekend has continued to offer other fun-family friendly events throughout the race weekend. Look forward to free-participation events for the whole family during the evenings throughout Stevie Smith Memorial event.



**INTERESTED? LET'S CHAT!**

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PAGE 4