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

Therapeutic sports and recreation
– all ages, all disabilities
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

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>BLACK DIAMOND SPONSOR</td>
<td>$25,000</td>
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<tr>
<td>BLUE SQUARE SPONSOR</td>
<td>$10,000</td>
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<tr>
<td>AEC CHALLENGE SPONSOR</td>
<td>$7,500</td>
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<tr>
<td>GREEN CIRCLE SPONSOR</td>
<td>$6,000</td>
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### 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

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<thead>
<tr>
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<tbody>
<tr>
<td></td>
<td>$13,700</td>
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<tr>
<td></td>
<td>$3,900</td>
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<td>$2,200</td>
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<td>$2,200</td>
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CUSTOM SPONSORSHIPS AVAILABLE
2020 Sponsorship Fulfillment

Green Circle Sponsor $6,000
• One (1) Corporate Challenge Race Team
  o Five (5) racer positions in the Corporate Challenge race + one (1) NSCD Athlete
  o Five (5) racer commemorative gifts and racer bags
  o Ten (10) seats at the Friday night Racers Dinner (each racer plus one guest)
  o Ten (10) racer credentials* (each racer plus one guest)
  o 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:
  o Entry into the AEC Challenge to take place on Friday, February 21st
  o Five (5) racer tickets to the AEC Challenge Luncheon, on Friday, February 21st
  o 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.
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**

18,155 lessons taught  
4,027 athlete participants  
207 veterans served  
94 diagnoses/disabilities served  
4.5 lessons per participant

**COMPETITION CENTER**

92 years of combined coaching experience  
54 athletes in the competition program  
9 countries train at the NSCD  
54 U.S. Events  
64 Medals  
24 National Team events  
12 Medals  
63 International events  
7 Medals  
19 Paralympic athletes  
16 Medals

**NSCD VOLUNTEERS**

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

**NSCD PARTICIPANTS AND PROGRAMS**

**NSCD Participant Diagnoses**

- Autism Spectrum 15%
- ADD/ADHD 4%
- Other 21%
- Developmental Disability 11%
- Down Syndrome 8%
- Cerebral Palsy 11%
- Visual Impairment 6%
- Spinal Cord Injury 3%
- Brain Injury 4%
- Amputation 3%

**NSCD Lessons**

- Adaptive Ski School 36%
- Competition Program 18%
- Water Sports 17%
- Custom Groups 9%
- Therapeutic Riding Center 5%
- Camps 1%
- Shooting Sports 2%
- Cycling 2%
- Rock Climbing 3%
- Ability Clinics 3%
- Rating 4%

**NSCD Participant Demographics**

**GENDER**

- Male 59%
- Female 41%

**LOCATION**

- Denver Metro Area* 83%
- Grand County* 2%
- Colorado (other)* 3%
- Other US State 11%
- Outside US 1%

**AGE**

- Under 18 48%
- 18-24 18%
- 25-59 28%
- 60+ 5%
- *Colorado Total 88%

**INCOME**

- Low Income 58%
- Not Low Income 42%

**SOURCES & USES OF INCOME**

**REVENUE**

- Program Fees 16%
- Individual 11%
- Foundation 9%
- Government 6%
- Corporate 13%
- In Kind 38%
- Fundraising 8%
- Admin 7%
- Program 85%

**EXPENSES**

**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
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.
DENVER

Mile High Stadium
1801 Mile High Stadium Circle, #1500
Denver, Colorado 80204

E  SPECIALEVENTS@NSCD.ORG
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