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SKI CROSS WORLD CUP

2025 EVENT OVERVIEW &
REQUEST FOR SUPPORT

Hosted at Craigleith Ski Club





*2023 EVENT BY THE NUMBERS



* The last time the event was hosted at Craigeleith



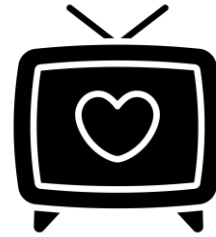
5,000
Fans on-site

+

65 Athletes Competing
at World Cup Finals



150+
supporting the event
Volunteers



TV global
Viewership
of

3.8M

50% Of the podiums
were won
by the CANskiteam



12 Nations from three
Continents competing



THE SXWC IS A HIGH-OCTANE COMPETITION....



...THAT ENGAGES THE SKI
COMMUNITY...





...AND THE FANS SHOWED UP TO WATCH...





NATIONS CUP

COUPE DES NATIONS

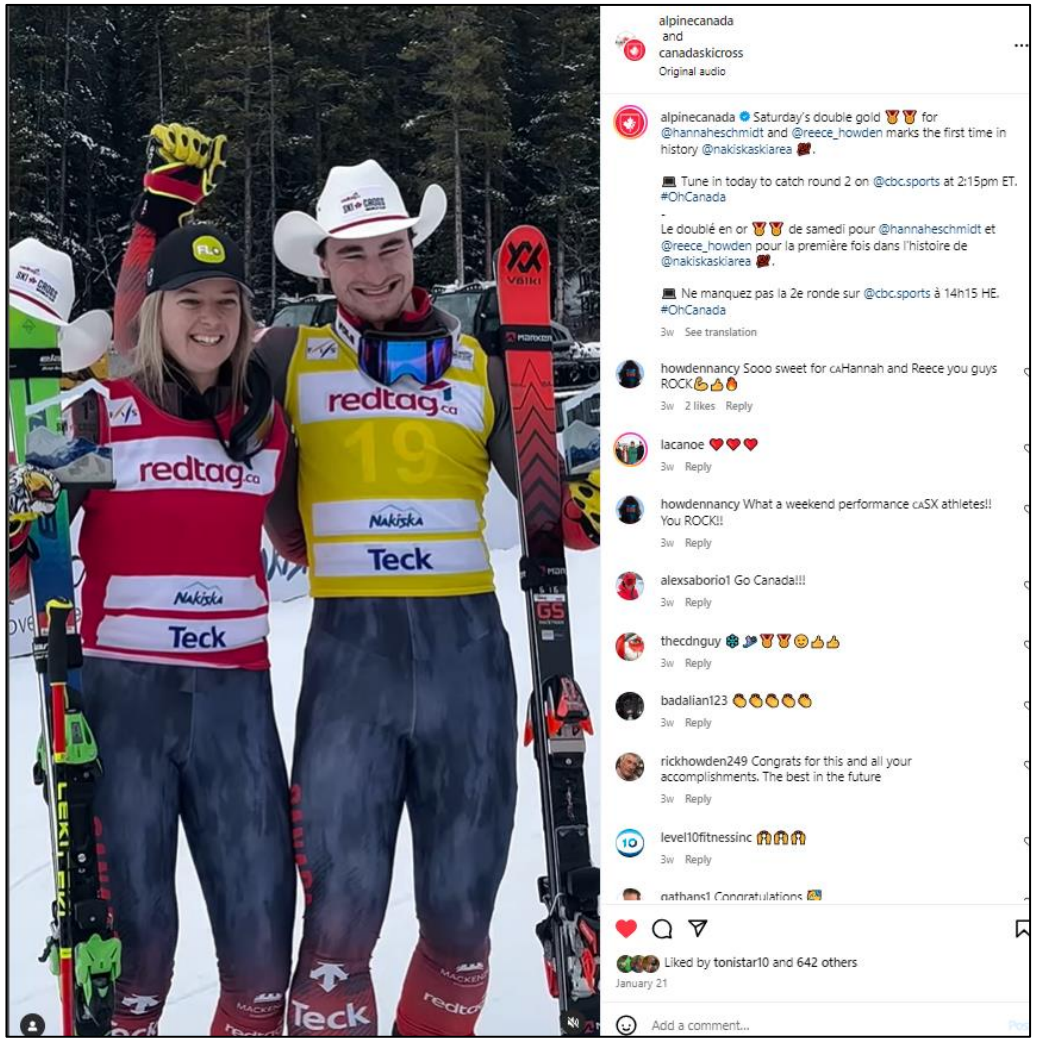


CANskiteam

...CANADA PROVE WE ARE THE BEST IN THE WORLD!



CANskiteam – DOMINATION AT HOME in 2024



2024 CANskiteam Results at Home

Saturday January 20th - PODIUMS

WOMEN

- Hannah Schmidt - 1 🇨🇦
- Marielle Thompson - 2 🇨🇦
- Fanny Smith - 3 🇨🇦

MEN

- Reece Howden-1 🇨🇦
- TerenceTchiknavorian- 2 🇫🇷
- Alex Fiva- 3 🇨🇦

Sunday January 21st - PODIUMS

WOMEN

- Hannah Schmidt - 1 🇨🇦
- Marielle Berger Sabbatel - 2 🇫🇷
- Brittany Phelan - 3 🇨🇦

MEN

- Jonas Lenherr-1 🇨🇦
- Florian Wimsmann - 2 🇩🇪
- Youri Duplessis Kerfomard - 3 🇫🇷

The CANskiteam won 42% of total podiums

CANskiteam - WORLD CUP SEASON RESULTS

2022-2023 Season

20 PODIUMS

won by the CANskiteam



1 Crystal Globe

Winner Reece Howden



10th Nations Cup for
the best Overall Nation

2023-2024 Season

22 PODIUMS

won by the CANskiteam to date

5

CANskiteam Athletes in the
Crystal Globe Points Race



Marielle Thompson

Hannah Schmidt

Brittany Phelan



Reece Howden

Jared Schmidt



The CANskiteam is on track to deliver more podiums



GLEITH
FIS SKI Cross World Cup

SKI CROSS WORLD CUP
FASKEN Own tomorrow
MACKENZIE Investments
FitLine
MACKENZIE Investments
SPORTING LIFE
Teck

SKI CROSS WORLD CUP
FASKEN Own tomorrow
Teck
MACKENZIE Investments
COL F

SKI CROSS WORLD CUP
SPORTING LIFE
DESCENTE
MACKENZIE Investments
Teck
Pinotti
MACKENZIE Investments

2025 EVENT OVERVIEW



PRIORITIES

BUILD on the SUCCESS
DELIVER a BEST-IN-CLASS EXPERIENCE for ATHLETES,
SPECTATORS & FANS
ENGAGE the SKI COMMUNITY TO RETURN YEAR over YEAR
WIN & MAKE CANADA PROUD



EVENT DETAILS



WHAT

TWO (2) WORLD CUP SKI CROSS COMPETITIONS (MEN/WOMEN)



WHEN

MARCH 14 & 15, 2025



WHERE

CRAIGLEITH SKI CLUB (The Blue Mountains, ON)



WHY

SOUTHERN ONTARIO IS A KEY SKI MARKET WITH STRONG ENTHUSIASM, INTEREST & PARTICIPATION IN SKI RACING





HOSTED in the of ONTARIO'S SKI COMMUNITY



PROXIMITY TO THE
GTA AND CAPTURING
THE TOWN OF BLUE
MOUNTAIN & THE
NIAGARA
ESCARPMENT
COMMUNITIES



ENGAGING DIRECTLY
WITH SKIERS,
FAMILIES
AND FANS WHO HAVE
A PASSION FOR THE
SPORT



PREMIUM VENUE
EVENT WITH VIP
HOSTING & UNIQUE
STAKEHOLDER
EXPERIENCES



HOST VENUE - CRAIGLEITH SKI CLUB



RACE COURSE



FINISH AREA



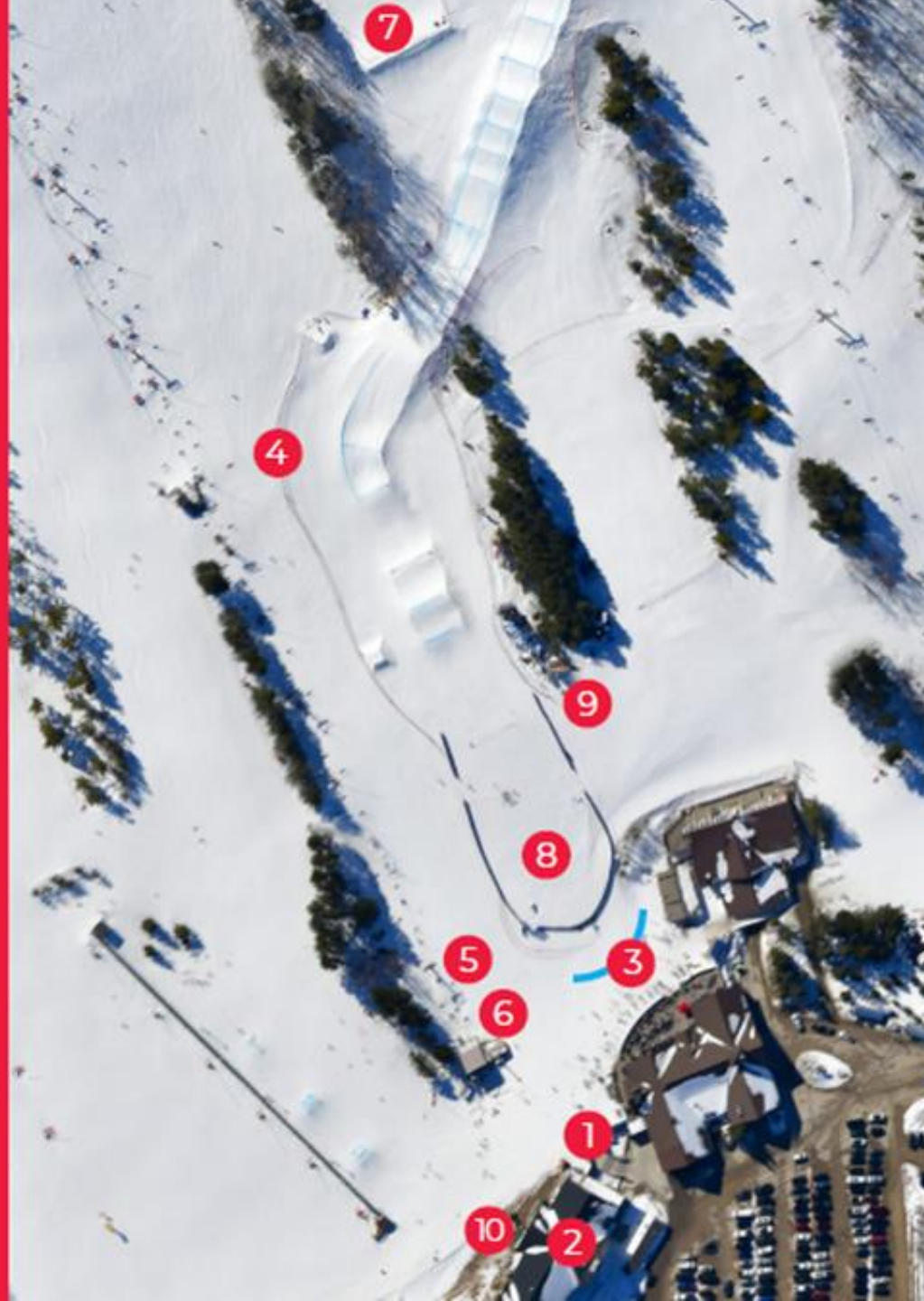
Location: 164 Craigleith Rd, The Blue Mountains

<https://www.craigleith.com/>





1. Vendor Village
2. VIP Hosting Area
3. Spectator seating
4. Hospitality Chalet's
5. VIP Viewing
6. Hospitality Chalet's
7. Elevated hospitality
8. Finish coral
9. Jumbo screen
10. Beer Garden



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SKI  **CROSS**
WORLD CUP



REQUEST FOR SUPPORT

 **MACKENZIE**
Investments

TOP PEAK
www.toppeak.ca

Vote now!
Complimentary
Hot Chocolate

BELLY SLIDING
PENGUINS





WHY THE TOWN OF BLUE MOUNTAIN SHOULD SUPPORT THE 2025 SKI CROSS WORLD CUP



- Region playing host to a world class sporting event
- Competition brings both a national and international audience
- 2 days of broadcast production by CBC sports – bringing international exposure to the region
- Position the Town of Blue Mountain as a hub for an active and healthy audience
- Many opportunities for Town of Blue Mountain constituents to engage in the event
- Opportunities to integrate the Town into the event





TOWN OF BLUE MOUNTAIN BENEFITS



- 2 on hill banners with Town of Blue Mountain logo
- 2 VIP tickets to ACA VIP Area
- Logo on SXWC website
- Logo on all event material
- Logo on social media postings
- An opportunity to welcome teams and athletes @ opening ceremonies
- Ability to have a presence on-site to engage with spectators





HOW THE TOWN OF BLUE MOUNTAIN CAN SUPPORT THE 2025 SKI CROSS WORLD CUP- CRAIGLEITH SKI CLUB



1

OPERATIONAL SUPPORT

- Event Parking Permitting
- Waive the no parking by law on Craigleith Rd on March 14/15 between 9:00 am and 6:00 pm at no charge
- Provide available traffic cones, barricades and high res. vests as is available

2

MARKETING SUPPORT

- Promoting the Event
- Promote the event on Town of BM channels and publications
- Social channels
- Municipal website and Tourism partners
- E-blast and digital outreach



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SKI  CROSS
WORLD CUP

JOIN US AT THE 2025 REDTAG.CA SKI CROSS WORLD CUP!



Questions:
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