



# SKI CROSS

WORLD CUP

## 2026 EVENT OVERVIEW & REQUEST FOR SUPPORT





# 2025 EVENT ECONOMIC IMPACT



## SUMMARY | BY THE NUMBERS





# 2025 EVENT ECONOMIC IMPACT



## GROSS DOMESTIC PRODUCT

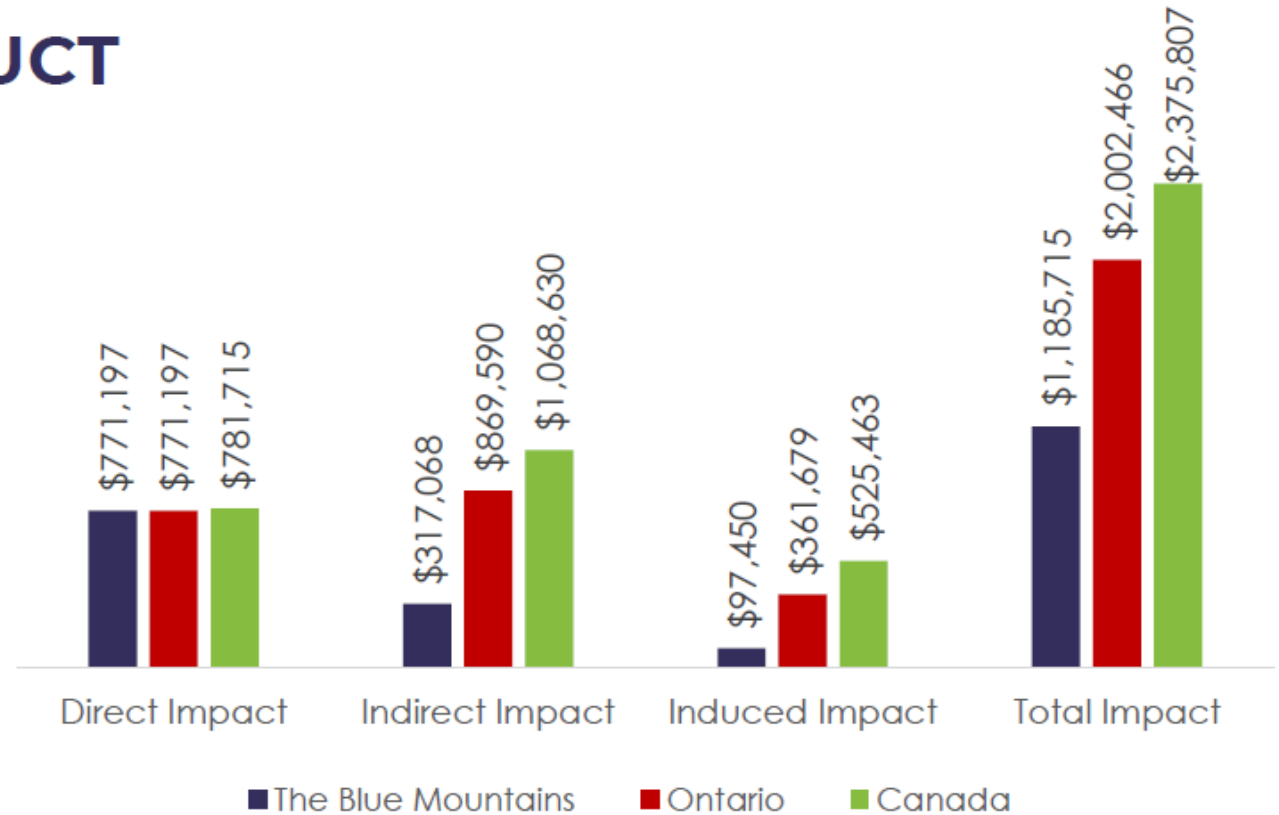
**GDP** (at basic prices)

The hosting of the **Redtag.ca Ski Cross World Cup** in **The Blue Mountains** contributed nearly **\$2.38 million** in GDP to the Canadian economy through direct and spin-off impacts.



IN GROSS DOMESTIC  
PRODUCT (GDP)

**\$2.38 M**





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





...THAT ENGAGES THE SKI COMMUNITY...



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



# DOMINATION AT HOME in 2025



## 2025 CANskiteam Results at Home

### Friday March 15<sup>th</sup> - PODIUMS

#### WOMEN

Fanny Smith - 1

Marielle Berger Sabbatel - 2

Joelle Gaille - 3

#### MEN

Reece Howden-1

Alex Fiva - 2

Kevin Drury - 3

### Saturday March 16<sup>th</sup> - PODIUMS

#### WOMEN

Fanny Smith - 1

Courtney Hoffos- 2

Abby McEwen - 3

#### MEN

Florian Wirmsmann -1

Reece Howden - 2

Kevin Drury - 3

The CANskiteam won 50% of total podiums



**NATIONS CUP**

**COUPE DES NATIONS**



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



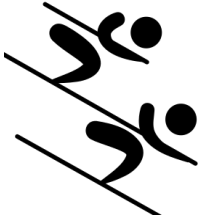
# 2026 EVENT OVERVIEW



# EVENT DETAILS

WHAT

Two (2) World Cup ski cross competitions  
(1x MEN/ 1x WOMEN)



WHEN

March 21 & 22 2026



WHERE

Craigleith Ski Club  
(The Blue Mountains, ON)



WHY

Southern Ontario is a key market with strong enthusiasm, interest and participation in ski racing





# PRIORITIES



- ✓ Achieve a sustainable funding model
- ✓ Create a flagship World Cup race event for the Ontario and Canadian ski communities
- ✓ Build on the success of 2025
- ✓ Deliver a best-in-class experience for athletes, spectators & partners
- ✓ Engage the ski community to return year over year



SKI  CROSS  
WORLD CUP

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

Location: 164 Craigleith Rd, The Blue Mountains

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



# REQUEST FOR SUPPORT

SKI  CROSS  
WORLD CUP





# WHY SUPPORT THE 2026 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



# OUR ASK

1

## FINANCIAL SUPPORT

- \$50,000 (represents 5% of event budget)
- Approx. 4% of the total economic impact that the event has on Town of Blue Mtn (as demonstrated through the 2025 Economic Impact study conducted)

2

## OPERATIONAL SUPPORT

- Event Parking Permitting
- Waive the no parking by law on Craigleith Rd on March 21/22 between 9:00 am and 6:00 pm at no charge
- Provide available traffic cones, barricades and high res. vests as is available

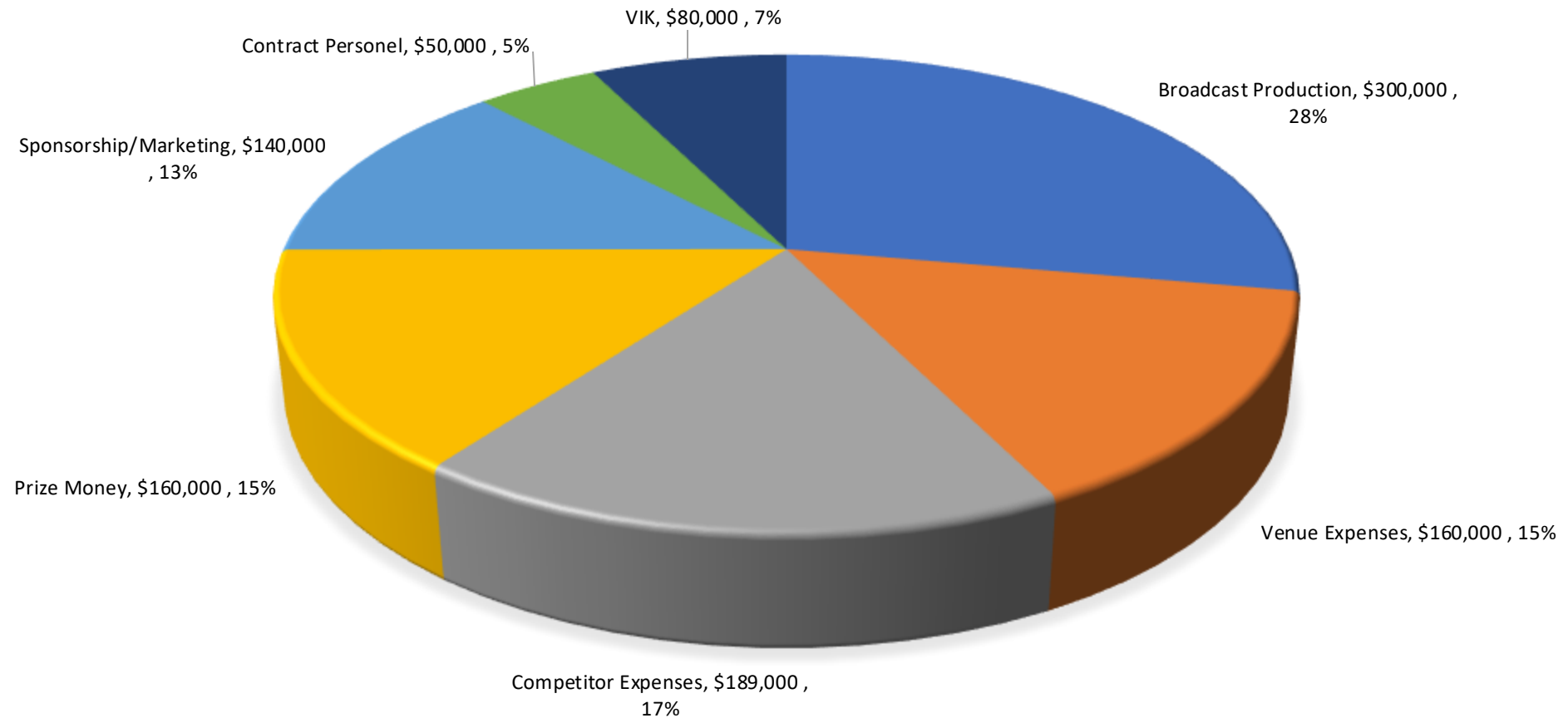
3

## 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

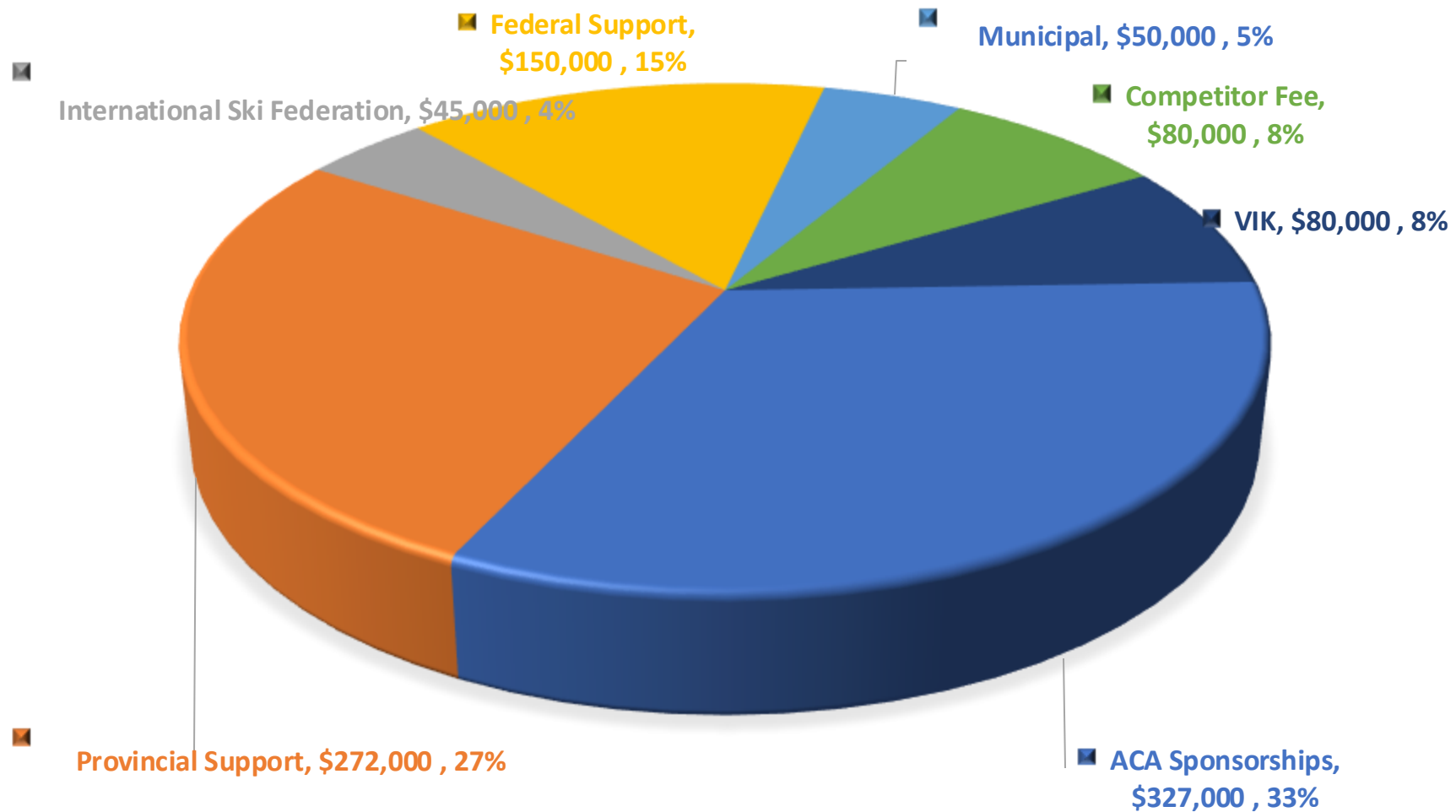


# 2026 EVENT EXPENSE





# 2026 EVENT REVENUE





# JOIN US AT THE 2026 FIS SKI CROSS WORLD CUP!



Questions:  
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