



Bobsleigh Canada Skeleton (BCS) is the Formula 1 of Winter Olympic Sport, featuring incredible athletes doing amazing things. BCS offers a unique opportunity for companies to associate with excellence, speed and performance. From a truly unique and exciting client experience to hundreds of millions of impressions worldwide for your brand, we want to work with you to create a successful partnership.

Our success speaks for itself:

- One of the most successful Canadian winter sports over the past 20 years.
- 4 medals in 5 disciplines at the Vancouver 2010 Olympics:
 - Gold – Women’s Bobsleigh
 - Gold – Men’s Skeleton
 - Silver – Women’s Bobsleigh
 - Bronze – Men’s 4 man Bobsleigh
- Canadian bobsleigh and skeleton athletes have racked up nearly 200 medals at the Olympics, World Cups and World Championships in last 10 years.
- Won eight medals in bobsleigh and skeleton combined at the last two Olympic Games

A variety of ways to activate from \$5000 to \$500,000:

- International television and webcast exposure from the two Canadian world cup stops in Whistler and Calgary.
- Sponsorship of the two Canadian world cup stops in Whistler and Calgary including phenomenal client and employee hosting opportunities.
- International television and webcast exposure through logo placement on sleds and uniforms.
- Athlete appearances at your business and events.
- Bobsleigh and Skeleton experience packages for clients and employees.
- Have your business participate in the World Cup fantasy pool. A great teambuilding activity/incentive and a unique way to activate the partnership with employees.

Fast Facts about the Bobsleigh Skeleton Opportunity:

- Over 560 million people worldwide watched the 8 FIBT world cup stops in the 15 top markets surveyed (this doesn’t even include the US).
- Over 285 million Germans watched these world cup races.
- Over 890 hours of coverage were given to the FIBT World Cup races.
- CBC’s Bobsleigh viewers are 52% female and 48% male, 37% of them are 25-54

As one of the top sliding nations in the world, Canadians are prominently featured in these international broadcasts.

To receive more in-depth information on the broadcast reach of BCS, or to discuss the creation of a custom sponsorship package, please contact:

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