ALBERTA ALPINE

PARTNERSHIP OPPORTUNITIES | 2026-27

SUPPORTING *TOMORROW'S* CHAMPIONS



PARTNERSHIPS@ALBERTAALPINE.CA

ALBERTAALPINE.CA

THE PROVINCIAL HOME *OF ALPINE SKI RACING*

Alberta Alpine is at the centre of a community connected by a shared passion for ski racing.

Together with our clubs, coaches, officials, volunteers and families, we support athletes and build pathways from grassroots to high performance.

MISSION

Development and delivery of opportunities for individual growth, and excellence in the sport of ski racing, ski cross.

VISION

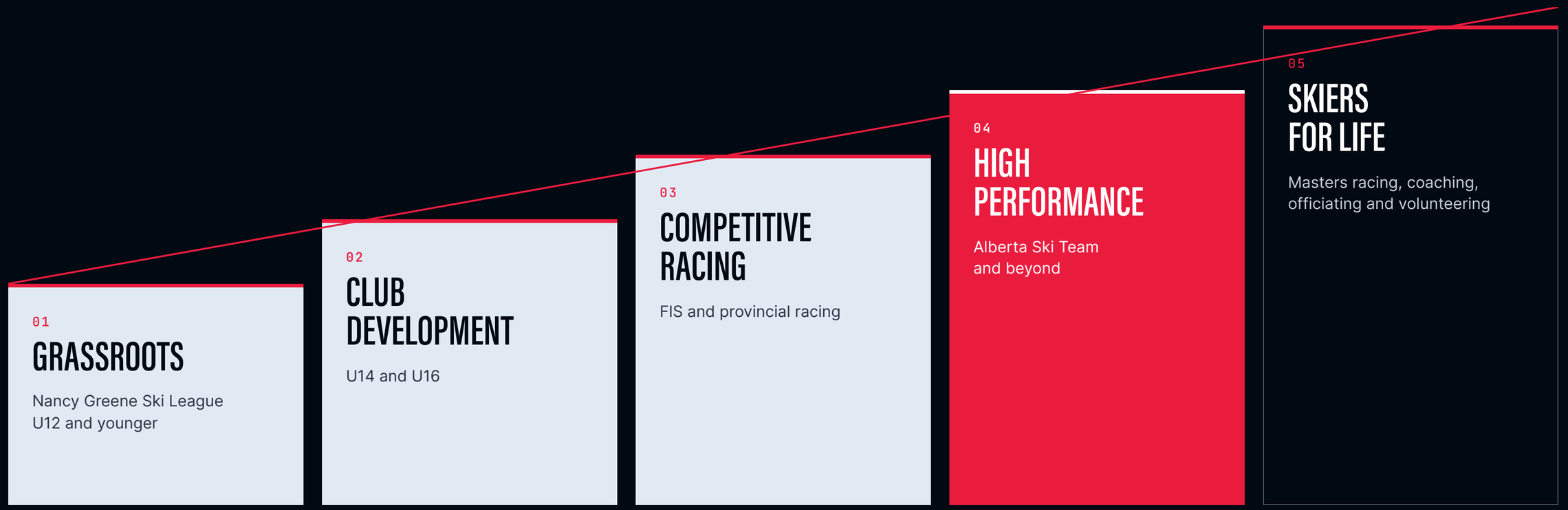
To lead, inspire, and support all ages of athletes in world leading programs in alpine ski racing and ski cross.



INSPIRING EXCELLENCE.
BUILDING SKIERS FOR LIFE.

BUILDING PATHWAYS + *INSPIRING SKIERS FOR LIFE*

Every athlete's journey is different. Alberta Alpine works with our ski clubs across the province to create opportunities for individual growth, enjoyment and excellence, from grassroots skiing to the highest levels of competition.



A PROUD HISTORY + *AN EXCITING FUTURE.*

Alberta has a proud history of developing athletes who have represented our province and country on the world stage.

OUR ALUMNI

BRADY LEMAN
OLYMPIC CHAMPION

JAN HUDEC, KAREN PERCY
OLYMPIC MEDALLISTS

JOHN KUCERA
WORLD CHAMPION

KEN READ, THOMAS GRANDI, JUNGLE JIM HUNTER, CARY MULLEN, JEFF READ, TREVOR PHILP, PAUL STUTZ
WORLD CUP MEDALLISTS

KALLE ERIKSSON, ALANA RAMSAY, STACY KOHUT
PARALYMPIC MEDALLISTS

THE LEGACY CONTINUES

BRITT RICHARDSON, CASSIDY GRAY, KIKI ALEXANDER, LIAM WALLACE, JAKE KERTESZ-KNIGHT, ERIK READ, JEFFREY READ
CANADIAN ALPINE SKI TEAM

KENDRA GIESBRECHT, REBECCA PELKEY, JESSE KERTESZ-KNIGHT, ZOE GRAY
ALPINE DEVELOPMENT TEAM

CARSON COOK, KAEL JOHNSTON (DEVELOPMENT), ABBY MCEWEN (DEVELOPMENT)
SKI CROSS · TEAM CANADA

> *THEIR ACHIEVEMENTS CONTINUE TO INSPIRE THE NEXT GENERATION OF ALBERTA ATHLETES.*

THEN



BRADY LEMAN · PHOTO: ALPINE CANADA ALPIN

NOW


COLE MERRETT · PHOTO: ALBERTA ALPINE



KAREN PERCY · PHOTO: CANADIAN OLYMPIC COMMITTEE


SOFIO STANIER · PHOTO: ALBERTA ALPINE

BUILDING MORE *THAN GREAT SKIERS*

Ski racing builds focus, determination and perseverance. It also brings together athletes, families, coaches, officials and volunteers who share a passion for the sport. The experiences and connections made on the hill last long after the racing is done.

A COMMUNITY THAT STRETCHES ACROSS ALBERTA

Our community reaches across the province, with strong membership in the Calgary, Edmonton and Banff-Canmore regions.

5,150	40	50	3K	8,700+
MEMBERS	MEMBER CLUBS	ANNUAL EVENTS (APPROX.)	NEWSLETTER SUBSCRIBERS	COMBINED SOCIAL FOLLOWERS*

* Alberta Alpine Facebook and Instagram, and Alberta Ski Team Instagram. Figures as of October 2026.







HELPING THE NEXT *GENERATION THRIVE*

Behind every athlete's journey is a community of people who make it possible. Our partners are an important part of that team. Together, we help create opportunities across Alberta's ski racing community, from a young skier's first race to an athlete's pursuit of the world stage.

Partner support helps strengthen programs, bring events to life and support the coaches, officials and volunteers who keep our sport moving forward.

01
PROGRAMS
Stronger programs at every stage

02
EVENTS
Bringing races and events to life

03
PEOPLE
Coaches, officials and volunteers

TOGETHER, WE'RE INSPIRING EXCELLENCE AND BUILDING SKIERS FOR LIFE.

CONNECT WITH A COMMUNITY *THAT SHARES YOUR VALUES*

Alberta Alpine brings together athletes, families, clubs and supporters who share a passion for ski racing and the mountains.

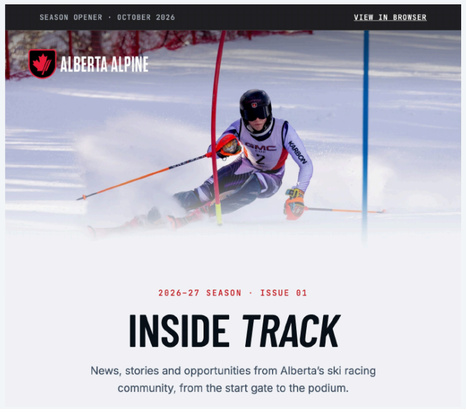
Through events, storytelling and digital channels, we can help partners build meaningful connections with this community in ways that support their goals.



ON-HILL PRESENCE



EVENT PARTICIPATION



DIGITAL STORYTELLING

YOUR GOALS. OUR COMMUNITY. *A SHARED OPPORTUNITY.*

Every partnership is different. We'll work with you to develop an approach that reflects your brand, engages our audience and contributes to the future of ski racing in Alberta.

WAYS TO PARTNER

- EQUIPMENT & UNIFORM BRANDING
- SOCIAL MEDIA & DIGITAL CONTENT
- EVENT ACTIVATION
- TITLE RIGHTS
- AFFILIATE MARKETING

THE TEAM *BEHIND THE TEAM*

We're proud to work alongside partners who share our passion for ski racing and help create opportunities for athletes and communities across Alberta.

01 / PLATINUM PARTNERS

Leading partners supporting the Alberta Ski Team.

GMC DEALERS OF ALBERTA

TITLE SPONSOR & OFFICIAL VEHICLE

KARBON

EXCLUSIVE TEAM APPAREL SPONSOR

02 / GOLD PARTNERS

Key partners supporting our team, programs and events.

SILVERTIP CANMORE · ALBERTA

TEAM & RESORT PARTNER

GENSTAR BRINGING LAND TO LIFE

ASSOCIATION & SPECIAL EVENTS PARTNER

dr phone fix

RACE SERIES SPONSOR

03 / ALBERTA SKI TEAM PERFORMANCE PARTNERS

Technical, training and resort partners helping our athletes perform.

GEARUP MOUNTAIN SPORTS RENTALS & SERVICE

TEAM TUNING & SUPPORT

KU

WAX & TOOL SUPPLIER

Nakiska Calgary's Closest Mountain

RESORT PARTNER

CANADIAN SPORT INSTITUTE ALBERTA · INSTITUT CANADIEN DU SPORT

HIGH PERFORMANCE & TEAM SUPPORT

04 / ASSOCIATION & MEMBER

Partners supporting association operations and member programs.

BrokerLink

ATAC SPORTSWEAR

OFFICIAL BIB SUPPLIER

05 / FUNDING PARTNERS

Supporting ski racing and sport development across Alberta.

ALBERTA SPORT Connection

AGLC

ALBERTA ALPINE

08 / LET'S START A CONVERSATION

LET'S BUILD *SOMETHING TOGETHER*

Every great partnership starts with a conversation. We'd love to learn about your goals and explore what we can achieve together.

partnerships@
albertaalpine.ca

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