



CANADIAN NATIONAL
BIATHLON
CHAMPIONSHIPS

PRINCE GEORGE 2022



JOIN THE
INCREDIBLE ENERGY OF
CANADA'S BIATHLON FAMILY
WITH PARTNERING SPONSORS

MARCH 11 - 17, 2022

INVITATION FROM THE CHAIRPERSON

Caledonia Nordic Ski Club is honored and excited to host, for the first time, the Canadian Biathlon Championships. Building on our experience hosting the Canada Winter Games in 2015 and the World Para Nordic Skiing Championships in 2019, we are prepared to deliver a top-notch, world-class National biathlon championships and an incredible experience for the athletes, support teams, and event sponsors.

The championships will attract Canada's best biathletes ages 15 and older and they will compete in four unique competitions: Sprint, Pursuit, Individual, and Single Mixed Relay. This will be the first time in three years that they will compete together at a national level and the excitement is palpable. Through photos and social media, news of the event will reach fans and families of biathlon across Canada. Just as we're focused on delivering an incredible experience for all our guests, we're equally focused on delivering an incredible experience for our sponsoring partners in 2022.

I look forward to working with you to find how we can best share in this opportunity. We know the Caledonia Nordic Ski Club and the people of Prince George can deliver an incredible experience and our community and corporate partners are a critical part of this. We have worked extremely hard to make the Caledonia Nordic Ski Club/Otway Nordic Centre a world-class facility, and we look forward to sharing this opportunity with your organizations.

Warmest regards,
John Neumann, *Competition Chairperson*





THE PATH TO WELCOMING THE 2022 CANADIAN NATIONAL BIATHLON CHAMPIONSHIPS TO PRINCE GEORGE

Prince George has a long and respected history of excellence and leadership in the sports of cross-country skiing and biathlon in British Columbia, Canada and on the world's stage. Prince George has produced a long line of outstanding local athletes, coaches and skiing and biathlon visionaries who have taken local cross-country skiing and biathlon to the highest levels of national and international competition, including several Olympic Winter Games.

With humble beginnings, the Club hosted regional and provincial events at a small 15-lane range with no electricity or shelter. In preparation for hosting the 2015 Canada Winter Games, with tremendous support from the community, a 30-lane world-class range and timing facilities were constructed. Continuing these traditions, the Caledonia Nordic Ski Club, once again with community partners, further upgraded the facilities at the Otway Nordic Centre with snow making capabilities and additional infrastructure to host larger events. This enabled the hosting of the Para Nordic Skiing Championships in 2019.

The Caledonia Nordic Ski Club has embarked on an ambitious initiative to welcome the Canadian biathlon family to Prince George. Following a successful bid, Biathlon Canada has selected Prince George to host the Canadian National Biathlon Championships to be held from March 11 to March 17, 2022. This journey could not be possible without the unrelenting support of the business community of Prince George.



THE HISTORY OF BIATHLON

The word biathlon is of Greek origin and means “two tests”. The combination of skiing and shooting used in the sport today is founded on a tradition of hunting, stemming back over four thousand years. Known as the “military patrol”, it was contested at the first Olympic Winter Games, at Chamonix, France, in 1924. The sport remained on the Olympic program until 1948, when post-war sentiments caused it to be dropped. The sport returned to the Olympics as “biathlon” in 1960 and has remained ever since. Despite the number of female competitors, the International Olympic Committee did not include women in the Olympic Winter Games biathlon program until 1992!

Canada sent its first biathlon team, an all-military team, to the Olympics in 1968, but did not send another biathlon team to the Olympics until 1988 in Calgary. Tony Fiala from Quesnel, BC represented Canada at the Olympics in Albertville, France, only to return to the 1998 Olympics in Sapporo, Japan with Tuppy Collard (Hoehn) from Vanderhoof, BC. It was in 1992 that Meriam Bédard would bring home Canada’s first medal in biathlon. She would follow that up with two gold medals in 1994. At just 21 years old, Prince George’s Megan Tandy would join the Canadian Olympic Team in 2010, finishing top Canadian woman and was the first Canadian woman to qualify for an Olympic pursuit competition. She represented Canada in 2014 and 2018. Sarah Beaudry, of Prince George, joined Tandy at the 2018 Olympics in Pyeong Chang. Northern British Columbia has soundly etched its place in the history of biathlon in Canada.



BIATHLON EVENTS

Biathlon combines cross-country skiing with .22 caliber long rifle shooting, 50 m from the targets, which are 45 mm in diameter for prone shooting (lying down) or 115 mm for the standing shooting.

There will be six different types of competition held at the 2022 Canadian National Biathlon Championship. The “Sprint” involves individual starts with two shooting bouts and three skiing laps; a missed target requires skiing a 150 m penalty loop. The “Individual” involves four shooting bouts and five skiing laps, with individual starts, but a missed target results in a 60 second time penalty. In the “Mass Start”, all biathletes start at the same time, with four shooting bouts, five skiing laps, penalty loops for missed targets and it’s a head-to-head race for the finish line. The “Single Mixed Relay” is the equivalent of a male and female biathlete completing a Sprint, but handing off from one to the other in a relay format. In the “pursuit”, the biathlete’s start times are separated by their time differences from the Sprint competition; they complete four shooting bouts, five skiing laps, penalty loops and then they drive for the finish line in head-to-head competition.



A VISION FOR SPONSORING PARTNERSHIPS

The vision is to share the energy and excitement of the National Championships with the people and businesses who have supported the sport of biathlon and those who want the opportunity to align their organization with Canada's best. We are focused on creating relationships to match the needs of the 2022 Canadian National Biathlon Championships with the products/services of our supporters and their desire to be celebrated and recognized as a world-class organization. We have endeavored to take a "keep it simple" approach to enable maximum involvement with a modest investment. We welcome you to review the sponsoring opportunities below and, contact us if you have any questions or ideas.

SPONSORSHIP OPPORTUNITIES

CANADIAN NATIONAL BIATHLON CHAMPIONSHIPS PRESENTING SPONSOR

This is the highest level of sponsorship we can offer and the name of the sponsor is included in the event as 2022 Canadian National Biathlon Championships, presented by [presenting sponsor name].

Level of support: \$5,000+ (cash)

Benefits and recognition:

- Event referred to as 2022 Canadian National Biathlon Championships, presented by [presenting sponsor name] in all communications, announcing, commentating, etc.
- Company logo accompanies event logo
- Use of logo and designation in main promotional material
- Official designation (i.e. official presenting partner of event)
- Presenter at medal ceremonies
- Prominent logo placement on awards ceremony backdrops (i.e. flower ceremony, medal ceremonies) that are included in official photographs, etc.
- Premium banner space along start corridor (x1)
- Premium banner space along finish corridor (x1)
- Poster space in venue area (x4)
- Poster space in athlete dining room and tent (x2)
- Flexible sponsorship activation opportunities (eg. Product display)

NATIONAL BIATHLON CHAMPIONSHIPS PREMIUM SPONSOR (6 available)

Level of support: \$3,000+ (cash)

Benefits and recognition:

- Referenced as Premium Sponsor for the 2022 Canadian National Biathlon Championships in all communications, announcing commenting, etc.
- Logo placement on awards ceremony backdrops (i.e. flower ceremony, medal ceremonies) that are included in official photographs, etc.
- Use of logo and designation in main promotional material
- Official designation (i.e. official premium partner of event)
- Banner space along start corridor (x1)
- Banner space along finish corridor (x1)
- Poster space throughout competition venue (x2)
- Banner space in athlete dining room and tent (x1)
- Flexible sponsorship activation opportunities (eg. product display)



SPONSORSHIP OPPORTUNITIES

MATERIALS AND SERVICE SPONSORS

Level of support: \$3,000 or less (cash)

Advertising, Communications & Promotions	\$1,000 (5 available)
Field of Play Maintenance & Supplies	\$1,000 (5 available)
Competition Bibs	\$1,000 (9 available)
Athlete Souvenirs	\$500 each (6 available)
Medals	\$3,000 (1 available)
Bussing	\$1,000 (7 available)
Leg Numbers	\$1,000 (1 available)
Athlete Recovery Food	\$1,000 (1 available)
Captain Meetings	\$500 each (4 available)
Announcer	\$500 (1 available)
Photography and Video	\$500 (1 available)
Volunteer Meals – 7 days	\$1,300 (7 available)

BENEFITS AND RECOGNITION

- To be discussed and customized
- Flexible sponsorship activation opportunities (eg. product display)

THANK YOU FOR YOUR SUPPORT



Please contact us to learn about our future offerings, or if we can create a custom package for you.

Some example customizations include:

- Volunteer program
- Cultural events program (support of local musicians/entertainers, Indigenous programming)
- Guest hospitality program



SPONSORSHIP CONTACT

For more information on how your organization can become involved in helping to deliver this amazing event to our community, please contact:

Heather Tandy, Logistics Chairperson
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John Neumann, *Competition Chief*
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