

BENEFITS/VISIBILITY/PARTICIPATION*	GOLD Minimum contribution of \$20,000	SILVER Minimum contribution of \$10,000	BRONZE Contribution of less than \$10,000
Print Advertising			
The corporate name or logo in the CSM registration brochure (15,000 distributed)	●	●	●
The corporate name or logo on the CSM poster (500 distributed)	●	●	●
The corporate name or logo in the CSM Skier's Guide (2,200 distributed)	●	●	●
The corporate name or logo on the CSM trail map (2,200 distributed)	●	●	●
The corporate name or logo on the CSM results tabloid/CSM Newsletter (2,000 distributed)	●	●	●
Corporate publicity in media kits	●		
Ads in magazines and periodicals (i.e. Géó Pleinair, SkiTrax, Ottawa Outdoors, the Ottawa Citizen)	●	●	
The corporate name or logo in CSM press releases distributed nation-wide	●	●	●
World Wide Web Advertising			
The corporate name or logo on the CSM website with an active link (200,000 hits/year)	●	●	●
On-site Advertising			
Banners/signs at the Start/Finish lines	●	●	
Road side signage	●	●	
Signs at key staging areas such as the accommodation sites, checkpoints, and reception areas	●	●	●
Banners/signs at the Volunteer and Award banquets	●	●	●
The corporate name or logo on the event bib worn by each participant	●	●	●
The corporate name or logo on the official CSM clothing	●	●	●
Sponsor can have a display kiosk at the Fairmont, Le Château Montebello the weekend of the CSM	●		
Public Relations Benefits			
Representation at sport shows in the Ottawa/Gatineau regions and in Toronto	●	●	
Sponsor can provide promotional materials to be included in the CSM's direct mailout campaigns	●		
Use of the official CSM logo as an official corporate partner (use of the CSM logo on any publication materials must be submitted to the CSM for approval)	●		
VIP Access			
VIP invitation to the event and weekend stay at the Fairmont, Le Château Montebello	●		
Free registration of a corporate team to participate in the event	●	●	
VIP invitation to the official CSM press conference	●	●	●
VIP invitation to the official event reception and dinner	●		
VIP invitation to the Awards and Volunteer Banquets	●	●	●

*The CSM customizes all sponsorship packages to meet individual corporate needs and those of the CSM. Please contact us for more details.