



**CANADIAN SKI
MARATHON
CANADIEN DE SKI**



A TRADITION TO CALL YOUR OWN

MISSION



A historic cross-country ski tour for people of all ages in celebration of the Canadian winter

ABOUT THE CSM

- ❑ Established in 1967
- ❑ The world's longest cross-country ski tour: 160km
- ❑ Over 2000 participants
 - 60% men
 - 40% women
 - 67% between ages 26 and 55
 - 47% from Quebec
 - 32% from Ontario
 - 20% from the USA

Your corporate identity “slides” and “glides” into everything we do:



Press Conferences, Ski Shows, Publications, Advertisements,
Event Signage

Advertising along 160 km of breathtaking scenery

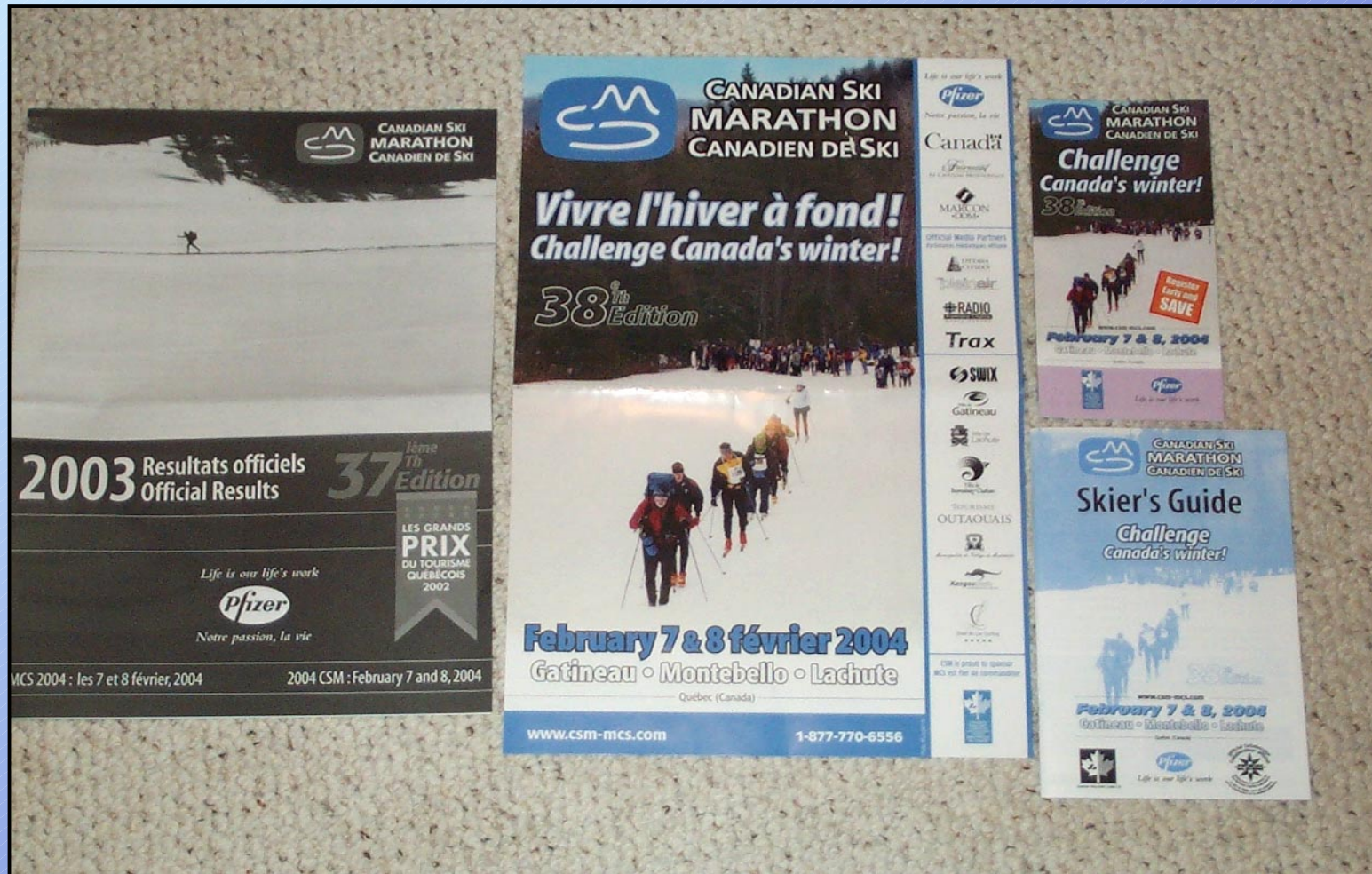


Visibility at each of the 11 checkpoints



Annual Marketing Tools:

Registration Brochure, Poster, Skiers Guide and Results Brochure





Fairmont, Le Château Montebello: Your Weekend Headquarters



**WE OFFER THREE LEVELS OF
SPONSORSHIP**

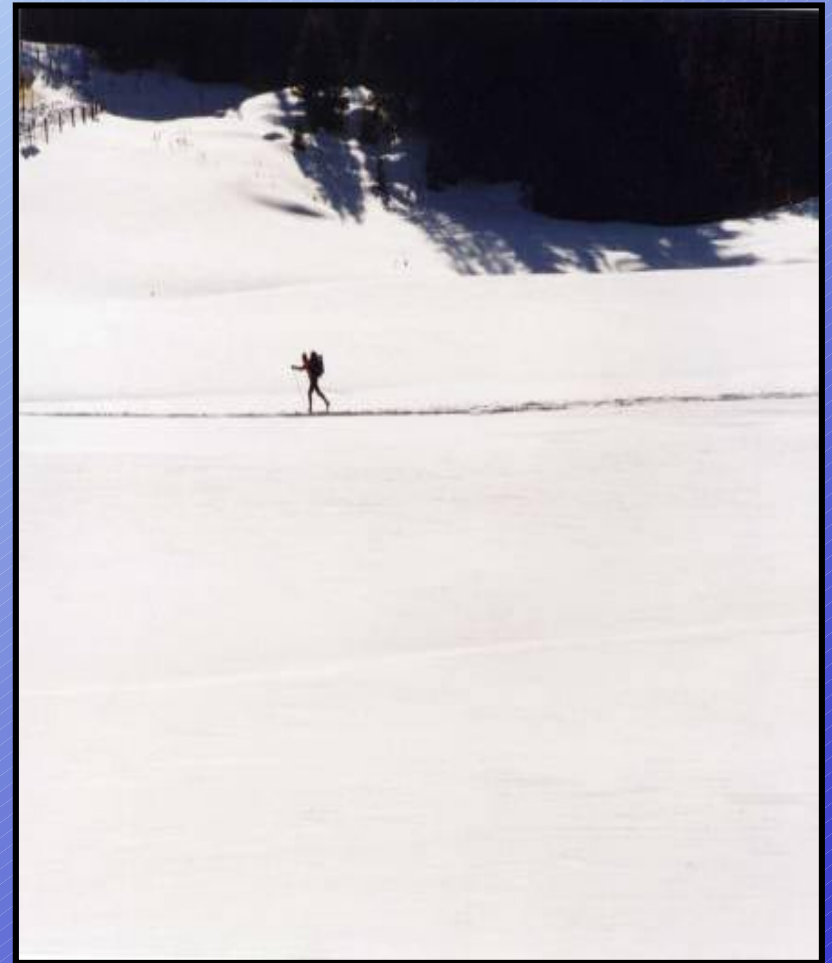
REACH FOR GOLD



- **Contribution of \$20,000 or more**
- **Corporate identity associated with all aspects of the CSM**
- **Corporate getaway to the luxurious Fairmont, Le Château Montebello**
- **Corporate Ski Team**

THE SILVER LINING

- Contribution of \$10,000 or more
- Corporate identity in CSM publications and ad campaign
- VIP invitation to all CSM events
- Corporate Ski Team

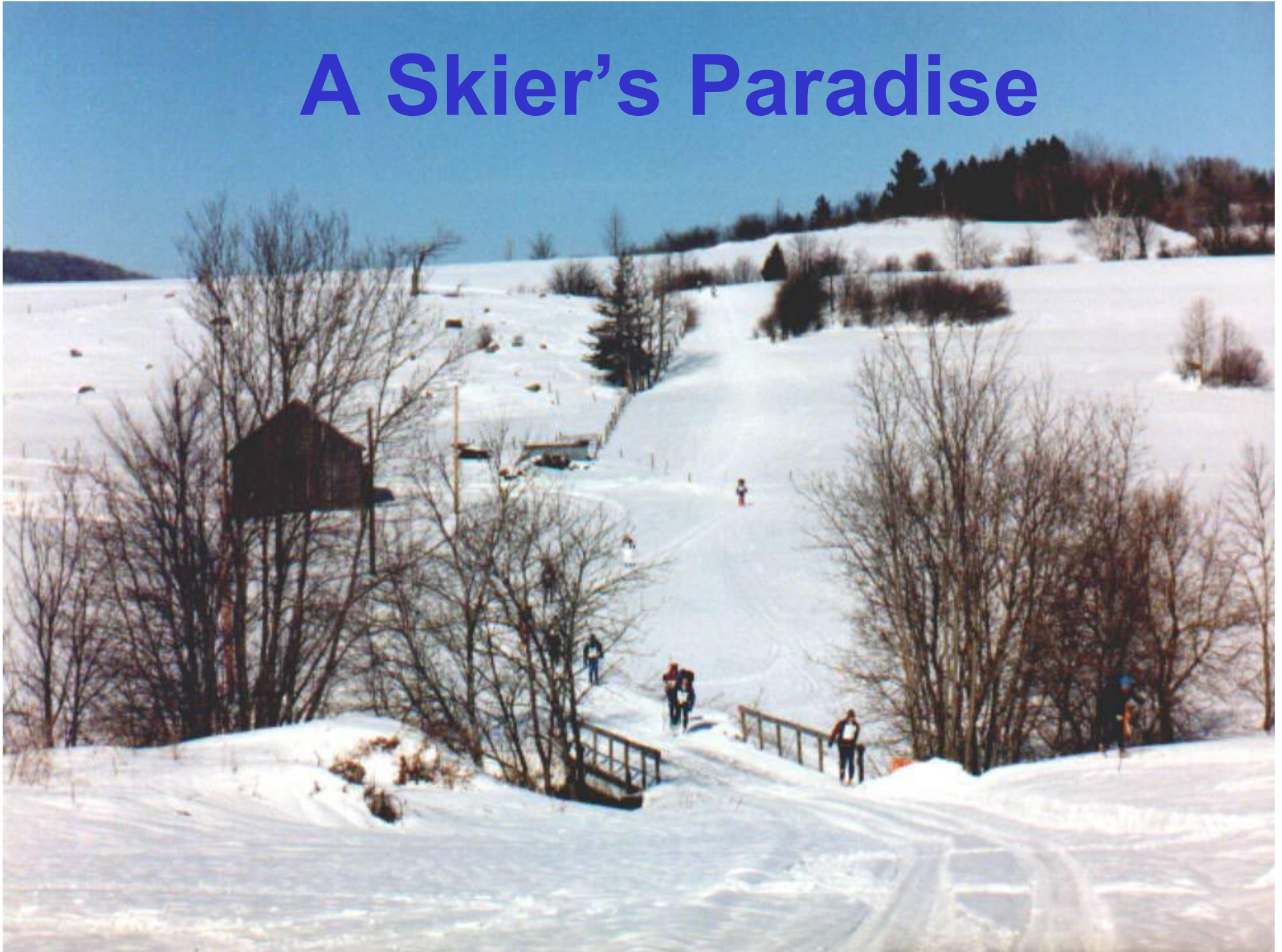


A BRONZE PERFORMANCE



- Contribution of less than \$10,000
- Corporate identity within the event
- VIP invitations
- Corporate Ski Team

A Skier's Paradise





**Ski through the tranquil and picturesque
Quebec countryside**

Family Atmosphere: People Return Year After Year



Skiing in the Spirit of Fitness, Friendship and Fun!



From start to finish, you will feel like you are part of the CSM family



Everyone's a winner!



BE PART OF SOMETHING UNIQUELY CANADIAN





**CANADIAN SKI
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Let Us Warm Your Heart

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