

# SPONSORSHIP

*Package*

**CANADIAN  
SPORT  
CENTRE**



**CENTRE  
CANADIEN  
DU SPORT**

**MANITOBA**

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Nadya Crossman-Serb

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# About CSCM

The Canadian Sport Centre Manitoba (CSCM) was created in March 1997 as one of the many legacies of the 1999 Pan American Games held in Winnipeg. As a proud member of the Canadian Olympic Paralympic Sport Institute Network (COPSIN), CSCM is the home of current and aspiring Olympic and Paralympic athletes training and developing in Manitoba.

CSCM strives to break the perceived boundaries of human potential. We're here to help high performance athletes in their pursuit of podium performances at national and international competitions.

COPSIN works to provide a world-class, multi-sport daily training environment for athletes and coaches through integrated services and programs (in the fields of physiology, strength and conditioning, nutrition, psychology and support services).

CSCM is led by a Board of Directors made up of a minimum of seven and a maximum of 11 directors who have a marked interest in the development of high performance sport, and whose experience and expertise are both diverse and complementary.

# CSCM

## Demographics

Athletes that CSCM is working with who may gain international prominence in the next four years include:

### ATHLETE

Bailey Bram - World Championship Medallist  
Chantal Van Landeghem - Olympic Medallist  
Dennis Thiessen - Paralympic Gold Medallist  
Heather McLean - World Cup Medallist  
Isabela Onyshko - Olympian  
Kelsey Wog - World Championship Medallist  
Nadya Crossman-Serb - World Cup Gold Medallist  
Leah Kirchmann - Olympian  
Team Carruthers - Canada Cup Champions  
Team Jones - Olympic Gold Medallists  
Tyler Mislawchuk - Olympian

### SPORT

Ice Hockey  
Swimming  
Wheelchair Curling  
Long-Track Speed Skating  
Artistic Gymnastics  
Swimming  
Canoe/Kayak  
Cycling  
Curling  
Curling  
Triathlon

## CSCM'S SOCIAL MEDIA PRESENCE

as of Tuesday, May 23, 2017:

 @cscmanitoba **717 followers**

 /cscmanitoba **498 likes**

 /cscmanitoba **483 followers**

 @cscmanitoba **127 followers**

 /company/canadian-sport-centre-manitoba **106 followers**

## OVER 400 COMMUNITY MEMBERS

Subscribe to receive CSCM's latest news including:

- Local media
- Members of Manitoba's sport medicine and science community
- Current and past athletes, including Olympic and Paralympic alumni
- Members of Manitoba's business community
- Manitoban expatriates



# SPONSORSHIP

*Benefits*

## CSCM IS OPEN TO COLLABORATION TO CREATE A SPONSORSHIP RELATIONSHIP THAT BEST FITS ALL PARTIES.

### **Multiple sponsorship opportunities, including:**

- The Centre as a whole
- CSCM's various programs, such as athlete workshops and training groups
- Events, such as CSCM's annual Victory Lap fundraiser

**Please note:**  
CSCM is not permitted to pursue sponsorship relationships or otherwise sell marketing rights in relation to the COPSI (Canadian Olympic and Paralympic Sport Institute) Network and associated marks

*In order to ensure proper separation from COPSI Network initiatives, Individual Network Members (such as CSCM) are to designate local level sponsors as "Proud Partners" of their particular organization ie. "Proud Partner of CSCM."*

### **Benefits May Include:**

- **Right** to utilize CSCM's logo and athlete photographs to promote sponsor's support
- **Marketing/Brand Visibility**
  - Logo recognition on CSCM's website
  - Recognition on CSCM's social media:
    - Twitter
    - Facebook
    - LinkedIn
    - Instagram
  - Recognition at CSCM's offices, visible to foot traffic at the University of Manitoba's Active Living Centre and Frank Kennedy Centre
  - Opportunities to bring greetings and be quoted in media releases
- **Corporate Hospitality/Experiential**
  - Lunch & Learns with CSCM experts
  - CSCM to make available CSCM staff and/or athletes for appearances
  - Invitations to workshops and events

# SPONSORSHIP

[cscm.ca/sponsors](http://cscm.ca/sponsors)

# DONATIONS

## *and Ticket Purchases*

**CSCM is a registered Canadian amateur athletic association #88853 5432 RR0001**  
**Visit [cscm.ca/donate](http://cscm.ca/donate)**

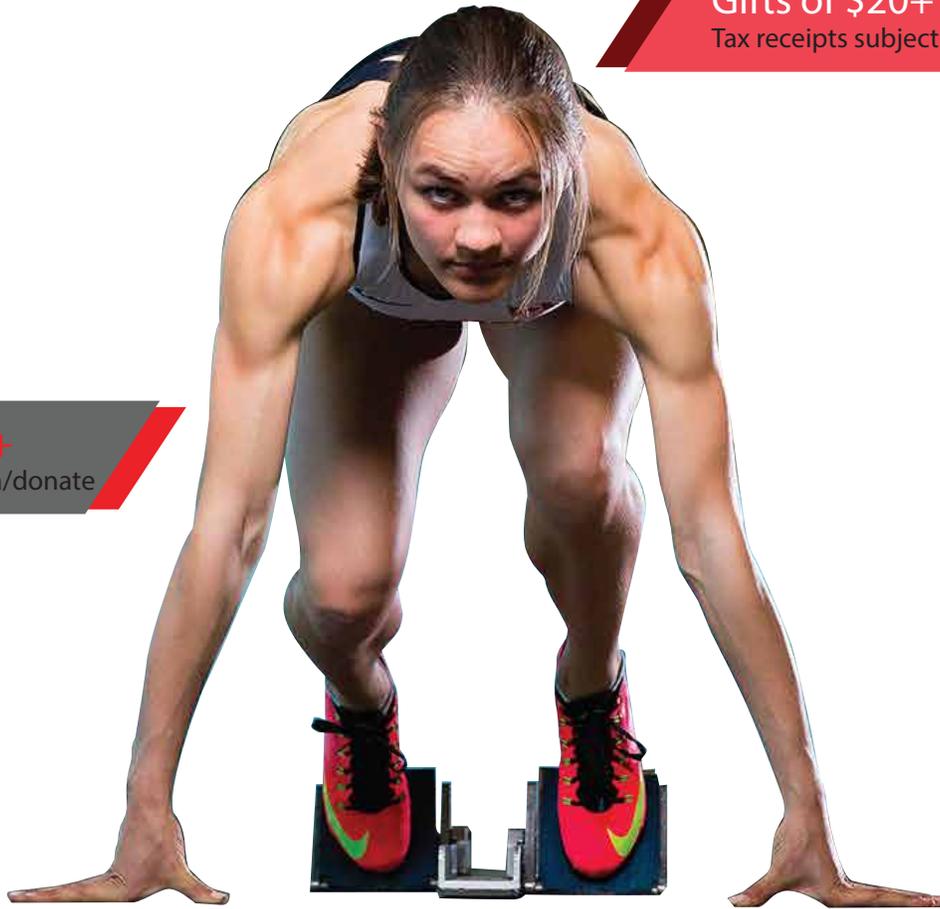
Donor benefits include:

**Gifts of \$20+**

Tax receipts subject to CRA regulations

**Gifts of \$50+**

Listing on [cscm.ca/donate](http://cscm.ca/donate)



**CSCM's annual Victory Lap event serves to recognize and celebrate the success of Manitoba's most outstanding athletes. In addition, it's a great fundraiser for CSCM.**  
**[cscm.ca/victorylap2017](http://cscm.ca/victorylap2017)**

**Gifts of \$500+**

Lunch & Learn with a CSCM expert

For 2017, corporate lounges (of eight) are available for \$1,200 until July 31 (\$1500 starting August 1) and include a partial tax receipt (subject to CRA regulations) and recognition on [cscm.ca](http://cscm.ca), CSCM's social media platforms and at the event.

For more information on supporting CSCM and Manitoba's athletes please contact:

**Stephanie Lambert, Athlete Services & Development Manager**

E [stephanie@cscm.ca](mailto:stephanie@cscm.ca) | T 204.474.7382 | C 204.797.4517

# WHAT CSCM *Does*

## UNLOCKS HUMAN *Potential*

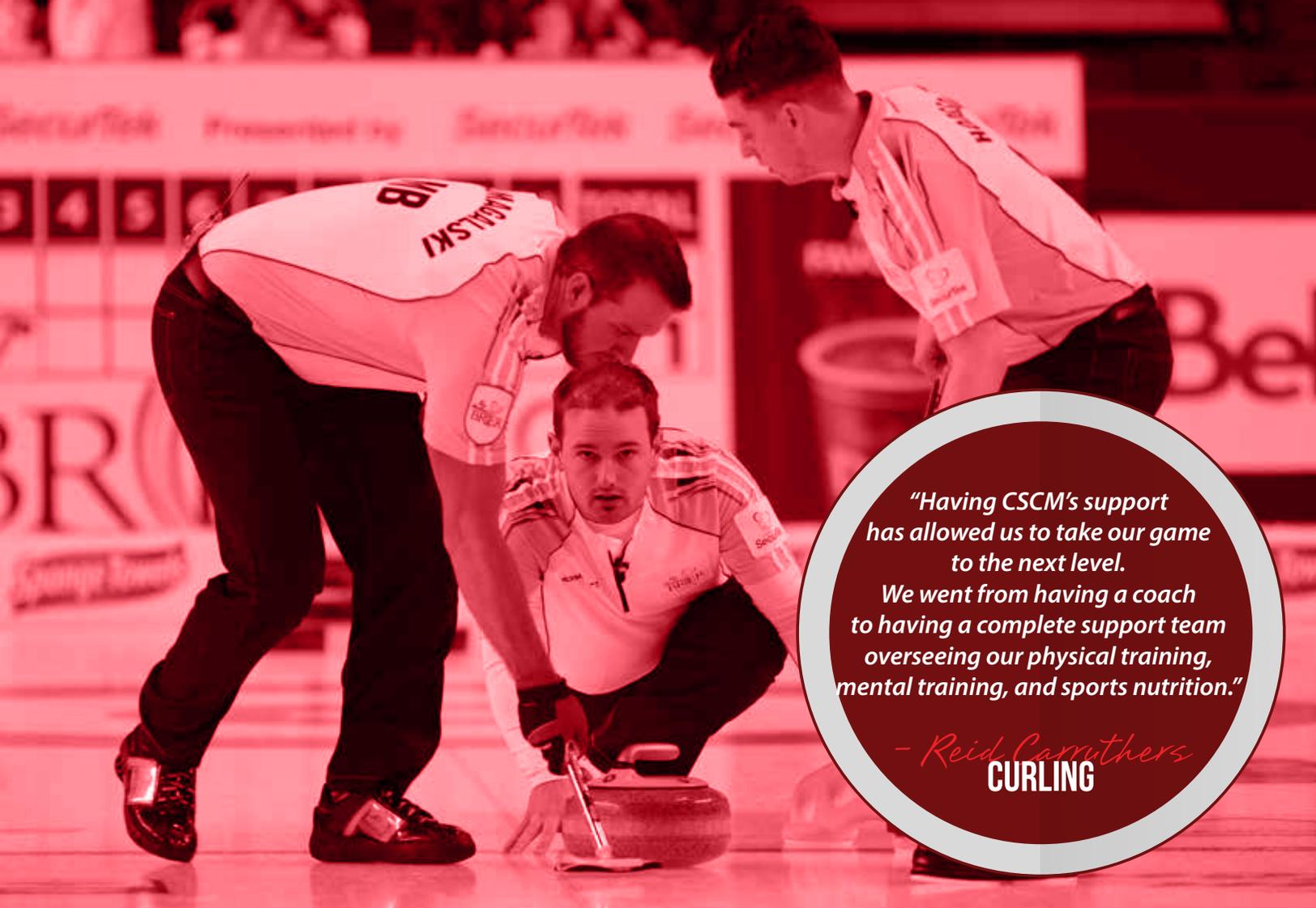
We work with extraordinary young people who are capable of incredible achievements. There is something intrinsically inspiring about watching our fellow human beings strive for excellence. This is more than just physical excellence. Our athletes push themselves to the extremes of mental ability; they demonstrate emotional stamina and strength of character that calls those around them to a higher standard of integrity. This is the true potential of high performance sport: to awaken the very best of what it means to be human.

We believe the best way to live out our purpose is by equipping Manitoban athletes to perform at the highest levels of international competition. Success on this global platform is not only a source of pride for our nation and our province – these champions go on to become social advocates, community leaders and mentors for future generations. Their impact extends beyond the realm of sport; their legacy lasts much longer than their athletic careers.

## POWERSPODIUM *Performances*

Developing Olympic level champions, and reaching the extremes of human performance, requires a team of experts. We bring together the best minds in physiology, dietetics, strength and conditioning, psychology, and the full-breadth of sport science disciplines. The true power of these individuals comes to light when they work as an integrated support team (IST). Together they can find creative solutions, explore yet-untapped ideas, and unlock innovation that benefits not only the athletes they serve, but also the larger sport and scientific communities.

## SPORTSCIENCE EXPERTS *Working Collaboratively*



*"Having CSCM's support has allowed us to take our game to the next level. We went from having a coach to having a complete support team overseeing our physical training, mental training, and sports nutrition."*

*- Reid Carruthers*  
**CURLING**

*"CSCM is an organization of passionate, talented professionals that are committed to helping athletes reach our goals."*

*- Emma Gray*  
**ROWING**

*"It's never just about nutrition; it's always about the athlete and their health, wellness, and performance."*

*- Torie Janzen*  
**DIRECTOR OF SPORT DIETETICS**

*"...Each day I get to help an athlete take a small step towards realizing their dreams."*

*- Matthew Davey*  
**STRENGTH & CONDITIONING COACH**

*"Sport is a great unifier of people. It teaches life lessons..."*

*- Travis Muhr*  
**BOARD TREASURER**



**20**  
*Years*

**POWERINGPODIUM**  
*Performances*  
— IN MANITOBA —

Canadian Sport Centre Manitoba (CSCM) is the hub for high performance sport in our province, supporting current and aspiring Olympic and Paralympic athletes in Manitoba.

The Centre's world-class sport science team provides physiology, biomechanics, strength and conditioning, nutrition and mental health services that complement the technical training athletes receive from their coaches. The work we do is athlete-based, coach-led and expert-resourced.

*Our*  
**ATHLETES**

We work with extraordinary young people who have the potential to become not only national and provincial sports heroes, but also inspirational leaders, social advocates and mentors for future generations.

*Our*  
**EXPERTS**

More than ever before, reaching the extremes of human performance requires athletes to have a team of experts supporting them. Physiologists, dieticians, psychologists and the full breadth of sport science disciplines work to fine-tune every aspect of their preparation for the international stage.

Our service providers are leaders in their fields, combining their education, experience and research to deliver the highest level of care and an environment of excellence. The goal of each athlete's Integrated Support Team is to ensure they are healthy, fit and psychologically ready for optimal performance.



*"If anyone could have foreseen the Olympic success and long-term community impact of Manitoban athletes like Clara Hughes or Cindy Klassen, there would have been no investment too great."*

*- Jeff Powell*  
**CSCM GENERAL MANAGER**



## POWERINGPODIUM *Performances* — IN MANITOBA —

### *Contact* INFORMATION

For more information about supporting CSCM and sponsorship opportunities, please contact:

*Stephanie Lambert*  
DEVELOPMENT MANAGER  
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POWERING PODIUM PERFORMANCES

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