

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*

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

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."

SPONSORSHIP

cscm.ca/sponsors

DONATIONS *and Ticket Purchases*

CSCM is a registered Canadian amateur athletic association #88853 5432 RR0001
Visit cscm.ca/donate

Donor benefits include:

Gifts of \$20+

Tax receipts subject to CRA regulations

Gifts of \$50+

Listing on 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

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, 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

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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.

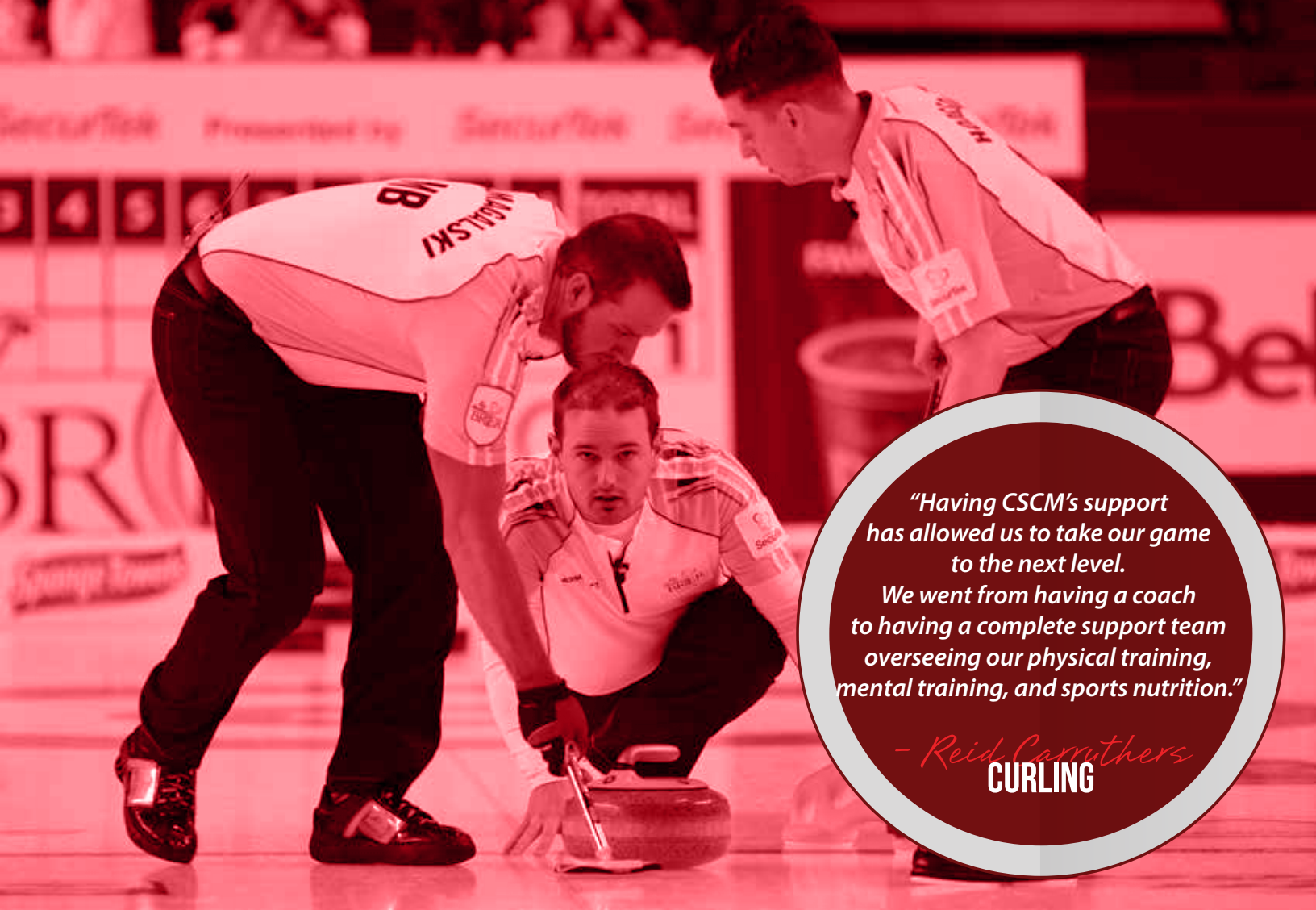
We believe the best way to live out our purpose is by equipping Manitoban athletes to perform at the highest levels of international competition. Success on this global platform is not only a source of pride for our nation and our province – these champions go on to become social advocates, community 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 Tanzen
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:

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