

## **Sponsorship Policy for USTSA National Sponsors, Individual Racers and Individual Events**

USTSA at a National Level, Individual Racers and Individual Race/Event Organizers are all seeking sponsorships of products and cash to promote the sport of Telemark skiing and to support their individual efforts. In order to limit conflicting sponsorships, these guidelines are provided by USTSA. These guidelines resemble those of USSA, but are more lenient, in an effort to give individual racers more freedom in how they work with sponsors and the areas where patches and stickers from sponsors can be worn. It is also an effort to provide the most value to the sponsors and donors who contribute the most to USTSA. See the attached matrix/chart, which defines various levels of sponsorship and the benefits USTSA offers at each level.

Emphasis within USTSA should be given to working with sponsors at the National level. The better job we do in securing National sponsors, the less that an individual athlete will need to support his or her self.

The USTSA Treasurer is responsible for overseeing and coordinating all sponsorship agreements and approving all National and individual racer sponsorships.

### **SPECIFIC RULES FOR ALCOHOL AND TOBACCO PRODUCT SPONSORS**

USTSA recognizes that alcohol and tobacco companies have a legitimate interest in sponsoring USTSA nationally, individual events and specific athletes. All alcohol and tobacco sponsors will be considered “non-marking sponsors” to ensure USTSA guidelines adhere to FIS rules:

Advertising with or on competitors with tobacco or alcohol products or drugs (narcotics) is forbidden. (FIS Telemark Rule 206.1)

Alcohol and tobacco sponsors will be categorized within the groupings listed below and will be eligible for all the defined benefits except that athletes will not be allowed to wear any patches or other identification from an alcohol or tobacco sponsor and will not be able to personally endorse any alcohol or tobacco products. A National or event sponsor will be listed on the USTSA web site according their level of contribution. An athlete will be able to list an alcohol or tobacco sponsor in their individual biography on the USTSA web site.

### **USTSA NATIONAL SPONSORSHIPS**

**USTSA is responsible for securing sponsorships in 2 areas:**

#### **Product and In-Kind Sponsors:**

- Uniform Sponsor: This includes the speed suits, jacket, pants, shorts and fleece.
- Hard Good Sponsors: This includes skis, boots, bindings, helmets, goggles, and poles.
- Soft Good Sponsors such as base layers, hats, and sweaters.
- In-Kind Services including medical or physical therapy services for team members, web design, attorney or accounting services as needed by the organization.
- Ski Resort Sponsors: Includes the home mountain of a racer and ski resorts sponsoring sanctioned races.

### **Financial sponsorships from corporations and/or individuals:**

- Sponsorships are divided into the following categories:
  - Platinum
  - Partner
  - Gold
  - Silver
  - Bronze
  - Friend
- The level of publicity provided by USTSA for sponsorships is dependent on the level of the contribution.
- These financial contributions will be used to fund the daily operation of the organization, coordination of Regional, National and World Cup Races as well as Educational Events and then will help defray the costs of the individual racers, with priority given to the A team members.
- Certain benefits will be shared by National and Race/Event sponsors, such as preference for premium banner locations.

### **USTSA National Cash Sponsorship Structure**

#### **Platinum Level - \$7,500 per year for 3 years**

- *USTSA will have a maximum of one Platinum Level Sponsor*
- *Company logo placed on gate panels used at US Nationals, USTSA sponsored World Cup Races and other USTSA sanctioned races as practical. Company logo will be placed on race bibs if bibs are printed specifically for these events.*
  - *Sponsor is responsible for the purchase and printing costs of an appropriate number of gate panels on an annual basis.*
- *Exclusive product endorsement*
- *Prominent Platinum style banner and link to your company on every page of the USTSA website*
- *May provide 50 square centimeter patch to be worn on front of the USTSA Race Team jackets and fleeces*
- *Prominent Platinum style banner and link to your company on sponsor page of the USTSA website*
- Use of USTSA logo in company promotional materials
- May display a reasonable size banner at all USTSA sanctioned events/races.
- Sponsorship announced at all USTSA events and used on all publicity
- Opportunity to distribute promotional materials and samples during races/events

#### **Partner Level – \$7,500**

- *USTSA will have a maximum of one National Partner Level Sponsor*
- *Company logo placed on yellow gate panels used at US Nationals, USTSA sponsored World Cup Races and other USTSA sanctioned races as practical.*
  - *Sponsor is responsible for the purchase and printing costs of an appropriate number of gate panels*
- *Exclusive product endorsement*
- *Prominent Partner style banner and link to your company on every page of the USTSA website*

- *May provide 50 square centimeter patch to be worn on USTSA Race Team jackets and fleeces*
- *Prominent Partner style banner and link to your company on sponsor page of the USTSA website*
- Use of USTSA logo in company promotional materials
- May display a reasonable size banner at all USTSA sanctioned events/races
- Sponsorship announced at all USTSA events and used on all publicity
- Opportunity to distribute promotional materials and samples during races/events

#### **Gold Level – \$5,000**

- *USTSA will have a maximum of ten Gold Level Sponsors*
- *Exclusive product endorsement*
- *Prominent Gold style banner and link to your company on every page of the USTSA website*
- *May provide 50 square centimeter patch to be worn on USTSA Race Team jacket. (subject to limitations of uniform design, USTSA will have a maximum of six Gold Level Sponsor patches on the uniform))*
- *Prominent Gold style banner and link to your company on sponsorship page of the USTSA website*
- Use of USTSA logo in company promotional materials
- May display a reasonable size banner at all USTSA sanctioned events/races
- Sponsorship announced at all USTSA events and used on all publicity
- Opportunity to distribute promotional materials and samples during races/events

#### **Silver Level - \$2,500**

- *Exclusive product endorsement with 3 year agreement only*
- *Standard Silver style banner and link to your company on the sponsor page of the USTSA website*
  - *This can be increased to a larger silver style banner with a 3 year agreement*
- *May provide 25 square centimeter patch to be worn on USTSA Race Team jackets with a 3 year agreement (subject to limitations of uniform design and prior commitments)*
- Use of USTSA logo in company promotional materials
- May display a reasonable size banner at all USTSA sanctioned events/races
- Sponsorship announced at all USTSA events and used on all publicity
- Opportunity to distribute promotional materials and samples during races/events

#### **Bronze Level - \$1000**

- *Standard Bronze style listing and link to your company on the sponsor page of the USTSA website*
- Use of USTSA logo in company promotional materials
- Sponsorship announced at all USTSA events and used on all publicity
- Opportunity to distribute promotional materials and samples during races/events

#### **Telemark Friend – Up to \$1,000**

- *Standard Telemark Friend style listing and link to your company on the sponsor page of the USTSA website*
- Use of USTSA logo in company promotional materials
- Opportunity to distribute promotional materials and samples during races/event

USTSA will make all practical efforts to ensure sponsors are able to display their banners if they attend an event. Sponsors are invited to attend all events and should plan on working with race staff to get their banners displayed. Also, race venues may have pre-existing sponsorship arrangements that could preclude National sponsors from displaying banners during the race.

USTSA will work with race organizers to add a National Sponsor listing (Platinum, Partner and Gold sponsors) to all sanctioned event race posters and promotional materials.

Exclusive product endorsement for cash sponsorship arrangements means that your product would be the “Official\_\_\_\_\_ of the US Telemark Ski Race Team.” The USTSA Board of Directors reserves the right to define the product category that the endorsement applies to.

### **USTSA National Products and In-Kind Sponsorship Structure**

In general, National Product and In-Kind sponsors will receive the same benefits as cash sponsors, based on the retail value of the donation. Details of these benefits are highlighted above, but are summarized as follows:

- Gold Level \$5,000
- Silver Level \$2,500
- Bronze Level \$1,000
- Friend Up to \$1,000

Exclusive product endorsement for in-kind sponsorship is negotiated on a case by case basis and will require approval of the USTSA Board of Directors. Exclusive endorsement means that your product would be the “Official\_\_\_\_\_ of the US Telemark Ski Race Team.”

Exposure of your product through the following avenues is available:

- Banners or listings on the USTSA Website. *For In-kind sponsors, we request a \$50 cash donation to help defray the costs of posting your banner or logo on our site. We can also assist with banner development for an additional fee.*
- Patches on Race Team Uniforms (subject to limitations of uniform design)
- May display a reasonable size banner at all USTSA sanctioned events/races
- US Telemark Race Team Members wearing or using your product

These offerings may be customized to meet specific sponsor and USTSA objectives.

### **INDIVIDUAL RACER SPONSORSHIPS**

**Individual racer sponsorship opportunities can be divided into the following 5 categories.**

#### **A. Clothing and Patches**

USTSA negotiates with a uniform sponsor and provides the uniform for all A Team members and at a reduced cost for B Team and Developmental Team members. These uniforms are the property of USTSA until the end of the season and until the team member has fulfilled their obligation to USTSA. It is expected that these uniforms will

be worn to training, races, awards ceremonies and any other event where the racer is representing USTSA.

A maximum of 450 square cm is allowed for sponsorship patches on the uniform jacket and fleece. While USSA does not allow any of these patches to be used by individual racer sponsors, USTSA will allow 300 cm to be used by the athlete, with patches no larger than 50 square cm (typically 2" tall by 4" wide) each on their team fleece. On the front of the fleece, 50 square cm is reserved for a patch from the athlete's home mountain and 50 square cm is reserved for a patch from the USTSA Platinum sponsor. On the back of the fleece, 50 square cm is reserved for a patch from the USTSA Partner sponsor. The remaining 300 square cm is allocated to the racer to recognize individual sponsors. Each team member will be asked to apply these patches in a specific location on the jacket and fleece for team consistency.

- These patches must not cover any markings with the Uniform sponsor's name or any of the markings indicating USTSA or US Team.
- These patches will be applied as patches, not embroidered through the entire garment.
- No single patch may be larger than 50 square cm.
- Patches recognizing individual racer sponsors that conflict with a USTSA National sponsor may be worn on the fleece.
- No patches will be applied to the speed suit, pants or shorts.
- Each racer must document his or her individual sponsorship opportunities on the attached form and forward the form to the USTSA Treasurer to ensure verification that there are no conflicts with this policy in the patches they propose using.

USTSA may also negotiate exclusive sponsorships with other clothing vendors, i.e., Shred Alert for hats. These products become part of the USTSA uniform.

Advertising with or on competitors with tobacco or alcohol products or drugs (narcotics) is forbidden. (FIS Telemark Rule 206.1)

Obscene names and/or symbols on clothing and equipment are forbidden. (FIS Telemark Rule 206.4)

## **B. Hard Goods**

Athletes are allowed to receive sponsorships in the form of hard goods. Hard goods include the athlete's equipment, including his or her skis, boots, bindings, poles, sunglasses, goggles and protective wear. In order to be efficient, USTSA will make every attempt to work with the manufacturers of Skis, Boots and Bindings used by most of the Team members. Where USTSA is not able to obtain a sponsorship for a specific item desired by the athlete, the athlete may work on his or her own to secure a sponsorship or pro-form pricing. If USTSA has negotiated an exclusive endorsement from a manufacturer to provide a specific product, i.e., boots for all A team members, then conflicting patches or stickers on helmets may not be worn even though a racer may choose to ski on a boot different from the sponsored boot. *(USSA- Skiing allows athletes to select their hard goods only from those sponsors that they have paid a*

*“rights fee”. USSA-Snowboarding allows members to arrange their own hard goods sponsorships. We are saying that Team Members can use any manufacturer of hard goods, similar to snowboarding, but may not wear patches or stickers for those sponsors if they conflict with an exclusive sponsorship with USTSA.)*

### **C. Headgear**

Advertising on the athlete’s helmet, headband, or hat is commonly referred to as “headgear” advertising. Athletes own the right to sell sponsorship on their headgear, which is a 50 square cm space on the front of their helmets. If USTSA has a hat sponsor (Shred Alert in prior years), sponsorship opportunities would only apply to the racer’s helmet. These sponsorships must be applied to the helmet in a professional manner, either custom painted or with a sticker. The racer’s sponsor may not conflict with a USTSA National sponsor and again, the racer must clear their sponsor with the USTSA Treasurer prior to finalizing their sponsorship.

No marking on the headgear shall include alcohol, tobacco, drug sponsorships, nor shall there be obscene names or markings.

### **D. Non-Marking**

Non-marking sponsorships are for corporate supporters that want to have a partnership with an athlete, but choose not to include any advertising rights on the athlete’s person. Instead the company utilizes the athlete’s name, likeness, or appearance in advertisements, for autograph sessions or for other speaking engagements. See notes above on limitations for alcohol or tobacco product sponsors. Non-marking sponsors may conflict with USTSA National sponsors.

In USTSA, Non-marking sponsorships can also refer to individual donations made by family, friends, and supporters of the racer to help them with his or her racing costs.

### **E. USTSA Website**

Individual athletes may list the equipment they use (skis, boots, bindings), even if they conflict with USTSA National Sponsors, on their individual Biographies. Athletes may also list all other sponsors, including alcohol and tobacco sponsors as part of their individual biographies, even if they, conflict with USTSA National sponsors.

*(Note: this is a category that USSA does not offer, except that individual racers do list their equipment on their biographies).*

Cash sponsorships to the athlete from any source that wants to make a tax-deductible donation, must be in the form of a check made out to USTSA. USTSA will keep 10% of that donation for overhead costs and then forward a check for the remaining 90% to the athlete and a tax receipt/thank you card to the donor within 30 days of the receipt of the donation.

## **RACE/EVENT SPONSORSHIPS**

Organizers for USTSA sanctioned races or events, also need to raise money or solicit sponsorships of product to support their event.

Due to the limited availability of sponsorship opportunities, there is a risk that event sponsorships may conflict with certain USTSA National sponsors. Race venue sponsorship arrangements will be respected and every effort will be made to find ways to resolve National and Race Venue sponsorship conflicts.

USTSA National sponsors and race / event sponsors will need to share promotional opportunities during the event. It is anticipated that sponsors will provide banners that they will arrange to have displayed at the event, with the most advantageous locations being the jump, the “rap” and the “skate”. In general, race/event sponsors will have the right to sell one half of the available space at these specified locations on the race course. Race/event organizers will also be encouraged to use National sponsors’ logos on the race poster, in press releases and on the ski resort/race/event website.

USTSA will provide a link to the race website along with schedule and contact information if provided. USTSA will also provide a link to the event title sponsor on the USTSA web site.

Cash sponsorships to the race/event from any source that wants to make a tax-deductible donation must be in the form of a check made out to USTSA. USTSA will keep 10% of that donation for overhead costs and then forward a check for the remaining 90% to the race organizer and a tax receipt/thank you card to the donor within 30 days of the receipt of the donation.

In-kind or product donations to the race/event from any source that wants to make their donation as a tax deductible donation, must send a document stating the value of the donation to USTSA and a tax receipt/thank you card to the donor within 30 days of the receipt of the donation.

Race/Event Organizers are allowed to use an alcohol or tobacco sponsor for their event (see notes above for details of limitations), but obscene names or symbols are forbidden on any advertising or sponsorship banners, logos, etc.

**USTSA**  
**Individual Team Member Sponsorship Approval Form**

Racer Name\_\_\_\_\_ Racing Season/Year\_\_\_\_\_

Racer Address\_\_\_\_\_

Racer Phone Number\_\_\_\_\_

Racer Email Address\_\_\_\_\_

Please provide the following sponsor information:

**Sponsor's Name/**  
**Address**

**Sponsorship**  
**Amount/Item**

**What are you doing for Sponsor ?**  
Patch on Jacket, Sticker on Helmet,  
Listed in your Biography, Other

\_\_\_\_\_  
USTSA Team Member Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Approved – USTSA Treasurer

\_\_\_\_\_  
Date



USTSA Sponsorship Patch Locations - Jacket

