



# Sponsor the Birkie

**Who:** The Canadian Birkebeiner Society volunteers, staff and sponsors host the annual Canadian Birkie Ski Festival.

**What:** Recreational cross country ski loppet for all ages and abilities. Race distances include 2km, 4km, 8km, 13km, 31km and 55km.

**When:** Second Saturday of February

**Where:** Cooking Lake-Blackfoot Provincial Recreation Area, Elk Island National Park, Ukrainian Village, Strathcona County, Lamont County, Beaver County and City of Edmonton.

**Why:** To enhance peoples lives by encouraging them to get physically active throughout the winter and to relive the Birkebeiner Legend.





## **Festival Profile**

- Premier classic cross-country ski event in Canada
- One of three sanctioned Birkebeiners in the world
- Over 1,000 skiers of all ages and abilities
- Over 500 volunteers
- Major Edmonton area winter event since 1985
- Celebrating its 30th Birkie

## **Skier Profile**

- Novice to seasoned skiers ranging in age from 2 to 94 years of age
- Active and health-conscious people predominantly from the Edmonton region
- Out-of-towners who travel from across Alberta, Canada, USA and beyond
- Visitors who stay two nights on average in the area
- 74% of participants increase their level of physical activity to prepare for the Birkie
- 92% of participants are likely to purchase from a Birkie sponsor
- 98% of participants have a positive image of Birkie sponsors

*Source: Birkie participant surveys and annual registration data*





### Sponsorship Benefits

|                                                                                                          | Festival Sponsor<br>\$20,000 | King Haakon<br>Circle \$8,000 | Prince Haakon<br>Circle \$4,000 | Inga Fra Varteig<br>Circle \$2,000 |
|----------------------------------------------------------------------------------------------------------|------------------------------|-------------------------------|---------------------------------|------------------------------------|
| 1. Name the Birkie festival after your organization                                                      | ✓                            |                               |                                 |                                    |
| 2. Display your organization's name on the Birkie festival logo                                          | ✓                            |                               |                                 |                                    |
| 3. Name a Birkie ski event after your organization                                                       |                              | ✓                             |                                 |                                    |
| 4. Display your name on sign toppers at km markers                                                       |                              | ✓                             |                                 |                                    |
| 5. Invite you to present at awards ceremonies                                                            | ✓                            | ✓                             |                                 |                                    |
| 6. Advertise your logo on 1000+ brochures and posters                                                    | ✓                            | ✓                             |                                 |                                    |
| 7. Register you in 2, 4, 8, 13, 31 or 55km ski events                                                    | 4 Free                       | 1 Free                        |                                 |                                    |
| 8. Host your organization with tickets to the Vikings' Feast                                             | 4 Free                       | 2 Free                        | 2 Free                          |                                    |
| 9. Print your logo on official souvenir T-shirts                                                         | ✓                            | ✓                             | ✓                               |                                    |
| 10. Give you passes to Full Moon Birkie events                                                           | 10 Free                      | 6 Free                        | 4 Free                          | 2 Free                             |
| 11. Place your ad in Birkie Program Guide with reach of 1,500+                                           | Full Page                    | Full Page                     | 1/2 Page                        | 1/4 Page                           |
| 12. Provide a table at Nordic Fair with 1,000+ attendees                                                 | ✓                            | ✓                             | ✓                               | ✓                                  |
| 13. Increase your exposure to 4,000 Birkie newsletter recipients and thousands of Birkie website viewers | Logo                         | Logo                          | Logo                            | Name                               |
| 14. Put up your organization's banner at festival site                                                   | Start & Finish               | Start & Finish                | Finish                          | Finish                             |
| 15. Present you with a Canadian Birkie Print                                                             | Framed                       | Framed                        | Matted                          | Matted                             |



### **The Birkebeiner Legend**

In the year 1206 a civil war raged in Norway. The infant prince and direct heir to the throne, Haakon Haakonsson, was in danger and in hiding near Lillehammer. Two brave Birkebeiner warriors carried the Prince 55 km on skis over two mountain ranges in the dead of winter to safety. The young prince, later crowned King of Norway, ended the civil war. The Birkebeiners (Birchbarkleggers) got their name from wrapping and tying birch bark around their legs like gaiters. This kept the snow out, and protected their legs in battle.

### **The Legend lives on**

Today, Birkebeiner has come to mean a person who is strong in adversity, never daunted by trial and hardships. The dramatic flight of the Birchlegs and the infant king is commemorated every year by the Norwegian, American and Canadian Birkebeiners.