



An Introduction to the 2026
SKI  CROSS
WORLD CUP



March 21-22, 2026



2026 EVENT OVERVIEW



EVENT DETAILS

SKI CROSS
WORLD CUP

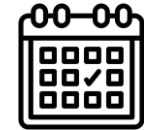
WHAT

TWO (2) WORLD CUP SKI CROSS COMPETITIONS (MEN/WOMEN)



WHEN

SAT MARCH 21th & SUN MARCH 22nd 2026



WHERE

CRAIGLEITH SKI CLUB (The Blue Mountains, ON)



WHY

SOUTHERN ONTARIO IS A KEY SKI MARKET WITH STRONG ENTHUSIASM, INTEREST & PARTICIPATION IN SKI RACING

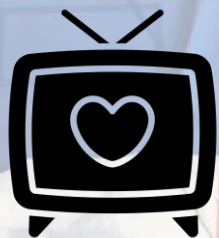




12 Countries Represented
by 54 Athletes

\$3M +

Economic Activity



6.1M

Global Viewership & Coverage



6 of 12 Podiums Won
by CANskiteam

3,000+



Skiers & Fans On-Site

150+

Volunteers



Supported Event Delivery






CANskiteam – DOMINATION in 2025






2025 CANskiteam Results at Home

Friday March 14th - PODIUMS

WOMEN




Fanny Smith – 1 
Sabbatel Berger-2 
Jole Galli-3 

MEN




Reece Howden -1 
Alex Fiva- 2 
Kevin Drury-3 

Saturday March 15th - PODIUMS

WOMEN

Fanny Smith-1 
Courtney Hoffos-2 
Abby McEwen- 3 

MEN

Florian Wilmsmann -1 
Reece Howden-2 
Kevin Drury-3 

The CANskiteam won 50% of total podiums

CANskiteam (Ski Cross)- WORLD CUP SEASON RESULTS

2022-2023 Season

20 **PODIUMS** won
by the **CANskiteam**

Reece Howden



2023-2024 Season

32 **PODIUMS** won
by the **CANskiteam**

Marielle Thompson



2024-2025 Season

37 **PODIUMS** won
by the **CANskiteam**

Reece Howden



Crystal Globe Winner in each of the past 3 seasons + 4 consecutive Nations Cups



PARTNER OPPORTUNITIES



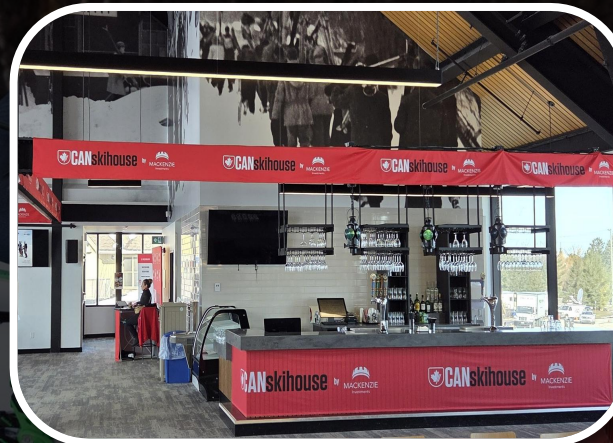
AN EVENT THAT OFFERS SEVERAL PARTNER OPPORTUNITIES

SKI CROSS
WORLD CUP

BRAND VISIBILITY



VIP HOSPITALITY CANskihouse by Mackenzie



ACTIVATION



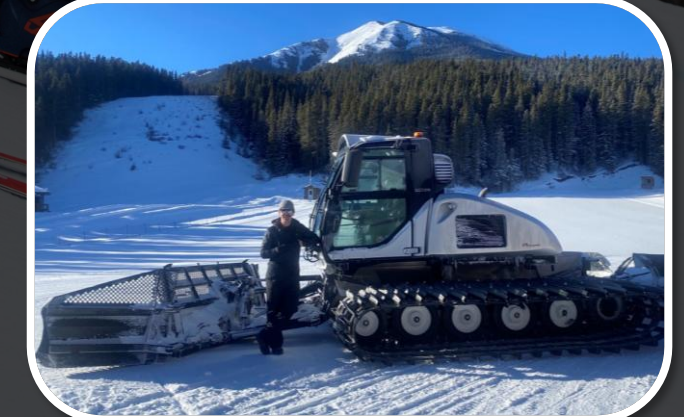
VOLUNTEER ENGAGEMENT



DATA-AQUISITION



PRODUCT INTEGRATION





HOSPITALITY OPTION #1 - CANskihouse presented by



SKI  CROSS
WORLD CUP

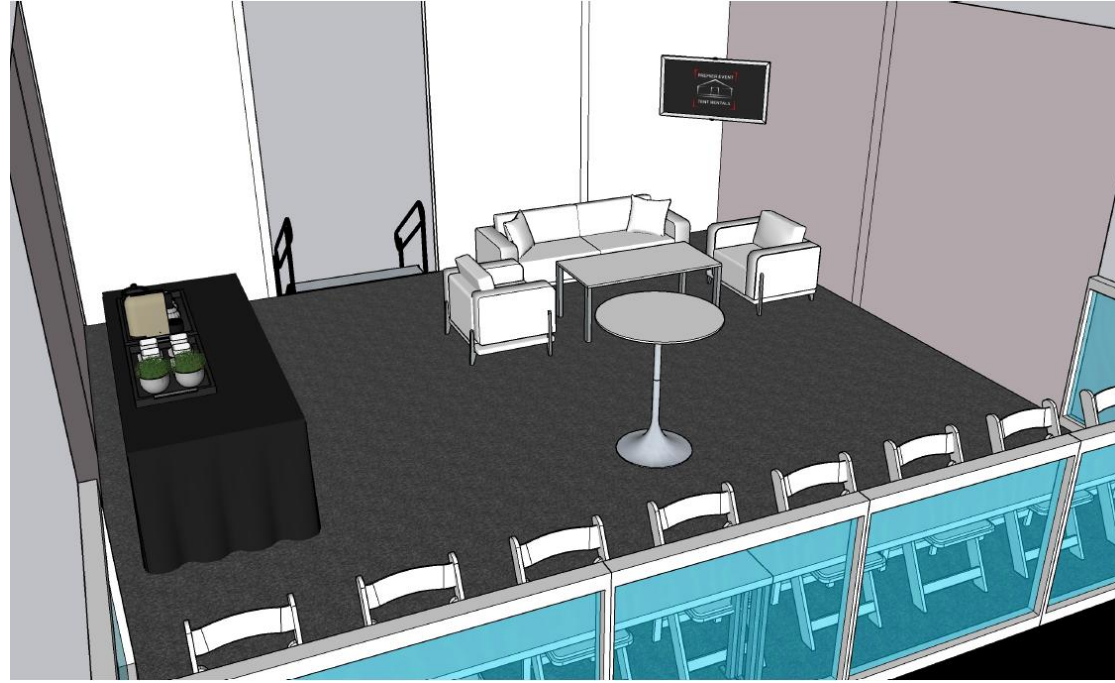
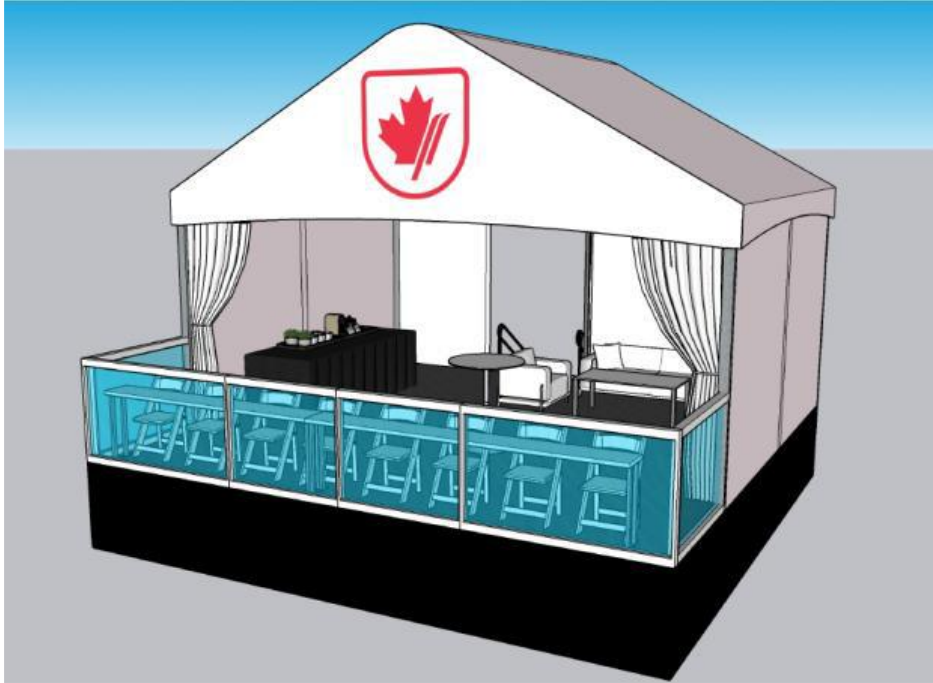
CANskihouse - Located in "The Depot", Craigleith's new lodge with direct sightlines to the race finish, this exclusive VIP area includes:

- All **food & beverage** (includes alcohol)
- Access to exclusive **grandstand seating** at the finish!
- Scheduled **fireside chats** during both days with CAST Alumni/Industry Experts
- Scheduled **athlete visits** during both days
- **Live entertainment**
- 10 CANskihouse ticket holders will be drawn each day for an exclusive **on-hill tour** of the World Cup course
- Mix and mingling with other VIP's attending the event
- A **private outdoor viewing patio**
- **Event gift** for all ticket holders





HOSPITALITY OPTION #2 – SLOPESIDE CHALETs



CORPORATE CHALETs

Amenities included are for 25 people/day:

- Uniquely positioned along the race course for private group viewing
- All Food & Beverage included (includes alcohol)
- Lift Passes for Craigleith can be arranged *(additional cost)*
- Additional outdoor space for programming by partner *(i.e kids area, games, etc)*
- Partner has the ability to customize the space*





ON-SITE PARTNER ACTIVATIONS



PARTNER ACTIVATIONS

- Opportunities to engage with fans on-site
- Centralized on-site location at the base of the hill - outdoor and indoor options
- Opportunity for 1-1 brand engagements on-site with 5,000 fans
- Activities can include: Sampling, product features, contesting, data-acquisition, social media, etc.
- Category exclusivity





GRANDSTAND NAMING PARTNER (2 Opportunities)

SKI CROSS
WORLD CUP



GRANDSTAND OVERVIEW

- Naming rights and wrap of Fan Zone Grandstand seating
- 50 Complimentary Grandstand seats reserved (per day) for Brand X guests
- 3 VIP Mackenzie CanSKI House passes/day
- Opportunity to activate in the sponsor village
- Active both competition days



JUMBO SCREEN –NAMING RIGHTS

SKI CROSS
WORLD CUP



JUMBO SCREEN TAKEOVER

- Naming rights of Jumbo Screen displaying all the racing action.
- Branded wrap of Jumbo Screen frame.
- All eyes on the Jumbo screen and racing action for the duration of the event.
- Opportunity to activate in the sponsor village.
- Active both competition days.





ON COURSE SIGNAGE

- Brand signage inclusion oncourse & visible in 'Global' broadcast of World Cup Ski Cross racing action.
- 5 banners displayed on the course in TV visible positions.
- Opportunity to activate in the sponsor village
- Active both competition days



CRAIGLEITH

FIS SKI CROSS WORLD CUP



QUESTIONS

THANK YOU FOR YOUR INTEREST

in the

2026

SKI  **CROSS**
WORLD CUP

For More Information:

Mags Doehler

VP, Partnerships & Marketing

Alpine Canada

mdoehler@alpinecanada.org

PREMIER PARTNERS



NATIONAL PARTNERS



SUPPORTERS



Mike Wiegele
Helicopter Skiing

EVENT PARTNERS

