

THE LOPPET CUP

A COOP FIS CROSS-COUNTRY WORLD CUP



Bringing the World to
WIRTH!

THEODORE WIRTH PARK MINNEAPOLIS, MN USA



A WORLD CLASS SKI EXPERIENCE IN THE HEART OF A CITY

Minneapolis is arguably becoming the hub of U.S. nordic skiing - a fast growing sport with over 4 million participants annually. World class ski trails maintained and designed by the Loppet are woven throughout our urban landscape, setting the stage for one of the only World Cups held in a major metro area.

LOCAL IMPACT + GLOBAL REACH

This is an opportunity to highlight the global reach of premier Minnesota-based organizations. We're excited to use this event to boast the strength and resources of Minneapolis, and greater Minnesota.

It is our intent that Minneapolis becomes a permanent stop on the World Cup Tour!

FIS WORLD CUP

The Pinnacle of Cross-Country Skiing!

The FIS (Federation of International Skiing) Cross-Country World Cup Tour is an annual competition, comprised of a series of distance and sprint races over the course of a winter season. The best skiers in the world battle for the title of World Cup Champion. Races are held primarily in Europe.

This is the first U.S. World Cup in over 20 years!

Global Exposure

- 152M Live, 780M Overall - 2021/22 World Cup Season Viewership.
- 901 Live, 4,917 Non-live Broadcasts.
- 34.8M Sponsorship impressions.
- 59M - Total media impressions for 2020 Mpls WC, even with cancellation.

U.S. Distribution

- 175 - Expected # of accredited media.
- 80% of media out of State/Int'l.
- 1 -2 Hours of programming on NBC, potential live coverage.
- Streaming

Minneapolis Schedule of Events

Freestyle Sprint.....February 17
Freestyle Distance.....February 18
Loppet Cup Play Day.....February 19

Over 15,000 spectators anticipated per day!



PODIUM LEVEL SPONSORSHIPS

We are pleased to work with sponsors to customize an engagement that builds value for your organization. Together, we will create a sponsorship plan built upon - but not limited to - the following areas of opportunity.

LOGO RIGHTS:

Sponsors will be entitled to Loppet Cup, Loppet Foundation, and US Ski & Snowboard name and logos in marketing materials related to the event.

GOLD

\$150K - \$200K *

- Opportunity for named/branded, TV viewing section of race course.
- Opportunity for TV broadcast recognition.
- Opportunity for placement on podium and/or interview backdrop.
- Opportunity for non-TV viewing event banners/signage.
- Inclusion in promotional materials (eg. posters, schedules, credentials).
- PA announcements.
- Jumbotron video placements (min. 4).
- Custom event activation, including but not limited to a 20'x20' footprint at the event.
- Inclusion in Spectator Guide.
- Event website recognition.
- Integrated PR/marketing effort including social media, email, earned media, etc.
- VIP Access.
- Grandstand Tickets.

SILVER

\$75K - \$100K *

- Opportunity for TV viewing on-course signage/recognition.
- Opportunity for non-TV viewing event signage/recognition.
- PA announcements.
- Jumbotron video placements (min. 2).
- Custom event activation, including but not limited to a 10'x30' footprint at the event.
- Inclusion in Spectator Guide.
- Event website recognition.
- Integrated PR/marketing effort including social media, email, earned media, etc.
- VIP Access.
- Grandstand Tickets.

BRONZE

\$25K - \$35K *

- Opportunity for non-TV viewing event signage/recognition.
 - Shuttle pickups/drop offs.
 - Crowd control fencing.
 - Barricades along pathways.
- PA announcements.
- Jumbotron video placements.
- 10'x20' footprint in Stadium Village.
- Inclusion in Spectator Guide.
- Event website recognition.
- Integrated social media, email.
- Grandstand Tickets.

**Visibility and overall recognition will be determined upon final contract; including but not limited to: percentage of banners/signage, number of jumbotron placements, PA announcements, number of tickets, size of activation footprint, etc.*

BEYOND THE WORLD CUP

The Loppet Foundation believes in coming together as a community to get outdoors and embrace adventure for all, all year round.

Between our signature events, extensive youth and adult programming, and a stunning physical space, the Loppet Foundation has an incredible ability to activate your brand in a meaningful way.



THE LOPPET COMMUNITY



Active Membership & Participants

- Annual ski pass sales have more than doubled since 2018, from under 5,000 to over 10,000.
- More than skiing! Year round participants in multiple outdoor activities & events.
- Annual number of unique participants 30,000.
- Email distribution list of 45,000.
- 4,920 individuals/companies who have made a donation in the past two years

Education

- 89% College degree
- 48% Advanced degree

Income

- 37% Individual incomes over \$125K
- 57% Individual incomes over \$100K
- 70% Individual incomes over \$75K

Households

- 54% Families with children



DEI VALUES

**Our vision is for ALL people to have
EQUITABLE access and connection
to the outdoors.**

It is very unique for a non-profit of our size to host an international sporting event. Our intent is to leverage the World Cup to bring visibility to the work we are doing to create a diverse and accessible outdoor sports environment.

We are organizing in alignment with our mission - connecting people to the outdoors through experiences that create community.

What better experience than one that highlights our unique community and celebrates this city park.

In partnership with Share Winter - our leading funder - the Loppet Cup event will be free and open to the public.

We are Bringing the World to Wirth!



The Loppet Foundation has active programming in all North Minneapolis Public Elementary and Middle Schools, and is in partnership with multiple non-profit and public agencies.

In our 2021-22 season, we had 855 participants (all new to nordic skiing!) in our non-fee-based, youth-serving programs, and 82% identified as non-white.

The Loppet Foundation is working to build DEI capacity, and bring antiracism to the forefront of all areas of the organization.

We actively work to identify, attract, and retain a diverse board, staff, and community who represent and contribute to the organization's commitment to equity.

35% of full-time staff identify as BIPOC/non-white.



We understand that we cannot fulfill our mission without acknowledging and addressing the many barriers that exist for some members of our community, especially our BIPOC and LGBTQIA+ community.

As an outdoor organization that is situated on stolen Indigenous land in Minneapolis, we recognize the importance of honoring both the land and the community in how we operate.



LEAP

**Dedicated to Putting on a Climate
Positive Event!**

LEAP (Loppet Environmental Action Project) is dedicated to putting on the **FIRST EVER Carbon Neutral Cross Country Ski World Cup**.

Led by a collaborative group of Loppet staff and volunteers, LEAP will contribute a critical lens over the event to create actions to minimize waste, petroleum-based energy usage, and ultimately be a leader in sustainable, nature-forward event practices.



Start This Race With Us,
And We'll ALL
Finish Strong!



www.LOPPET.org

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