



CANADIAN SKI
MARATHON
CANADIEN DE SKI

skimarathon.

2026 CSM

Sponsorship

Brochure



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Ski a Great Canadian Legend!

***Extend your brand and goodwill
by leveraging the popularity of this unique ski event!***

We are excited to extend an invitation to support the Diamond Jubilee edition of the Canadian Ski Marathon (CSM) in 2026. It is North America's oldest and longest (160km) cross-country ski event. Held the 2nd weekend in February (6-8 February 2026) in the beautiful Outaouais region, centred around the pristine Kenauk Nature reserve and the picturesque town of Montebello.

This is an opportunity to align your brand with a respected event that inspires its participants to achieve their personal best.

We are a non-competitive, family friendly, multi-day cross country ski event. Our participants run the gamut: there are those who ski two pleasant days, covering 15 kms on genteel rolling hills, while others challenge themselves to two days covering 80 kms a day on a wide variety of trails. This event is not timed, and we honour all those who complete their chosen challenge and distance with medals and awards and a good time finish line with enthusiasm.

The 60th CSM will attract over 1,000 skiers plus hundreds of volunteers, spectators and landowners who all proudly support the Marathon. We also have 5,400 followers in social media and conduct earned media campaigns, reaching millions, to promote the marathon and our partners.

***Sponsoring the 60th Canadian Ski Marathon is a great opportunity
to showcase your brand and your support for Canadian ski enthusiasts!***



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Sponsorship valuations are inclusive of cash contributions and in-kind contributions of materials and/or services that we require to host the Marathon. Examples include:

- equipment rentals
- event logistics
- trail preparation
- participant amenities

In addition to the package options listed below, we welcome the opportunity to discuss customized sponsorship packages that best align with your company's values and public relations and communications objectives. Multi-year commitments are preferred and right of first refusal on sponsorship is granted in subsequent year.

Supporting the CSM, not only helps you achieve your corporate social responsibility goals, but we also provide access to very desirable socioeconomic demographics.

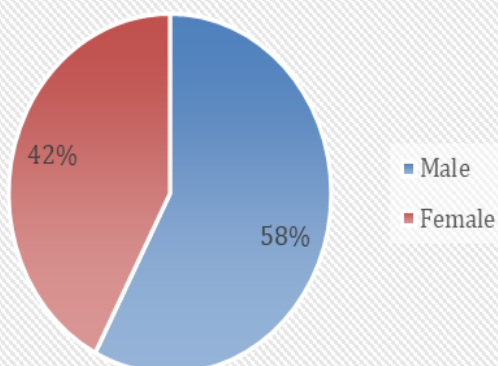
***Partnering with the CSM is not just
a good thing to do for the community.
Partnering with the CSM makes good business sense.***



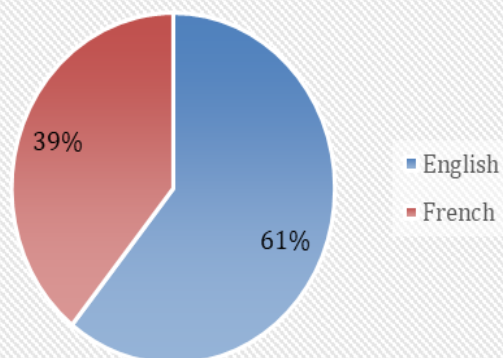
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Participant Profiles

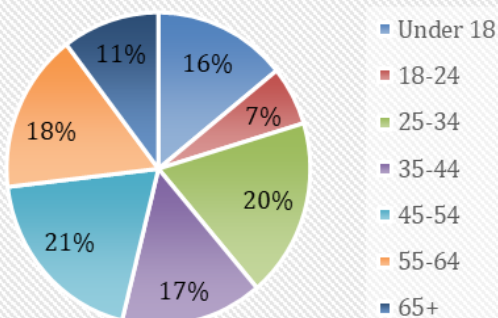
Gender



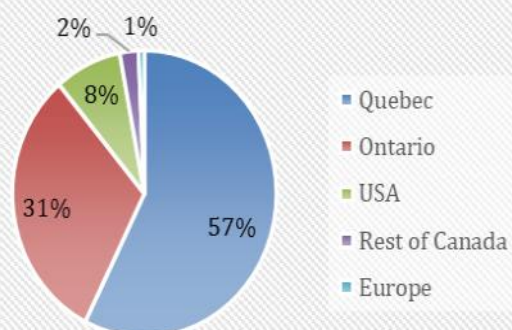
Language



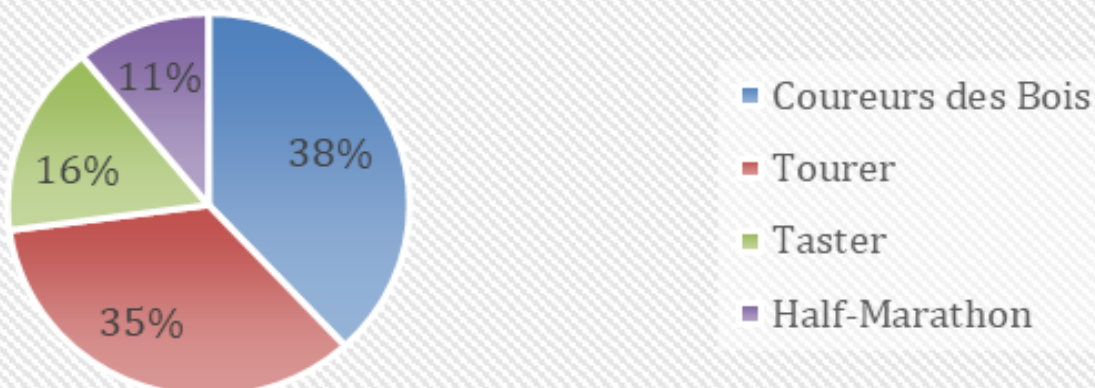
Age



Residence



Skier Category



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We are pleased to offer a range of sponsorship opportunities that provide meaningful brand exposure and recognition for your generosity. We are confident you will find one that aligns with your branding strategies and objectives:

Platinum Sponsor \$10,000+

- All benefits of Gold level.
- Branded CSM Ski Tuque, buff or t-shirt (limit 3).
- Logo on skier bibs (limit 8-10).
- Logo on 60th Anniversary CSM Poster (limit 8-10).
- Prominent logo placement on event materials and digital platforms.
- Exclusive recognition as official Platinum Sponsor during event announcements.
- Complimentary registration(s) available.

Gold Sponsor \$5,000–\$9,999

- All benefits of Silver level.
- Recognition as a Gold Sponsor in event signage and promotions.
- Signage at the skier Gold Dorm in Papineauville.
- Complimentary registration(s) available.

Silver Sponsor \$2,500–\$4,999

- All benefits of Bronze level.
- Recognition as a Silver Sponsor in event signage and promotions.
- Signage at the registration desk at Fairmont Le Chateau Montebello.
- Signage at start line, check points and finish line.
- Complimentary registration(s) available.

Bronze Sponsor \$1,000–\$2,499

- Logo on Sponsor/Partner page of CSM website.
- Recognition in Skier Guide.
- Recognition as a Bronze Sponsor in event signage and promotions.
- Announcements at the finish line.
- Discounted registration available.
- Fulfilment report on Sponsorship deliverables.



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Trail Section Sponsors \$500 each (max 10)

- Logo on “Section brought to you by...” signs at start of each trail section.

Local (\$250-\$1,000)

- Special tier for Montebello/ Petite-Nation businesses
- Wooden kiosks at finish line are available
- Listing and link as a local attraction on a section of our website

Activation Tips

In addition to the benefits and opportunities outlined above, all our Sponsors and Partners are invited and encouraged to consider these activation tips to make the most of your engagement with the Canadian Ski Marathon.

- Cross promote your sponsorship on your website and social media channels (CSM uses Facebook, Instagram, YouTube and LinkedIn).
- Offer branded/monogramed items or giveaways for CSM raffle/prizes.
- Offer coupon discounts – these are sure to gain sales for you!
- Promotional material at finish line or in the Skier Kit.
- Advertise in the Canadian Ski Marathon Skiers Guide.

For more information

Contact us to discuss these exciting opportunities to elevate your brand with the 60th Canadian Ski Marathon.

Your support will not only leave a lasting impact on the participants of CSM but will also contribute to the advancement of youth skiing initiatives and the promotion of health and happiness.

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