



# 2027 CSM SPONSORSHIP PROGRAM



**CANADIAN SKI  
MARATHON**  
CANADIEN DE SKI  
*Quebec's Nordic Adventure*



# ***Ski a Great Canadian Legend!***

***Align your brand with one of Canada's  
most enduring winter sport traditions!***

We invite you to partner with the **Canadian Ski Marathon (CSM) 2027**, North America's longest-running and most iconic cross-country ski event. Covering **160 km over two days**, the Marathon will take place **February 5–7, 2027**, across the scenic Outaouais and Laurentians regions.

The CSM is a **non-competitive, multi-day experience** that attracts a diverse and engaged community – from recreational skiers to dedicated endurance athletes. The 60th edition welcomed over **1,100 participants**, supported by hundreds of volunteers and spectators.

**A partnership with the Canadian Ski Marathon offers your organization the opportunity to:**

- Reach a **targeted, active, and health-conscious audience**
- Associate with a **60-year + Canadian tradition rooted in perseverance and outdoor adventure**
- Benefit from **multi-platform visibility** across digital, on-site, and participant-driven media

***Join us in delivering a unique winter experience  
while positioning your brand  
at the heart of Canada's outdoor culture.***



**Our sponsors benefit from significant promotional visibility across multiple platforms, including:**

- Exposure on the CSM **website and digital platforms**
- Inclusion in **20 newsletters** distributed to over 6,000 subscribers
- Reach across **social media channels** (6,000+ followers on Facebook, Instagram, and LinkedIn)
- Visibility on **event materials and participant assets**
- **Live recognition** throughout the event

Based on standard marketing benchmarks, sponsorship with the CSM delivers strong promotional value relative to investment, with total impact increasing substantially when accounting for broader intangible benefits such as brand association, community engagement, and long-term visibility.

**Watch our [promo video](#) to feel the excitement!**

***Partnering with the Canadian Ski Marathon represents both a meaningful community contribution and a compelling business opportunity.***



## ***We are pleased to offer a range of sponsorship opportunities that provide meaningful brand exposure and recognition***

In addition to the package options listed below, we welcome the opportunity to discuss customized packages that best align with your organization's values and public relations objectives. Multi-year commitments are preferred.

### **Title Sponsor \$30,000+**

- Exclusive **naming rights**
- Exclusive **branding** at start and finish areas
- Dominant logo placement **across all platforms**
- Integrated **social media strategy**
- **Category exclusivity**
- On-site exclusive branding
- Custom **on-site activation**
- Premium **positioning on bibs**
- Priority and repeated recognition in **all event announcements**
- Four **complimentary registrations**
- Right of first refusal for **renewal**

### **Presenting Sponsor \$20,000**

- Logo placement **on all platforms**
- Prominent logo placement on **website, newsletters, and event materials**
- **Category exclusivity**
- Visibility on **event signage (start, finish, and key locations)**
- Logo on **bibs**
- Finish line **announcements**
- Promotional opportunities
- Four **ads in Newsletter**
- Four **complimentary registrations**



## Platinum Sponsors \$10,000

- Prominent logo placement across **digital platforms and event materials**
- Logo included in **newsletter communications**
- Opportunity for **co-branded merchandise** (tuque, buff, apparel – production cost additional)
- Recognition in **social media promotions**
- Visibility on **event signage and select participant materials**
- Recognition in **event announcements (including finish line)**

## Gold Sponsors \$5,000

- Recognition across event signage and materials
- Prominent visibility at the **Gold Dorm and Camp areas**
- Logo placement on the **CSM website**
- Recognition in **newsletter communications**
- Inclusion in **social media promotions**
- Recognition in **event announcements**

## Silver Sponsors \$2,500

- Recognition in event signage
- Visibility at the **registration desk (Fairmont Le Château Montebello)**
- Logo placement on the **CSM website**
- Inclusion in **event announcements**

## Bronze Sponsors \$1,000

- Recognition in event signage
- Logo placement on the **CSM website**
- Inclusion in **event announcements**
- Access to **discounted registrations**

## Trail Section Sponsors \$500 each (max 10)

- Logo on **“Section brought to you by...” signage** at start of your trail section.
- Logo placement on the **CSM website**



## For more information

Contact us to discuss these exciting opportunities to elevate your brand with the 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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