



## **WHISTLER BLACKCOMB**

### **GUIDELINES FOR 3RD PARTY EVENT SPONSORSHIP**

**\*\*\*This form must be read and signed before sponsorship sales for events at Whistler Blackcomb may commence.\*\*\***

At Whistler Blackcomb we have an established corporate partnership & sponsorship program where we provide exclusivity at our world-class facilities to a number of corporations in a broad range of business categories.

The relationships between Intrawest, Whistler Blackcomb and our corporate partners involve commitments of significant value for all parties concerned. While we encourage event organizers to utilize our world class facilities, we must ensure that the benefits event organizers offer sponsors fit within the parameters of our own corporate partnership contracts.

**Before beginning your event sponsorship sales drive, please read the following guidelines:**

1. After receiving approval from Whistler Blackcomb's Events or Sales Department to stage an event at Whistler Blackcomb, and prior to selling any sponsorship packages, the Event Organizer agrees to provide the Whistler Blackcomb Strategic Alliance Department with information about the event, about the sponsorship opportunities connected to the event, and the benefits to be associated with those opportunities (benefits = banners on the mountain, logo exposure of any kind, etc.).
2. Whistler Blackcomb will review the sponsorship package and will let the event organizer know when he or she may begin sending it to potential sponsors.
3. Resorts that are considered to be competitors of Whistler Blackcomb cannot be sponsors of any event held at Whistler Blackcomb. A competitive resort is defined as any tourism operation that seeks to attract a market that could potentially visit Whistler Blackcomb. Whistler Blackcomb reserves the right to determine if a resort is deemed to be a competitor.
4. The following categories are covered by Whistler Blackcomb's Corporate Partners and some of the categories are EXCLUSIVE. If your event is considering soliciting sponsorship from any of the categories below, please contact Catherine Taylor-Mckay for written consent.

#### **Corporate Partners**

- Motor vehicles, aftermarket parts, service, vehicle leasing and automotive financing – **GMC/Pontiac**
- Malt Based alcoholic beverages – **Labatt portfolio of products**
- Carbonated soft drinks, juice, isotonic, beverage mixers, ready-to-drink ice teas – **Coca Cola Ltd**
- Energy Drink – **Red Bull**
- Water – **Dasani, Evian**
- Telecommunications (including wireless) – **TELUS**
- Internet Service Provider – **TELUS**
- Long Distance Provider – **TELUS**
- Electronic Game – **Nintendo**

- Media (Print) – **The Globe and Mail**
- Refreshment Beverage – **Canada Cooler, Grower’s, Vex, Hydra**
- Spirits – **Peter Mielzynski Agencies Ltd. Portfolio of products**
- Wine – **Vincor portfolio of products**
- Convenience Store – **7-Eleven**
- Outerwear and Apparel – **Roxy/Quiksilver**
- Outdoor Fabrics – **Gore Tex**
- Ski Equipment – **Atomic**
- Cereals, Granola – **Nature’s Path**
- Credit Card – **American Express**
- Banking – **TBD**

5. If there is any question about whether or not a potential sponsor falls under one of the above mentioned categories, the Event Organizer agrees to contact Whistler Blackcomb’s Strategic Alliance Department for approval.
6. Whistler Blackcomb maintains the right to refuse access/exposure to a potential sponsor even if it is not covered in the list above. Whistler Blackcomb’s retail and food and beverage partners may be included in this list.
7. The Event Organizer agrees to provide the Whistler Blackcomb Strategic Alliance Department with a complete list of all event sponsors and to make the department aware of all sponsorship negotiations, and final agreements.
8. During the event, Whistler Blackcomb reserves the right to remove any 3rd party event sponsor banners/displays or other exposure which are erected in a manner that is in direct conflict with Whistler Blackcomb’s corporate partner program. To avoid this happening, the Event Organizer agrees to work with Whistler Blackcomb Events and/or Strategic Alliance Department at least one month prior the event, to develop a mutually agreed upon site plan.

Please sign to acknowledge that 1) you have read the above guidelines, and 2) you agree to abide by the above guidelines, and fax this form back to Whistler Blackcomb at **604-938-7148 – Attn: Catherine Taylor-Mckay**. Please note that event organizers will not be permitted to stage their event at Whistler Blackcomb until this form is signed, or an agreement has been completed between Whistler Blackcomb and the Event Organizer.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Name of Event

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

We thank you for your cooperation in this matter.

If you have any questions regarding the above information, please contact me at the number below.

Regards,  
Catherine Taylor-Mckay  
Manager, Strategic Alliances and Event Marketing  
Whistler Blackcomb  
604.938.7148