

New England Nordic Ski Association at a Glance

Mission: It is the mission of the New England Nordic Ski Association to implement **educational, recreational, and competitive programs at all levels of cross-country skiing**. NENSA works to sustain a vital and active skiing community in New England, and to provide the support structure necessary to bring cross-country skiers to their highest potential at regional, national, and international events.

Major Sponsors: NENSA is lucky to receive significant financial support from **TD Banknorth** the title sponsor of its Eastern Cup, Marathon Series, Citizen Series, and Championship events. Associate sponsors of these events are **L.L. Bean** and **Trapp Family Lodge**. If you are interested in supporting NENSA at the Associate Level, we have one opening. Please contact Patrick Cote, Executive Director, to learn more about the opportunities for exposure provided by this high-level of support to NENSA.

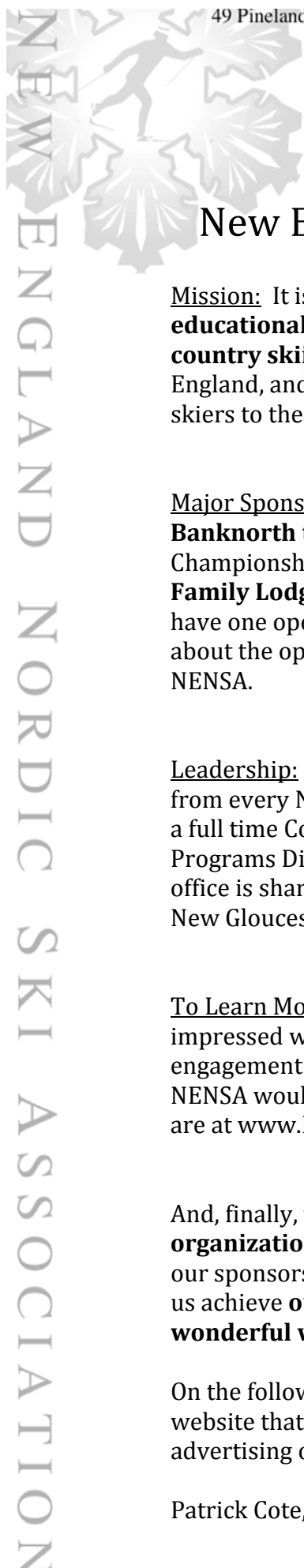
Leadership: NENSA is governed by a volunteer board of directors with members from every New England state. NENSA's staff includes a full time Executive Director, a full time Competitive Programs Director, a full-time Youth and Introductory Programs Director, an Office Manager and a seasonal Event Manager. NENSA's office is shared with the US Biathlon Association on the Pineland Farms campus in New Gloucester, Maine.

To Learn More: Be sure to check out www.NENSA.net. We think you will be impressed with the year-round daily News updates to the site and our consistent engagement with members through that medium. Another way to learn more about NENSA would be to check out some photos from our events. Some of the very best are at www.FlyingPointRoad.com/Photos and <http://krisdobie.smugmug.com>

And, finally, thank you for considering sponsorship of NENSA. We are a **small organization** that works very hard to deliver **big services** to our members and to our sponsors. All levels of sponsors provide huge support to our programs and help us achieve **our overall goal of helping more people fall in love with the wonderful winter sport of cross-country skiing**.

On the following page, you'll provide some statistics on membership, events, and website that will help give an idea of our impact. The final two pages outline our advertising opportunities for 2009-2010. I look forward to hearing from you!

Patrick Cote, Executive Director. pat@nensa.net or 207-873-2360



Membership

	2007	2008	2009	Growth %
Youth	1090	1105	1426	+29%
Adult	1173	1105	1766	+36%
Total	2163	2404	3192	+33%

Race Starts - TD Banknorth Eastern Cup Series

	2007	2008	2009
Weekend #1	0 *	322	612
Weekend #2	797	634	581
Weekend #3	485	414	748
Weekend #4	540	431	411
Total	1822	1801	2352
Average starts/day	304	225	294

* Cancelled: lack of snow

NENSA.net Statistics

	2004	2005	2006	2007	2008	2009	%
Visits	167,715	202,187	376,963	471,371	573,809	630,023	+10%
Hits	2,340,000	3,066,209	3,188,360	5,526,936	10,629,643	14,523,978	+37%

Please express agreement via email or by returning a signed copy.

NENSA Advertising Package

Cost \$1000-\$750

- Title of “Sponsor of NENSA” granted to sponsor
- 1/4 page Winter Event Guide ad . **Full-color.**
- Color logo on Claudia Diller designed NENSA poster (5,000 to be distributed in 2010-11)
- Right to post website press releases (up to 2 per month)
- 1/4 page ad insert in fall New England Nordic News newsletter (black & white)
- Standing invitation to set up tents and promotional materials at any NENSA Eastern Cup and Championship Event.
- Your banner displayed by NENSA staff at all NENSA Eastern Cup and Champ. Events

Additional Opportunities

NENSA.net Banner Ad Program. Prices range from \$300 to \$2000 per year; available to NENSA sponsors only. Examples: Results Page: \$500 / year (sold out for 2010). Calendar: \$500 / year. All News Stories – content panel: \$2000/year. All News Stories side-panel (sm): \$1000 down to \$300 from top-bottom, lg to sm.

NENSA E-Newsletter. 4500 addresses.

Content and link. Price negotiable on per send basis. Example. A brief description of a new product and link.

Banner Ad: Annual Cost for embedded-in-content image ad and link: \$2000.

New England Nordic News (circulation 2000 per issue)

- **1/8th page ad in all 6 issues** September 2009 through July 2009. Cost: \$500.

NENSA Women’s Day

- **Gold Sponsor.** \$2000. Top level exposure.
- **Silver Sponsor.** \$1000. Second-tier exposure.
- **Bronze Sponsor.** \$500. Set-up and logo rights.

NENSA Bill Koch League Festival

- **Gold Sponsor.** \$1000. Top level exposure.
- **Silver Sponsor.** \$500. Second-tier exposure.
- **Bronze Sponsor.** \$250. Set-up, guidebook ad and logo rights.
- **Supporter.** \$100. Set-up rights and banner.

NENSA Marathon Series

- **Associate Sponsor.** \$2500. Exposure on second-tier w/ LL Bean.
- **Supporting Sponsor.** \$500. Set-up rights. Logo in marathon-series brochure.

Please email or call Pat for more specifics on above opportunities.

