



ROLLERSKI AWARENESS DAY JUNE 1, 2023



To our community,

June 1st, 2023 marks the 4th annual Rollerski Awareness Day for the City of Anchorage.

APU Nordic Ski Center is in need of organizations to help sponsor this awareness day and rollerskiathon.

Rollerski Awareness Day is observed by the Mayor and the Municipality of Anchorage through official proclamation to heighten safety awareness for our athletes and Olympians training on the roads and trails of Anchorage. It is commemorated by a 50km rollerski and bike around the Moose Loop.

We are looking for organizations to become sponsors for Rollerski Awareness Day and hope you will be a part of our efforts to increase awareness about safety.

The levels of sponsorship range from community support at \$1,000 to Safety Booth Sponsors at \$5,000, to the opportunity for Title sponsorship at \$25,000. We welcome both monetary and in-kind sponsorship.

In return for your support, your business will be presented as a sponsor of Rollerski Awareness Day. This means your logo will be on all facets of marketing, on our high visibility training shirts that our athletes wear on June 1st and throughout the summer and Fall, in addition to the opportunity to be a part of the cause in our community.

Please see additional sponsorship perks within our sponsorship packet for your contributions! APU Nordic Ski Center is a 501(c)3 Non-profit organization. Your contributions are tax deductible.

On behalf of the APU Nordic Ski Center and our athletes, we thank you for your organization's commitment to sponsoring Rollerski Awareness Day. We look forward to hearing back about your level of support.

Penny Smythe
APU Nordic Ski Center
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907-317-3580



ROLLERSKI AWARENESS DAY JUNE 1, 2023



THE NEED FOR ROLLERSKI SAFETY AWARENESS IN OUR COMMUNITY

**ROLLERSKI AWARENESS DAY
JUNE 1, 2021**

June 1st is Rollerski Awareness Day for the City of Anchorage! APU Nordic Ski Center and Alaska Pacific University will be heightening awareness about safety on the Roads and Trails of Anchorage for our skiers in training as they work towards the 2022 Winter Olympics.

Rollerski Awareness Day will be commemorated by a 50 Kilometer Rollerski around the Moose Loop. Elite skiers will gain pledges to rollerski the route to fundraise for the cause. Head to the trails on June 1 and Cheer on our team as they rollerski the Moose Loop between 9:30am - 12noon!

50 KM ROLLERSKIATHON

APU
NORDIC SKI CENTER

ROLLERSKI AWARENESS DAY
JUNE 1, 2021

Support our elite team & Olympians today!
Scan the QR Code or email
Nordic@alaskapacific.edu to donate to this cause!
Your pledge will help bring safety awareness to our community while supporting our elite team as they train to make the 2022 Winter Olympics!

Rollerski Awareness Day & APU Nordic Rollerskiathon is Sponsored by:

COLASKA

EMC
HSA
OCDL
2

Photos by Ophira Group

Rollerski Awareness Day is an awareness day that Alaska Pacific University Nordic Ski Center promotes to increase awareness about the safety for our athletes training on roads and trails of Anchorage. Fatalities have happened in other communities, and our goal is to prevent fatalities or accidents and injury.

A pivotal component of becoming an elite cross country skier is rollerskiing on the roads of Anchorage during the summer and fall months. Anchorage has a vast, intricate landscape and road system offering gradient changes needed to properly train for upcoming seasons. This means sharing the roads and trails with drivers and other user groups.

Many drivers and trail users do not know how to approach rollerskiers while on the roads. This initiative helps to educate drivers how to approach rollerskiers with caution when approaching and passing.

Additionally, it is important to educate skiers and bikers about the importance of proper safety gear and high visibility clothing while training.

50 KM ROLLERSKIATHON

APU
NORDIC SKI CENTER

WESTCHESTER LAGOON SAFETY CHECK IN #5

LYNARY PARK SAFETY CHECK IN #4

CHESTER CREEK trail & SEWARD HWY SAFETY CHECK IN #6

APU START/FINISH SAFETY CHECK IN #7

UNIVERSITY LAKE SAFETY CHECK IN #8

LAKE OTIS & 48TH SAFETY CHECK IN #1

KIRCAID PARK SAFETY CHECK IN #3

DIMOND BLVD SAFETY CHECK IN #2

**JUNE 1, 2023
ROLLERSKI AWARENESS DAY**

Rollerski Awareness Day is commemorated by a 50km rollerski around the Moose Loop in Anchorage. Those unable to rollerski will bike the route in support of the cause. Our skiers get pledges from the community to rollerski the 50km loop to support our efforts and ski center.

A part of what makes our community special is the Olympians and role models that we have been able to foster at APU. We can not accomplish this effort without your support for this important cause. Your



ROLLERSKI AWARENESS DAY
JUNE 1, 2023



SPONSORSHIP PACKET

PROMOTING SAFETY ON THE ROADS AND TRAILS OF
ANCHORAGE FOR NORDIC SKIERS & OLYMPIANS IN TRAINING



Alaska Pacific University Nordic Ski Center
4101 University Drive | Anchorage, AK 99508
E: Nordic@alaskapacifici.edu
P: 907-564-8906
501(c)3 Non-Profit | Tax ID # 92-0023588



TIER 1: 25,000+

Presenting Sponsor of Rollerski Awareness Day for Municipality of Anchorage & APU Nordic Ski Center

- Company Named as Presenting Sponsor in Local Media & Radio PSA's for Rollerski Awareness Day Summer Promotion
- Company Logo Featured as Presenting Sponsor On
 - » Rollerski Awareness Day Webpage
 - » Rollerski Promotional Video/PSA's featured in summer long promotion
 - » Alaska Pacific University Online Marketing & Newsletters Highlighting Rollerski Awareness Day
 - » APU Nordic Ski Center Online Marketing, Websites & Newsletters Highlighting Rollerski Awareness Day
 - » High Visibility T-Shirts worn by APU Nordic Ski Center Program during Rollerskiathon Event - T-shirt will be worn at Summer & Fall Training for other Rollerski events/races
- Company Logo Shown as Presenting Sponsor for The Rollerskiathon Fundraising Initiative & Platform
- Invitation To Greet Elite Team & Olympians at a Race Stop/Feed Location during Event Day
- Opportunity To Have Company in Rollerski Photo Ops During Commemorative Rollerskiathon
- Photos are used throughout the year as part of Elite Team & Rollerski Awareness Marketing

All other benefits listed in lower tiers

TIER 2: 15,000+

Supporting Sponsor of Rollerski Awareness Day for Municipality of Anchorage & APU Nordic Ski Center

- Company Logo featured as Supporting Sponsor on:
 - » Rollerskiathon Website
 - » Rollerski Promotional Videos/PSA's featured in summer long promotion
 - » Company Logo featured on Rollerskiathon Online Fundraising Platform
 - » High Visibility T-Shirts worn by APU Nordic Ski Center Program during Rollerskiathon Event
- Opportunity to greet Elite Team and program members at mid-way station
- Opportunity for company to be in event photos at mid-way station or earlier feed station
- Opportunity to Provide Safety Cars to Lead and Follow Skiers During Event While on Roads
- Company referenced as supporting sponsor in fundraising events for Olympic development for APU Nordic Ski Team

All other benefits listed in lower tiers

ROLLERSKI AWARENESS DAY
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June 1st is Rollerski Awareness Day for the City of Anchorage! APU Nordic Ski Center and Alaska Pacific University will be heightening awareness about safety on the Roads and Trails of Anchorage for our skiers in training.

To commemorate the day, APU Nordic Ski Center will be participating in the 50 kilometer Rollerskiathon around the Moose Loop. Our skiers will be fundraising for the cause and for general support for APU Nordic Ski Center for the upcoming ski season!

DONATE TO APU NORDIC SKI CENTER & OUR ATHLETES TODAY!

Scan the QR Code to donate online
Or - donate by cash or check to:
APU Nordic Ski Center
4101 University Drive, Anchorage AK 99508

Your donations will support our team and bring awareness about rollerskiing and safety to our community!

Rollerski Awareness Day & APU Nordic Rollerskiathon is Sponsored by:
ConocoPhillips
ETEC
Hess
DODOL

Photos by Ophira Group



TIER 3: 10,000+

Rollerski Start & Finish Sponsor at Alaska Pacific University

- Logo featured on all safety check in booths throughout the Moose Loop course for Rollerskiathon
- Invitation to greet the skiers for the official Rollerskiathon Send Off and Finish area at Alaska Pacific University with Food and Celebration
- Company Banner Hung at start and end of Rollerskiathon at Alaska Pacific University on Atwood Building
- Logo In E-Newsletters when Promoting Rollerskiathon
- Company Represented as leading Sponsor in Marketing for event Video & radio PSA's promoting Rollerski Awareness Day during Summer

All other benefits listed in lower tiers

TIER 4: 5,000+

Safety Check In Booth Sponsor

- Company featured at your safety booth location
- Company logo on high visibility tshirts worn by athletes during Rollerskiathon & throughout summer training
- Logo featured in safety video about Rollerski Awareness Day - *featured weeks leading up to June 1st and throughout summer months*
- Company sponsorship mention on PSA's featured on IHeart Media Radio stations - *radio advertisements aired for 2 weeks*
- Company mentioned as safety booth sponsor in live radio interviews on IHeart Media Channels with Olympians and skiers leading up to Rollerski Awareness Day
- Recognition & Logo as Rollerskiathon Event Sponsor on:
 - » Event posters & fliers
 - » Rollerskiathon Webpage on APU Nordic Ski Center Website
 - » APU Nordic Ski Center Facebook & Instagram
 - » APU Nordic Ski Center E-newsletters
 - » Rollerskiathon Facebook Event Page
 - » Alaska Pacific University Social Media
 - » Alaska Pacific University E-newsletter
 - » APU Nordic Ski Center Rollerskiathon Social Media Posts & Graphics

All other benefits listed in lower tiers

TIER 5: 1,000+

Supporter & Contributor of Rollerski Awareness Day On:

- » Print and Online Thank You Recognition
- » APU Nordic Ski Center Website
- » Rollerskiathon Webpage & Social Media Event Page
- » APU Nordic Ski Center Sponsor Recognition Page on Website
- » Invitation to Denali Society with Alaska Pacific University as a significant contributor & donor

