

WINSPORT

An exclusive opportunity to connect with an active community



SUMMER | WINTER | 365

 winsport™



WHO IS WINSPORT?

The Calgary Olympic Development Association, which operates as WinSport, is a not-for-profit community-based organization that owns and operates Canada Olympic Park. Our vision is to be a world-leading centre for athletic development. We inspire human potential through the spirit of sport by introducing people to winter and mountain sports, helping them develop their skills and thereby igniting a passion for sport and lifelong learning.

WinSport does not receive any direct government funding for our operations and we support our purpose by building on the legacy of the 1988 Winter Olympic Games and by delivering exceptional value and experiences to our guests.

WinSport facilities introduce thousands of Calgaryans to a variety of summer and winter sports each year and support Canadian high-performance athletes.

THE FUTURE IS BRIGHT

WinSport has been the jewel of the 1988 Calgary Olympics for the past 32 years, and we are well positioned to get even better over the Next 30+ years.

WinSport's mission is to provide opportunities for Canadians to discover, develop, and excel at sport and physical activity through world-class training, facilities and exceptional experiences. As sport evolves, so too has WinSport. Over the past 12 years we have hosted more than 15 World Cups on our 22-foot halfpipe, our moguls course, and our new FIS-sanctioned slopestyle course. We have built the Markin MacPhail Centre (a four-arena multi-sportsplex), a new tube park, expanded the ski hill with a new chairlift, additional terrain and snowmaking automation, as well as the significant enhancements to our mountain biking trails and our new mountain bike skills centre, which opened in 2019.

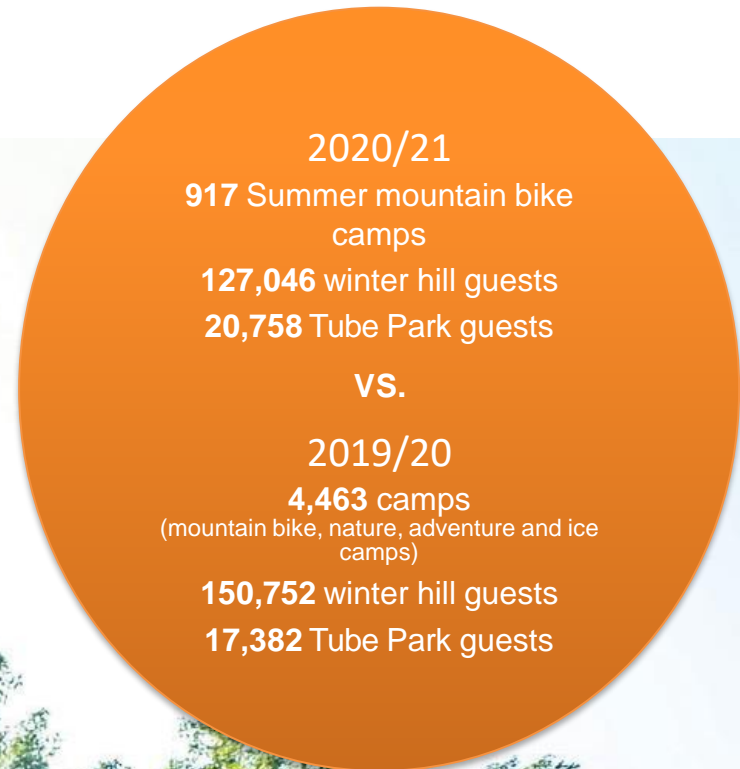
WinSport is continually evolving and getting better and we are exceptionally well positioned to build on our legacy and continue to deliver exceptional value to our 1.2 million annual visitors for the Next 30+ years.



COVID-19 UPDATE

The COVID-19 pandemic has had a substantial impact on WinSport operations. As the city and the province continue to recover, WinSport will play a key role in providing sport and recreational opportunities to people of all ages, including skiers, snowboarders, summer camp participants, meeting and event attendees as well as tourists.

In 2020-21, WinSport was still able to maintain year over year consistency across many areas of our business, while managing capacity restraints and government restrictions.



ABOUT WINSPORT

WinSport's annual positive economic impact on the city is \$120 million, including 1,200 full-time equivalent jobs.*

- WinSport attracts approximately 1.2 million annual visitors to Canada Olympic Park*
- Approximately 550,000 recreational users participate in WinSport activities*
- 27,000 visitors to the Tube Park
- 13,800 participants in ice arena tournaments
- 39,000 spectators to ice arena tournaments

*Report conducted by the City of Calgary on behalf of WinSport with the support of Calgary Economic Development in 2016.



WHO COMES TO WINSPORT

The WinSport member profile represents a sweet spot for any brand. Compared to the general population, members are:

- Highly educated
- Higher income
- More likely to have young children in the household
- More likely to be homeowners
- More likely to be female
- Members tend to be longer-term Calgarians, though a good proportion (~6 in 10) were born outside of Alberta.
- Members are primarily employed in the energy, healthcare and education industries.



WinSport Guest Research Survey, March 2021.

Guest profile: (2500+ respondents):

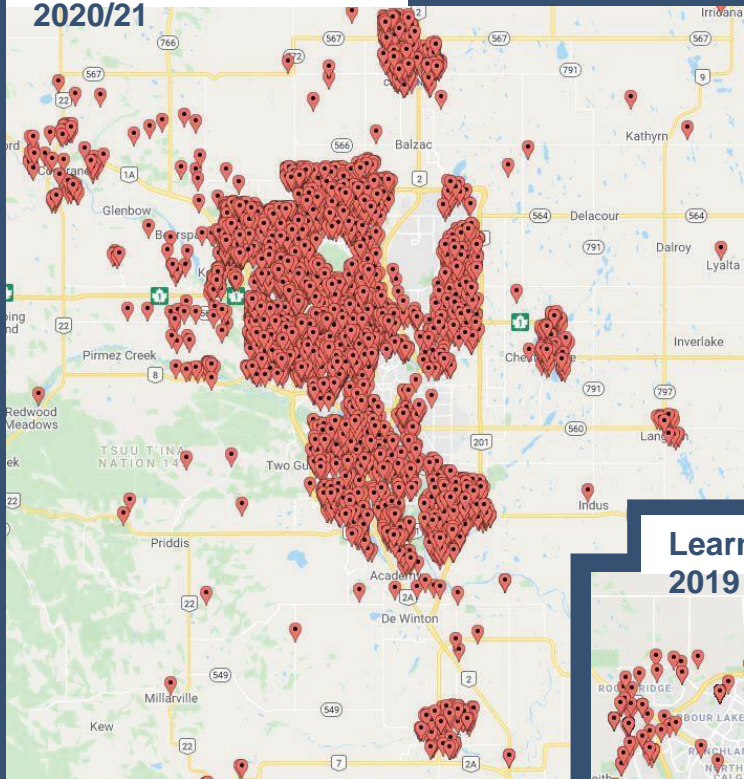
- 58% women
 - 81% of respondents have children
 - High income earners: 36% over \$150k, 18% \$100- 150k (reflects neighborhoods where we draw from)
 - 69% of respondents were 35 – 54
 - 36% visited 11 or more times, 21% 5 – 10 times, 21% visited 2 to 4 times
- 66% active on social media: Facebook(68%) Instagram (55%) are key channels

Note: More information is available upon request.

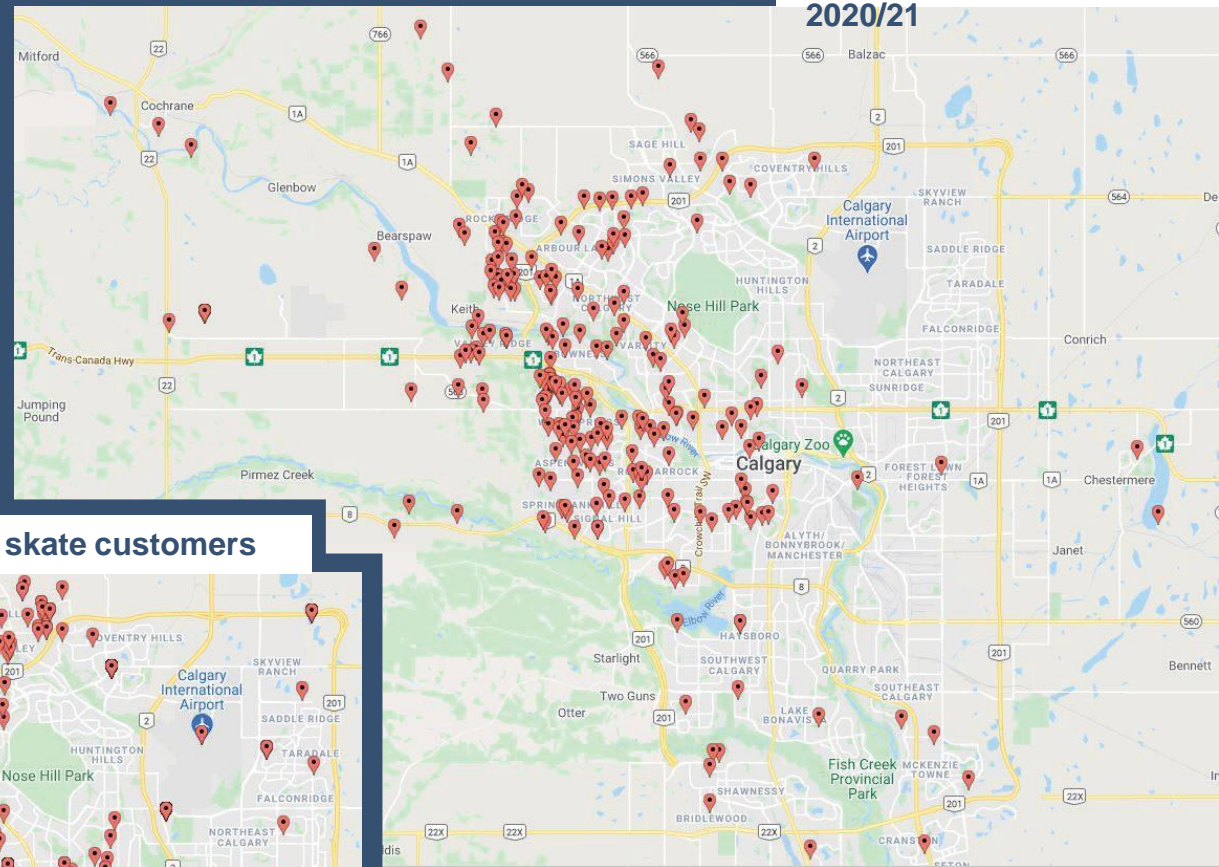
This survey was completed in 2015 by Stone-Olafson.

WINSPORT CUSTOMERS REPRESENT CALGARY AND SURROUNDING AREAS

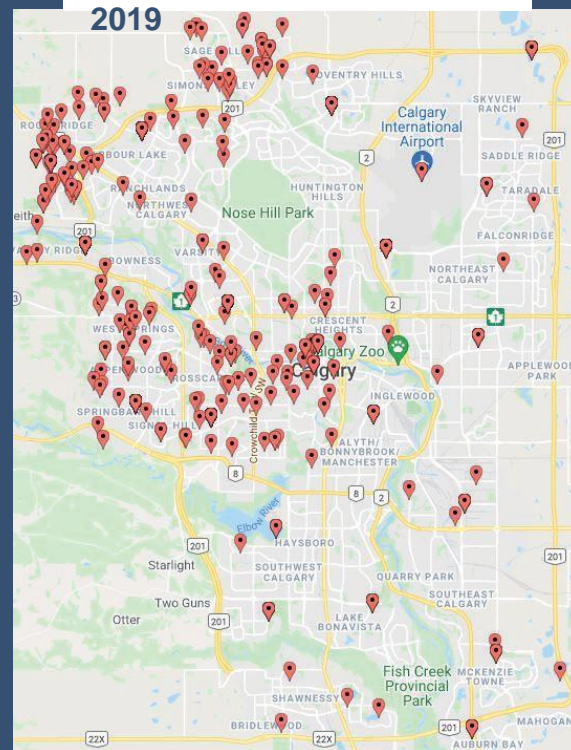
Tube Park guests
2020/21



Season passholders
2020/21



Learn to skate customers
2019



Notes:

1. Historical data is not available but will be available for future years.
2. 2020-21 capacity restrictions in place due to COVID-19
3. Data is only available for those that have provided their postal code information.

INDOOR FACILITIES

High Performance Training Centre accessible to more than 800 high-performance athletes.



GYM

A performance training centre open to the public, members, and team training opportunities for athletes of all ages.

HOCKEY ARENAS

Four hockey rinks, including one international sized arena with seating for 3,000 and three National Hockey League sized arenas.



SKI & SNOWBOARD

The ski and snowboard hill offers terrain for all abilities, with two quad chairlifts and five magic carpets.

WinSport has one of the largest snow schools in North America, teaching 30,000 ski and snowboarding lessons per year.



TUBE PARK

The east side of Canada Olympic Park is home to Western Canada's largest tube park.

In the 2019-2020 Covid-19 shortened winter season, 15,974 guests roared down the lanes, encompassing more than 115,000 runs.



SCHOOLS & CAMPS

Nearly 28,000 school children from 152 schools participated in WinSport's schools program in 2018-19.

Summer camp programs taught 4,700 children in 2019 fundamental movement skills in a variety of camps.

MOUNTAIN BIKING

WinSport is home to the only lift-assisted mountain bike trails within Alberta. The downhill trail system provides 20 kilometres of trails that cater to all abilities with green, blue and black runs that wind through a combination of flat and rolling terrain. The Mountain Bike Skills Centre, which opened in the summer of 2019, is a nine-acre progression-based network of cross-country (XC) and flow trails, features and loops for mountain bikers of all ages and abilities.



MINI GOLF

A professionally developed 18-hole mini-golf course provides fun for the entire family and for players of all skill levels, with each hole offering varying banking, lengths and elevation to put your putting skills to the test.



SUMMER BOBSLEIGH

Accompanied by a professional pilot, thrillseekers speed down the legendary Olympic track, twisting and turning around 10 turns and travelling at speeds up to 50 mph (80 km/h).



ZIPLINE

Canada Olympic Park's iconic ski jump tower is the take off point for North America's fastest zipline! Riders fly down the unique cable system in a comfortable harness, reaching speeds up to 75 mph (120 kph).



MAJOR SPORTS EVENTS at WinSport

2019-20

FIS Freestyle World Cup moguls
FIS Halfpipe and Slopestyle Ski World
Cup Snowboard Halfpipe and
Slopestyle World Cup 2019 Canada
Open badminton tournament

**Cancelled events due to COVID-
19** 2020 Canada Open badminton
tournament 2020 Volleyball Nations
League



PERFORMANCE SPORT

WinSport is at the forefront of winter sport, with one of the best halfpipes in the world, along with a best-in-class slopestyle course. Both venues cater to high level athletes in both skiing and snowboarding, while a world-class moguls course challenges elite and developing freestyle ski athletes.

Canada Olympic Park is a national training centre for Canada's national freestyle ski team.

WinSport supports more than 800 athletes annually through the Canadian Sport Institute at the High Performance Training Centre at the Markin MacPhail Centre.





CATERING & EVENTS

WinSport has space for up to 3,000 in our unique and inspiring venues, including conference rooms and a multi-purpose room.

Our world-class catering team provide awe-inspiring food for onsite events or at offsite venues.

Onsite food and beverage options include the Garden Café and Molson Hockey House in the Markin MacPhail Centre or the Food Court, EIGHTYEIGHT Lounge and Coffee Market in the Frank King Day Lodge.



ENTERTAINMENT VENUE

WinSport can host more than 3,000 guests at our international arena for large scale events. Over the past several years, numerous international performers, such as Alice Cooper, Styx, comedian Gabriel (Fluffy) Iglesias, Long Island medium Theresa Caputo and Soul Surfer Bethany Hamilton, have entertained thousands at the WinSport Arena.



IN THE COMMUNITY

Supporting Charitable Initiatives

WinSport supports more than 50 local and national organizations annually, directly or indirectly, including sponsorship driven initiatives championed by various WinSport Team Members.



Newcomers Program

Three years ago, WinSport developed the Newcomers Program, which offers special programming for new Canadians, ensuring that those who arrive in Calgary have the opportunity to learn about Canadian identity through sport. By attracting new Canadians, WinSport is growing the market of winter sports consumers while creating a unique Calgary community that features all Canadians, regardless of when they immigrated.

Adaptive Sports Program

In 2019, WinSport launched an exciting new program to help introduce Calgarians with and without physical disabilities to adapted wheelchair sport opportunities.

The free program provides opportunities for people with physical disabilities to not only learn and participate in sports, but to make friends and share their love for sport with people without physical disabilities.



INCREASED FOOTPRINT & EXPOSURE

Ring road construction | Commercial & residential

Located on the western edge of Calgary, Canada Olympic Park has been a community hub for more than 30 years. The team at WinSport is continuing to build a long-term strategic plan to help ensure the organization continues to serve the growing Calgary community over the next 30 years.

A key component of the future is the tremendous growth in the area surrounding Canada Olympic Park, which is the gateway to the city on the west side.

South West Ring Road

Thanks to the extension of the west ring road (Stoney Trail), the park will be more accessible to the southern portion of the city, with travel time reduced significantly.



Trinity Hills

To the east, the Trinity Hills development is an urban village currently under construction, with a mixture of residential and commercial, which will result in thousands of residents, employees and guests with a window to what takes place at WinSport.

Greenwich

Directly across the Trans-Canada Highway is a new Greenwich community, which will feature 1,200 new homes, along with retail, restaurants and professional services.



WINSPORT'S COMMERCIALIZATION STRATEGY

For the first time since the 1988 Olympics WinSport is going to market with an all-encompassing sponsorship and brand partnership opportunity. This unique opportunity comes as WinSport is embarking on our Next30+ years of serving Calgary, Alberta, and Canada.

WinSport is committed to continuing to build a financially sustainable business. Attracting commercial sponsors and partners is part of this commercial strategy. We believe we have a unique value proposition given our scope and year-round presence in the community, especially in a market in which sponsorship inventory is limited.

WinSport is committed to providing its sponsors with a positive Return on Investment and is focused on providing a limited number of long-term partners with a great return and experience.

PARTNER OPPORTUNITY

WinSport is seeking long-term partnerships with major Canadian brands for naming rights to Canada Olympic Park and / or as premier partners of WinSport / Canada Olympic Park. WinSport is looking for strategic partners that align with WinSport's strategy and vision in which a partnership is mutually beneficial.

WinSport offers 365 of days exposure to a very active Calgary community: winter, summer, outdoors and indoors. In addition, due to the very unique and exclusive location of WinSport it offers unparalleled exposure with out of home exposure assets. WinSport is in the middle of very significant urban development increasing residential and commercial development alongside the expansion of the ring road that is adjacent to WinSport.

WinSport is a unique opportunity for any brand to develop and create a partnership that aligns with its strategic brand and business objectives. WinSport is offering brands with year-round access across all the properties at Canada Olympic Park. These include, but are not limited to: the ski and snowboard area, the Frank King Day Lodge and the Markin MacPhail Centre.

The benefits also include extensive digital assets including direct digital communications with the WinSport community (80,000+), social networks and on-site digital advertising network.

SPONSORSHIP ASSETS

The sponsorship asset mix will be a function of the level of investment and the Brand's sponsorship objectives and strategy. The following page outlines an inventory of WinSport's available sponsorship assets, and the specific asset mix is subject to negotiation.

SPONSORSHIP ASSET INVENTORY OVERVIEW

- Promotional & IP rights using the association with WinSport
- Key sponsorship assets:
 - Naming rights to Canada Olympic Park and / or specific parts of Canada Olympic Park)
 - Main ski jump tower logo placement
 - Road facing static signage
 - Ski and snowboard hill signage
 - Progression Park signage
 - World Cup events in Moguls, Slopestyle, and Halfpipe
 - Frank King Day Lodge signage
 - Markin MacPhail Centre signage
 - Logo on all print communication (maps, programs)
 - Digital visibility assets on screens on in all main facilities
 - Website and social media assets: sponsor page, social media campaigns
- Database marketing — exclusive promotions to 80,000 engaged subscribers
- Retail and activation space available (existing or new)
- Rental shop take-over opportunity (winter / summer)

The sponsorship asset mix will be determined based on investment level, brand priorities and strategy. We encourage you to include in your proposal your desired asset-mix along with a description of your brand's strategy and objectives.

We also welcome creative input or white space assets that are currently not included or considered.

ENGAGEMENT OPPORTUNITIES

In addition to the primary sponsorship benefits, WinSport is also offering a wide range of engagement opportunities and hosting options. Below provides some initial concept and ideas but we encourage you to present an ideal sponsorship asset mix based on strategy and objectives.

- WinSport partner membership program. This may include:
 - Skip the line
 - Rebates on merchandise and rental
 - Exclusive access days: exclusive access to the ski hill or other areas of WinSport
 - Premium parking
 - Presale for music concerts
 - 1-pair of tickets and / or rebates for the Monster Zipline
 - VIP viewing area for events held at the facility
 - Free, surprise and delight benefits / gifts
- Activation zone — 4 times per year
- Special promotions — for season pass holders
- Contest: personal trainer, free access, behind the scenes tour, meet-and-greet with athletes, etc.
- Hospitality and tickets - Rebates on season passes, classes, lift tickets
- Hosting opportunities:
 - Business club: bringing together the Calgary business community
 - 10-course meal on the top of the ski tower at night
 - Access to meeting & conference facility

Next steps

Interested parties are encouraged to get in touch for a follow-up conversation.

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THANK YOU

