

# PROPOSAL

SPONSORSHIP

**NICOLA  
DEMPSEY**

2025-26



CANADIAN  
SPORT  
INSTITUTE



**Hello! My name is Nicola Dempsey. I am a 21-year-old semi-professional snowboard cross racer from Halifax, Nova Scotia. I am embarking on an exciting snowboard season with an exceptionally competitive schedule planned.**

**By racing in the highest level of competitions in North America, I am contending to be a world-class athlete.**

**Please take a few minutes to review this package and understand the goals I have established for myself. I invite you to be a part of my journey.**



# 12 YEARS OF SNOWBOARDING

## LILO & STITCH

It all started with my favourite childhood movie. **Little Nicola wanted to ride the Hawaiian Rollercoaster ride just like Lilo.** Except there were two problems, surfing wasn't exactly the big activity in freezing Nova Scotia, and I couldn't swim. **At the age of 8 I took a family trip to Canada's 2010 Winter Olympic venue, Cypress.** The next best thing to riding a wooden board on water; Riding one on frozen water! **I was hooked.** Immediately, I enrolled in lessons at my home ski hill, Martock, developing my skills until I made the local race team. I found myself as the only girl on the team, which would become familiar throughout my career. **I continued on to make the N.S. Development Race Team, followed by the High-Performance team the following year.** I competed in my first FIS races, finally feeling that I was getting somewhere. **At the beginning of 2020, I was presented with the opportunity to leave home and move West to the mountains. This would become the most important and life altering decision for my future.** My younger self who was candidly terrified and full of doubts, left everything she knew and loved for this chance. I joined the Big White SBX team and trained with the Canadian Sport School in Kelowna. **Fast forward to the present, I have graduated, joined the B.C. Team, and devoted my time to snowboarding in order to achieve my goals.**



## PASSION

I fell in love with every aspect of snowboarding to its core. Without uncertainty, it is the only pathway that has truly called to me and feels right. The satisfaction of a deep carve on freshly groomed snow or the warmth of the sun shining down on a bluebird day are unmatched feelings. There is no shortage of my need for speed. While racing, there is a certain feeling when the start gate drops and the race begins. The outside world instantly disappears and all you can feel is the race. It's only you, the track, and your opponents. When your board and body become one you can feel the flow of speed. You're locked in as you fight board to board with the other racers pushing yourself to the absolute limits. It is first these feelings and my pure enjoyment of the sport that drives me before any other factor. How lucky I am to be able to pursue my passion!

# Snowboard Cross, An Olympic Sport

**You may be asking yourself, what is snowboard cross?  
What is FIS?**

## SNOWBOARD CROSS

Snowboard Cross (SBX) is an Olympic Sport started in 1991 where 4 snowboarders race down a course. Courses include berms, rollers, various types of jumps, drops, steep sections, flat sections, and other features. These courses are designed to challenge the racer's skills and control under maximum speed while simultaneously avoiding collision with the other racers.

## FIS

FIS stands for the International Ski & Snowboard Federation.

FIS is the world's highest governing body for international winter sports and it is responsible for all Olympic disciplines of Skiing and Snowboarding. In addition, the para disciplines of Alpine, Cross-Country, and Snowboard came under the FIS umbrella in 2022. FIS is also responsible for setting the international competition rules. (FIS Official Website).

In snowboard cross, once an individual turns 15 they are eligible to compete in FIS competitions. Depending on an athlete's result in a FIS competition they will be given a certain amount of "FIS points". These points are used to rank the athlete amongst other competitors and determine eligibility to compete in international level events. Put simply, they are an easy way to measure an athlete's performance.

# RANKINGS & HIGHLIGHTS

## RANKINGS

Canada:

**4th**

North America:

**10th**

2025 International Finish:

**90th**

## ATHLETIC ACCOMPLISHMENTS

- 2024 First World Cup Invitation to Represent Canada
  - Mt. Sainte Anne, Canada
- **3X** Team Canada Member at the Junior World Championships
  - 2024 Gudauri, Georgia
  - 2023 San Pellegrino, Italy
  - 2022 Veysonnaz, Switzerland
- 2023 Represented Team Nova Scotia at the Canada Games
  - Mark Arendz Ski Park, PEI
- **8th** 2024 Junior World Championships Team Event
  - Gudauri, Georgia
- **5th** - 2024 North American Cup
  - Gore Mountain, New York
- **2X 2nd** - National Junior Championships
  - 2024 Beaver Valley, ON
  - 2023 Horseshoe, ON
- **4th** - 2023 South American Cup
  - Corralco, Chile
- **1st** - 2022 B.C. Provincials
  - Big White, BC
- **4th** - 2022 North American Cup
  - Big White, BC
- **3X 1st** - N.S. SBX Provincial Champion





# 2026 PLANS & GOALS

## PLANS

I will be training/competing with the B.C. team this year focusing on the North American Cup Circuit. My big focus this season is my mental performance. In highly competitive sports, there are many challenges, doubts, and roadblocks the mind has to face. Mind game is an important skill athletes have to train and what will separate two racers performances. I am going to make sure I'm having fun while also getting the job done!

Some on-snow techniques I will work on are my agility, stability, and movement timing. I plan to dedicate myself off snow by continuing to go to the gym 4+ days a week. I will continue promoting myself on social media to build my platform and find people who want to follow along and support the development of my athletic career.



## GOALS

Two seasons ago I set 3 goals: Finish top 10 in the North American Cup Circuit and top 5 in Canadian Nationals, both goals I achieved. My third goal was to qualify for my last year at Junior World's. I surpassed this goal and placed 8th in the Duos event; The best any North American team had accomplished to date.

Last season I set the goals of: Finishing top 3 in Canadian Nationals and making a North American Cup Big Final. Unfortunately I suffered a concussion early in the season which took me out of multiple races thus taking away most of my opportunity to achieve these goals. This year I will be setting the same goals.

My long-term goals are to make the Canadian National Team to routinely compete on the international stage!



# 2023-24 SEASON

Due to my concussion, the 2024-25 season's schedule was very irregular. Provided is the 2023-24 season's schedule and budget to give a scope of what a full season of travel and expenses looks like. This also gives an idea of where your sponsorship will be viewed.

## SCHEDULE

Dates	Location	Event
Aug 14 - Sep 11	Corralco, Chile	Training Camp, South American Cups
Nov 15 - Nov 21	Whistler, British Columbia	Gym Training Camp
Nov 22 - Nov 28	Mount Sima, Yukon	Training Camp
Jan 10 - Feb 17	Big White, British Columbia	Training Camp
Feb 18 - Feb 25	Gore Mountain, New York	North American Cup
Feb 26 - Mar 4	Sunday River, Maine	North American Cup
Mar 5 - Mar 10	Beaver Valley, Ontario	Junior Nationals
Mar 11 - Mar 20	Steamboat, Colorado	North American Cup
Mar 21 - Mar 31	Mt. Sainte Anne, Quebec	World Cup/North American Cup/Nationals
Apr 1 - Apr 10	Gudauri, Georgia	Junior Worlds
May 2 - May 14	Sunshine Village, Alberta	Training Camp

# 2023-24 SEASON

## BUDGET

Expenses are paid out of pocket. I work two jobs year-round and receive support from my family. I train with Team B.C. - One of the top three programs in Canada. With a higher level program comes higher fees. Including team fees, flights, accommodation, food, lift passes, coaching fees, race fees, race insurance, FIS License, wax, etc.

The expenses for the **2023-24** season (with the deduction of provincial funding) came to a total of **\$40,000**.

In the **2024-25** season I travelled to less events and competed in less races due to my concussion. Since I had to pull out of the races last minute and my trips were already booked, I had to pay for most of it. With the addition of may I say, very needed new snowboards the season came to about **\$33,500**.

In the upcoming **2025-26** season, I will be traveling to Argentina for 3 weeks in September to attend the international training camp "At the end of the world", competing in 6 North American Cups, attending one end of season training camp, and if all goes well attending one World Cup.

I expect this upcoming season to cost **\$40,000**.



# SPONSORSHIP PACKAGES

	BRONZE \$500- \$999	SILVER \$1000- \$1999	GOLD \$2000+
Letter of Thanks	✓	✓	✓
Tagged in athletic media posts	✓	✓	✓
Logo Sticker on Snowboard	✓	✓	✓
Link to Company on Website	✓	✓	✓
Tagged in Instagram Bio		✓	✓
Active media promotion of company		✓	✓
Logo stitched on jacket (Arm)		✓	✓
Big logo stitched on jacket (Chest or Back)			✓
Social media partnering announcement post			✓
Other options available upon request!			✓



# SPONSOR EXPOSURE

## What do you gain?

Your company receives local, provincial, national, and international exposure.

### Competitions

Participating in 5-7 Competitions throughout North America and possible international events.

Your advertising will be seen by snowboarders/skiers, spectators, volunteers, and media.

### Training

Training is held at a variety of ski resorts around the world.

Training takes place for weeks at a time giving ample time for your support to be seen.

Your advertising will be seen by snowboarders/skiers, spectators, families, staff, and media.

### Website

[www.nicoladempsey.ca](http://www.nicoladempsey.ca)

My website is a professional front that provides individuals without social media a way to learn more about my athletics.

### Instagram

Social media gives the opportunity to reach anyone in the world, anytime.

The purpose of my Instagram is to build a platform that is both professional and personable. It combines both athletic posts and personal posts to allow my audience to get to know me as a person and an athlete. I plan to build a positive and successful brand for myself to share my athletic career. I hope to connect with others who will follow along and support me in achieving my goals.

#### Statistics:

My Instagram following currently sits over **2,050** followers.

In the last 90 days, my account has reached **8,350** different accounts with over **60,500** views of my content.

Comparing the past 30 days to the previous 30 days:

**+11,977** views (184% increase)

**+53.8%** Profile Visits

**+150%** Website Visits

Statistics updated July 11th, 2025.

# TAX DEDUCTIBLE DONATIONS



**SNOW ATHLETES**  
**CANADA**

**Snow Athletes Canada (SAC) is a Federally Incorporated Not-For-Profit corporation that provides the opportunity to make tax deductible donations to snow athletes.**

**It is a Canadian Registered Amateur Athletic Association (RCAAA) supporting athletes training and competing to represent Canada at Winter Olympic Games in disciplines involving snow.**

**To be a recipient of funds on SAC, you must be an actively competing athlete in good standing with the National Sport Organization and show proof of paid sport expenses.**

**If you are interested in sponsoring me, the link to my SAC profile is below. If you prefer to take another route, I accept other methods of support!**

**<https://www.snowathletes.ca/athlete/nicola-dempsey>**





# CONTACT

**Thank you for your time and  
consideration! Let's discuss our  
next steps towards a partnership  
with each other.**

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