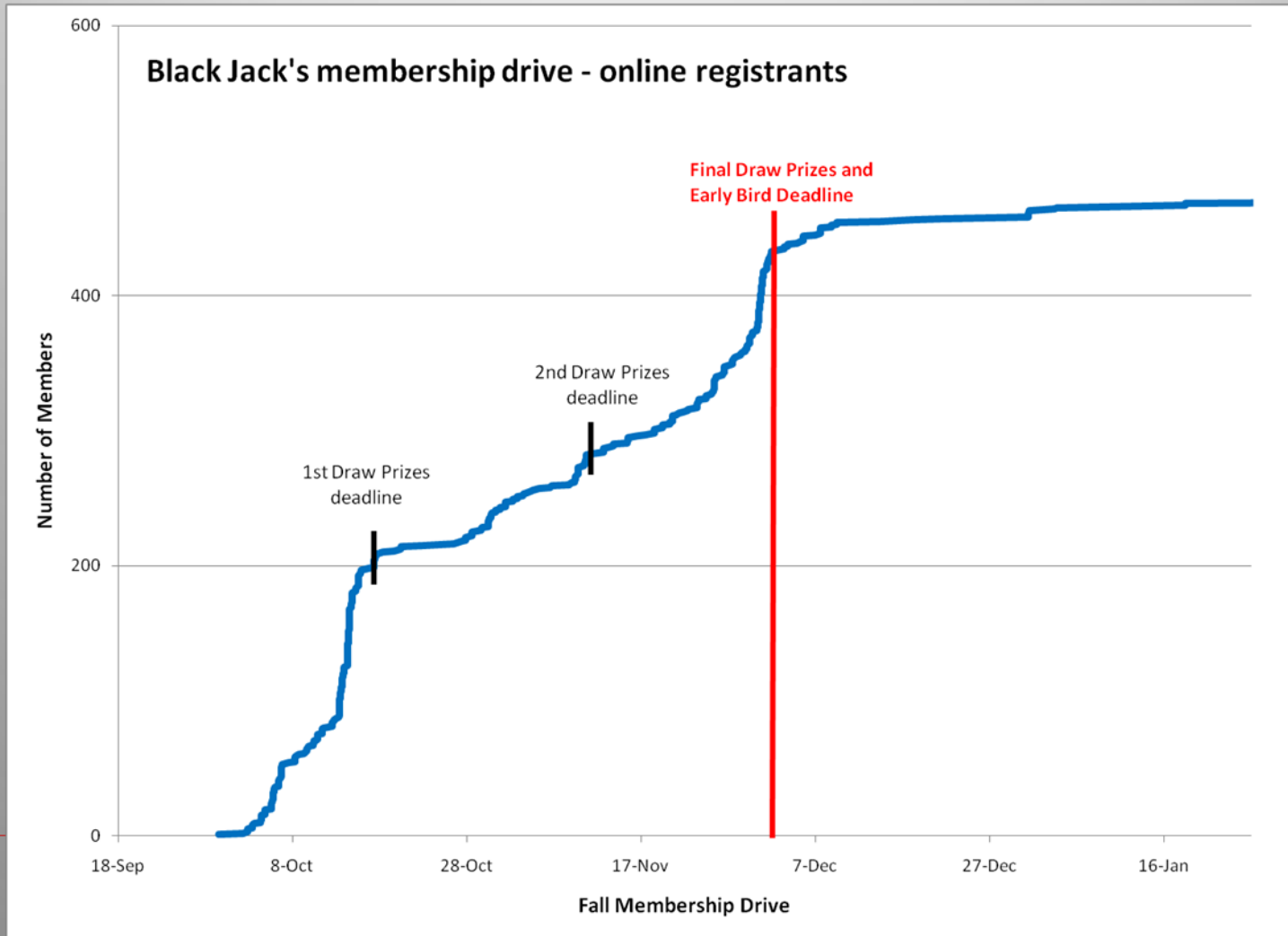


Cross Country BC



Case study: Do incentives work?



Gold Star pass upgrade

(when buying your membership on Zone4)

NEW OPTION: (in support of our ____ program)

- For \$49, upgrade your pass to a Gold Star Pass and receive more than \$150 worth of perks.

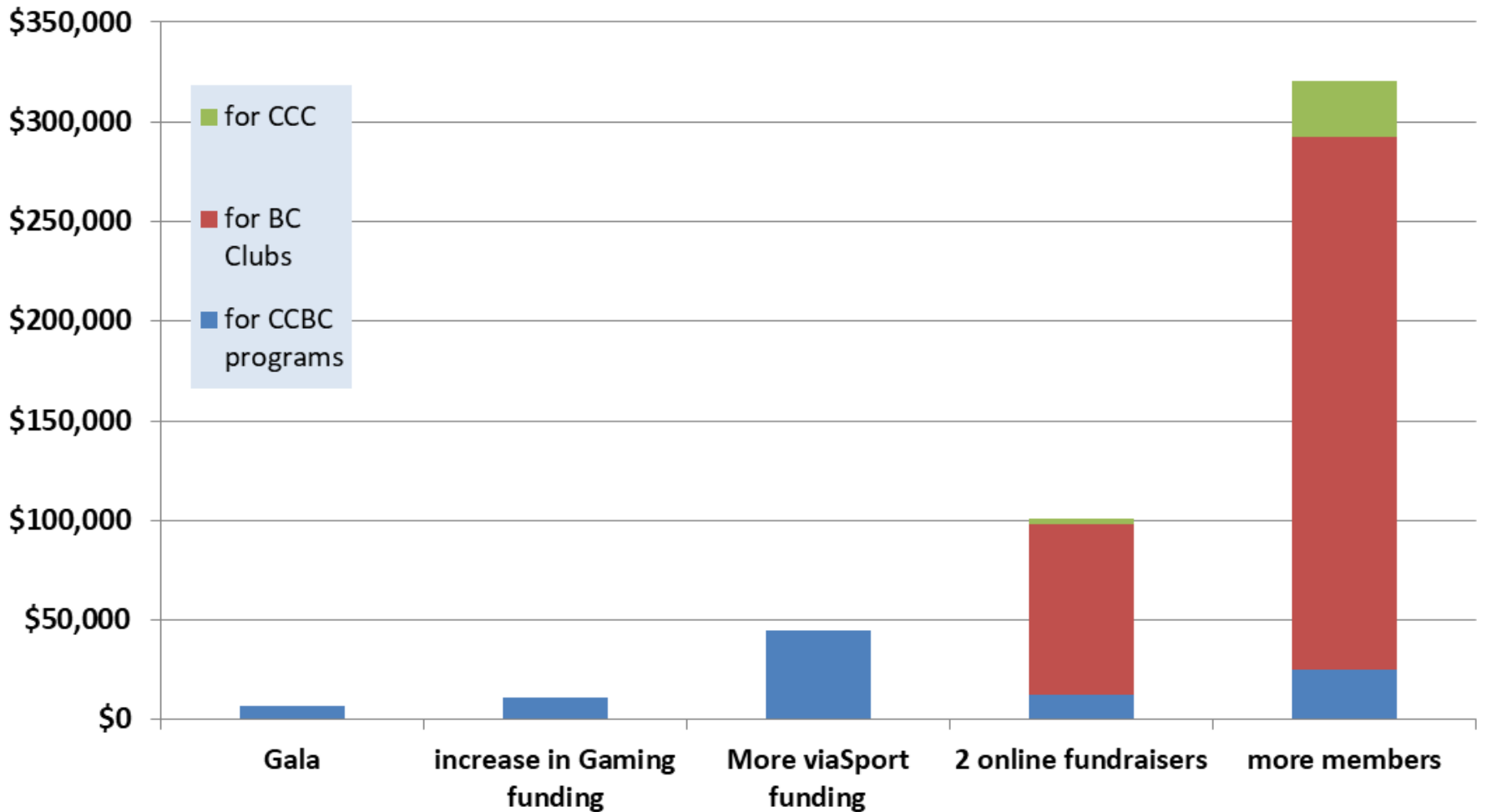
Gold Star perks:

- Free **drip coffee all winter** at the Alpine Grind when you flash your Gold Star pass. Après ski anyone?? Thanks John!
- Attend a free **ski waxing clinic**. Thanks Gerald! (\$20 value)
- Attend a free **classic** and a free **skate workshop** with our club coach. All abilities welcome. Thanks Dave! (2 x \$40 value)
- 1 free **Day Pass** (rentals included). (\$15 + \$35 value)
- Get your **skis waxed** for free by the Junior Racers (\$20 value)
- Get 15% off **wax & accessories all winter** at Gerick Sports when you flash your Gold Star pass. Thanks Erik and Jason!

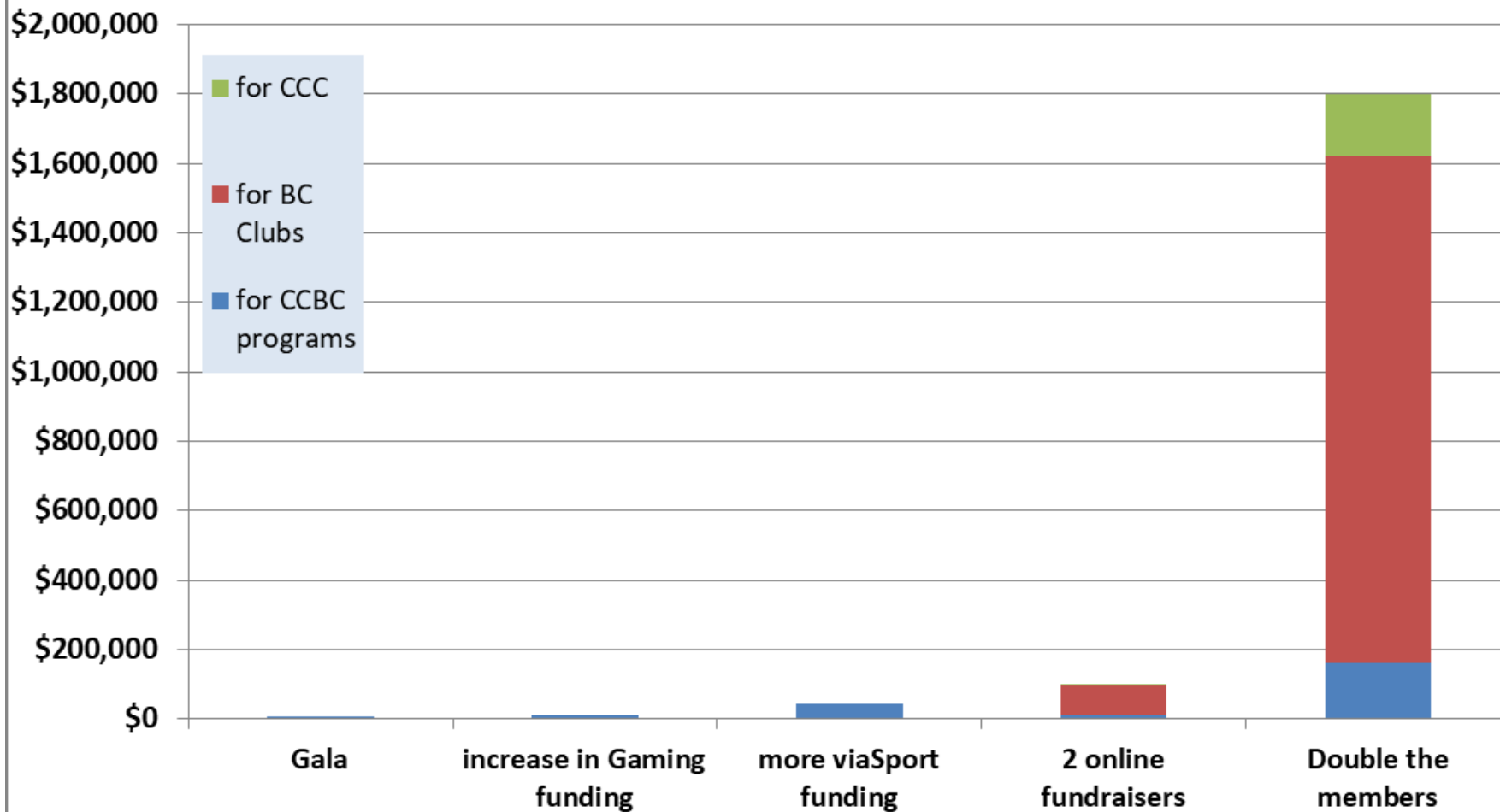
Upgrade this person's pass to Gold Star: ?

- \$49 "What a deal. Sign me up!"
- \$99 "This deal is worth more to me."
- \$199 "I'm feeling extra generous!"

New funding initiatives & improvements in past 2 years (cumulative)



"New" Revenue into our sport: What if we were to double our members? (from 0.37% of BC's population to 0.74%)



4 PWG Medals

10 NST

32nd @WC Final

6 of 12 nom Jr NST

3 WJ/U23

15th @WC

CCC Club Podium: 14/36

16 of 42 IPB

Nat 27 medals (15 ath, 11clubs) 43 T10 Agg

BCST/DS/TS/PN: 18 clubs

HP Sem-40 coaches

278 prov camp #

2,700+ prov race starts

26 T2T
& L2C

604 regional camp #

2,319 regional race #

51 new OL1

5 new OL2

1 new OL3

300 Racing Rocks #

2,500+ SDP

191 new ICC

159 new CC

93 new L2T

~\$60k online fundraiser

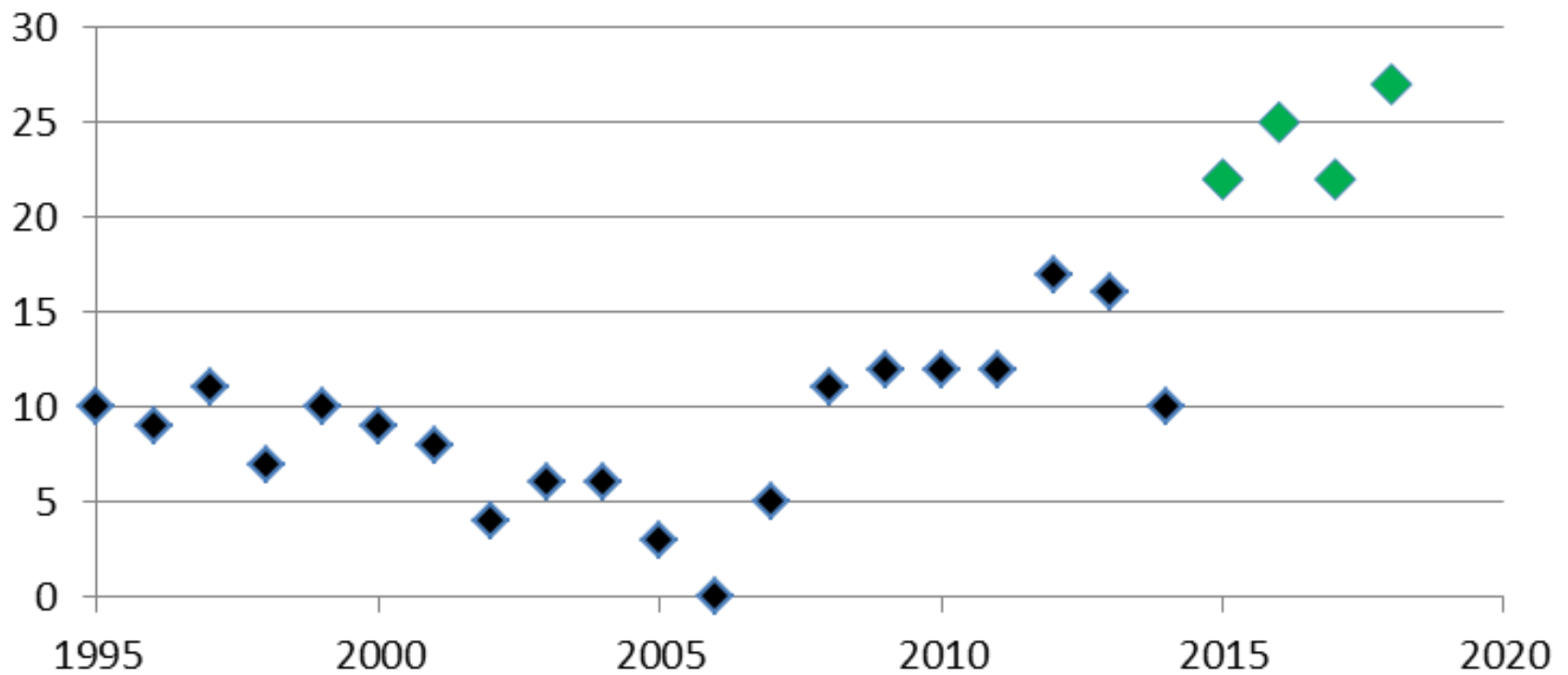
~20,000 Ski S'Kool visits

9,500+ race/loppet

~18,000 members, ~1,000 more

12 club membership records

Total BC Medals at National Championships



PyeongChang 2018

PARALYMPIC GAMES



Grow with us!

- Thank you.



Growth & Sustainability





\$6,504 of \$7,500 goal



Raised by 35 people in 5 months

Donate Now

Share on Facebook



Created November 17, 2016

Gareth Williams 
 Kelowna, BC 

Recent Donations

 **\$50**
 Anonymous
 1 month ago 

Share

 **\$100**
 Larry Krar
 1 month ago 

Best of luck, Gareth - your hard work and dedication are an inspiration to everyone at Telemark

Share

Gareth's 2016-2017 Race Season

Share

Tweet

87 shares

My name is Gareth Williams; I am a 19-year-old Cross-Country Ski athlete, and a current member of both the Canadian National Junior Ski Team and British Columbia Ski Team. I have lived in Kelowna my whole life and skied with the Telemark Cross-Country Race Team my entire career. The 2015-2016 season was my best race season to date. I accomplished many of my goals. I won my first Canadian Junior National title, and qualified for the Canadian Junior B-Tour to Europe. I have put all of my efforts into skiing and school. I also worked part-time through the spring and summer to fund my goals. My

Active for Life

Membership age distribution

