FIS CROSS COUNTRY WORLD CUP

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COOP FIS CROSS-COUNTRY WORLD CUP
COOP COUPE DU MONDE FIS DE SKI DE FOND
CANMORE 2024
FINAL REPORT



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CROSS-COUNTRY 2024 **CANMORE**

CONTENTS

EXECUTIVE SUMMARY 5

RAPPORT EXÉCUTIF 6

AT A GLANCE NUMBERS 8

PROJECT REPORT
- THE OVERVIEW 10
- RISK MANAGEMENT 12
- DELIVERY PHASE CHALLENGES 13

KEY PROJECT OBJECTIVES 14

FINANCIAL REPORT 22

EVENT PARTICIPATION 24

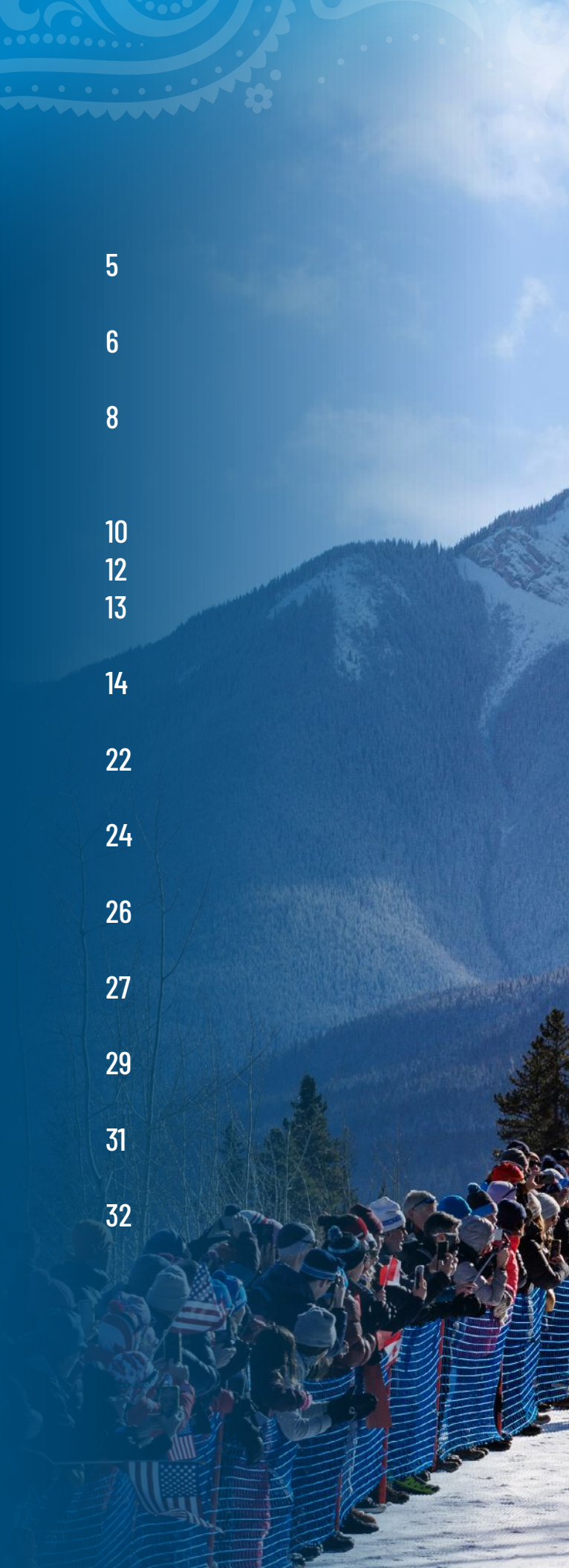
SPONSOR FULFILLMENT 26

MARKETING AND MEDIA COVERAGE 27

CONCLUSION 29

SPORSORS 31

APPENDICES 32






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EXECUTIVE SUMMARY

THE COOP FIS CROSS-COUNTRY WORLD CUP 2024 - CANMORE, ALBERTA WAS HELD FEBRUARY 9 - 13, 2024.

The hosts of the event, the Alberta World Cup Society (AWCS), have hosted six previous FIS World Cups with the only cancellation occurring in 2020 due to COVID-19. The 2024 event was the first FIS Cross-Country Skiing World Cup held in Canmore since 2016. The Canmore Nordic Centre Provincial Park was the location of the racing and the snowmaking, grooming and preparation by Alberta Parks Staff was impeccable. By all accounts, the 2024 event was well received by spectators, volunteers, sponsors, partners and viewers of the International TV Broadcasts and Youtube livestream.

Building on the framework developed in the lead up to the 2020 World Cup, the 2024 Organizing Committee continued to explore and expand on the delivery of the following key objectives: Sports Excellence, Economic and Tourism Impact, Community and Indigenous engagement, Gender Equity, Sustainability and Increasing awareness of Cross-Country skiing as a lifelong activity. The following activities were in support of our objectives: an expanded VIP experience; new and exciting spectator zones; a COOP Mini World Cup; Towards Zero Waste Program; a Fast and Female event; Town of Canmore Artwalk; Adopt-A-Nation; and an expanded and exciting Nordic Market.

The Organizing Committee also worked with Alberta Event Hosting Society for Biathlon as they hosted the season ending Biathlon World Cup from March 8-13. Working with the Biathlon group allowed for mutual cost reductions, streamlining of venue improvements and sharing of resources.

The 2024 World Cup saw 4 days of racing, with 8 international TV broadcasts reaching close to 40 million international viewers. Each broadcast featured the one minute presentation video that was prepared specifically for this purpose. Available to view here. With an on-site attendance of over 20,000 spectators, we again conducted an Economic Impact Assessment and can safely say that the event attracted over 7,500 unique visitors with an average stay in Canmore of 3 days. Just over 25% of spectators were from the United States.

Teams from 18 countries attended the races and this translated into 168 athletes and over 200 team support personnel staying in Canmore. The complete economic impact report for the event is in Appendix C.

The World Cup Schedule for 2024 included a stop in Minneapolis, Minnesota after the races in Canmore. Working closely with the Minneapolis Organizing Committee, the Canmore Committee was able to expedite the transfer of equipment and skis. This helped the teams in managing logistics and smoothed out travel while in North America. The Cross-Country World Cup only gets to North America every 3 or 4 years so it was important to make the experience as smooth as possible for teams from overseas.





COOP COUPE DU MONDE FIS DE SKI DE FOND 2024 – CANMORE, ALBERTA

RAPPORT EXÉCUTIF

LA COOP COUPE DU MONDE FIS DE SKI DE FOND 2024 – CANMORE, ALBERTA S'EST DÉROULÉE DU 9 AU 13 FÉVRIER 2024.

Les hôtes de cet événement, Alberta World Cup Society (AWCS) avaient précédemment tenu six Coupes du monde FIS avec une seule annulation en 2020 à cause de la COVID-19. L'événement en 2024 fut la première Coupe du monde de ski de fond FIS à se tenir à Canmore depuis 2016. Le Parc provincial du centre nordique de Canmore était le site des compétitions et la fabrication de la neige, l'entretien et la préparation par le personnel de soutien de Alberta Parks furent impeccables. Sur tous les aspects, l'événement en 2024 fut bien apprécié par les spectateurs, les bénévoles, les commanditaires, les partenaires ainsi que des téléspectateurs du diffuseur télévisuel international et de la chaîne en simultané Youtube.

Utilisant le gabarit développé en préparation de la Coupe du monde 2020, le comité organisateur de l'événement 2024 a continué d'explorer et d'améliorer les livrables des principaux éléments clé tels que : l'excellence sportive, l'économie et l'impact touristique, la communauté et l'engagement envers les peuples autochtones, l'équité de genre, le développement durable ainsi qu'une croissante et constante sensibilisation du sport du ski de fond comme étant une activité pouvant être pratiquée durant toute une vie. Les activités suivantes ont supporté nos objectifs : une expérience VIP améliorée; de nouvelles zones excitantes pour les spectateurs; une Mini Coupe du Monde COOP; un programme Visant Zéro Déchet; un événement Fast and Female (Rapides & Radieuses); le Corrid'Art de la Ville de Canmore; Adoptez-une-Nation; et un plus grand et excitant Marché nordique.

Le Comité organisateur a également travaillé avec Alberta Event Hosting Society de Biathlon, société hôtesse des épreuves finales de la Coupe du monde de Biathlon à se dérouler du 8 au 13 mars à Canmore. Le fait de collaborer avec le groupe de Biathlon a permis des réductions mutuelles de coûts, la rationalisation des améliorations apportées au site de compétitions et un partage de ressources.

La Coupe du monde 2024 a présenté 4 jours de compétitions avec 8 télédiffusions internationaux rejoignant près de 40 millions de spectateurs internationaux et plus de 20,000 spectateurs qui ont assisté aux épreuves. À nouveau, nous avons procédé à une étude d'impact économique et pouvons assurément énoncer que l'événement a attiré plus de 7 500 visiteurs uniques ayant séjourné une moyenne de 3 jours à Canmore. Un peu plus de 25% des spectateurs venaient des États-Unis.

Des équipes provenant de 18 pays ont participé aux épreuves représentant un nombre de 168 athlètes et plus de 200 personnes entourant les équipes et attitrées au personnel de soutien ont logé à Canmore. Le rapport complet de l'impact économique relié à cet événement est disponible sous l'Appendix C.

L'horaire de Coupe du monde pour 2024 incluait un arrêt à Minneapolis, Minnesota après les épreuves à Canmore. Travaillant en étroite collaboration avec le Comité organisateur à Minneapolis, le comité de Canmore fut en mesure d'accélérer le transfert des équipements et des skis. Cette collaboration a aidé les équipes à mieux gérer les enjeux de logistique et par le fait même, faciliter leur déplacement pendant leur séjour en Amérique du Nord. La Coupe du monde de ski de fond se déplace en Amérique du Nord seulement aux 3 ou 4 ans et par conséquent il était important de faciliter et de rendre cette expérience la plus agréable possible pour les équipes d'outre-mer.






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COOP FIS CROSS-COUNTRY WORLD CUP 2024 – CANMORE, ALBERTA

AT A GLANCE NUMBERS

ECONOMIC IMPACT:

CANMORE: $5,934,539
ALBERTA: $6,905,849
CANADA: $8,944,377

39 MILLION BROADCAST REACH

40,000 YOUTUBE LIVESTREAM VIEWS

OVERALL REACH OF 1.8 MILLION ON INSTAGRAM

20,000 SPECTATORS ON-SITE

18 COUNTRIES PARTICIPATED

168 ATHLETES


swix
AltaGas
BAYWOOD
coop


ALDIDENTRO
Valtellina




17


LE GRUYÈRE
SWITZERLAND
43
CANMORE
explorecanmore.ca
42
swix
nordiq
SALOMON



"I do love Canmore. It's obviously a beautiful place, but it's also a really cool town. It's been so fun. This atmosphere is amazing. There's tons of people and the cheering has been really spectacular."
– Jesse Diggins

PROJECT REPORT

THE OVERVIEW

The COOP FIS Cross-Country World Cup 2024 – Canmore, Alberta was held at the Canmore Nordic Centre Provincial Park from February 9th – 13th, 2024.

Event design began in the fall of 2020. Detailed planning commenced in 2021 and the execution phase began in March 2023. Overall, the project was on schedule, delivered on its key objectives but was not as financially successful as first planned.

As mentioned above, planning and initial budgeting commenced in the fall of 2020. The original project plan called for 3 races in Canmore, followed by a sprint day in downtown Calgary. The first partnership funding came from the Government of Alberta in 2021 and this was used to develop plans and put in place an Organizing Committee structure for the Canmore races and for the Calgary race. Work continued on the Calgary portion of the event until early 2023. At that point, it appeared to the project leadership team that the funding envelope available would not be sufficient to support a race in downtown Calgary. In March of 2023, the decision was made to move the 4th day of racing to Canmore and put plans for the Calgary race on hold.

At the Spring 2023 FIS meetings, the following race days were approved for Canmore:

Friday, February 9th, Saturday, February 10th, Sunday, February 11 and Tuesday, February 13. The World Cup calendar did not have any racing scheduled for the weekend prior to the races in Canmore. Given this situation, the Canmore Organizing Committee expected that teams would arrive early – thus putting additional stress on logistics.

Working with FIS technical staff, the Competition Committee and with Nordiq Canada race formats were discussed at the FIS Site Visit meeting in August of 2023. The following race formats were decided upon:

Friday, Feb. 9, 2024 **10km Individual Start – Free Technique**

Saturday, Feb. 10, 2024 **Sprint – Free Technique**

Sunday, Feb. 11, 2024 **20km Mass Start – Classic Technique**

Tuesday, Feb. 13, 2024 **Sprint – Classic Technique**







PROJECT REPORT

RISK MANAGEMENT

Financial Risk:

There were significant financial risks related to inflationary pressures, extended period of stay in Canmore for teams, and costs related to additional requirements in a post COVID era. Overall, the rate of inflation over the past 3 years, the exchange rate variation between the CAD, Swiss Franc and Euro and costs related to hosting teams longer than expected, used up most of the budgeted contingency amounts. Financially, the event was a break even exercise. The organizing committee had hoped to keep the Legacy amount as planned in the original budget, but this was consumed to cover inflation related costs and an unexpected change in revenue.

Course Preparation Risk:

Racing was held at the Canmore Nordic Centre Provincial Park (CNCPP). The Organizing Committee instituted a snow control committee that included the CNCPP staff, the Director of Competition and the Organizing Committee Chair. Early plans were put in place to make snow on agreed upon competition trails in a manner that would enable racing regardless of weather conditions. Having this plan and implementing it was a critical part of the event's success. Ten days prior to the first race, there was a significant warming event and with the sufficient snow in place, the trails turned out to be in great shape. Conditions were excellent for racing and this approach with regards to "Snow Control" will become even more critical in years to follow.

Venue Preparation Risk (Biathlon Building Project):

The Organizing Committee expected the new Biathlon Building to be ready for occupancy and usable for Team Hospitality room, change rooms, Doping Control and for the Race Office. While unrestricted and normal occupancy was not permitted due to construction delays, the project manager responsible for the building did get a temporary occupancy permit, but with significant occupancy restrictions that allowed the building to be used in a restricted way on Feb 5th. This late date added additional stress to the organization as the window for implementing contingency plans for accommodating the above space requirements had closed in November 2023.



"The course here is one of my favourites. I like racing on stiff legs."
– Frida Karlsson
(after the 20 km win)

PROJECT REPORT

DELIVERY PHASE CHALLENGES

Local Alberta Timing Company - Zone 4 Steps In!

In the week leading up to the first race on Feb 9th, the timing company (Swiss Timing) that is contracted by FIS to perform the timing for all World Cup races, informed the OC that their timing equipment would not be available. The equipment was held up at Frankfurt airport and would be delayed without any indication as to length of delay. In the end, the equipment arrived 12 hours before the first race. Zone4 (a local timing company) stepped in to provide equipment and service at the requisite standard of international broadcast excellence and was used for the first race day and until the Swiss Timing equipment could be brought on stream. The late arrival of the Swiss Timing Equipment led to a change in race format for the first race day and required adaptability by the LOC and the CNCPP in terms of course preparation, TV coverage and volunteer support. With this support from Zone 4, the modified Friday race was held and the TV production from a data and graphics perspective was excellent.

Race Schedule Challenges:

The TV Broadcast schedule for Cross-Country Skiing World Cups is very much centred around prime time in Central Europe. This meant that the Canmore races were starting between 9:00am and as late as 12:30pm in order to be broadcasted live for Central European audiences.

The other complicating factor was the introduction of Fluoro testing for skis. The testing adds more time to ski preparation for the wax technicians and more costs for the Organizing committee as additional temporary infrastructure is required for the testing facilities.

For the Canmore races, this set of circumstances meant that wax technicians and coaches wanted to be at the venue as early as 5:00am. These early starts created challenges for transportation to and from the hotels and also for early morning catering in the Team Hospitality room. Unfortunately, the early starts don't necessarily mean shorter days for the organisation, the Competition Committee and the volunteers. The expectation was still present for team services, including transportation to go until early evening.

For future events, team service requirements need to be carefully planned and better coordination with FIS is necessary in order to understand the OC obligations.





KEY PROJECT OBJECTIVES

Sports Excellence

- The top countries and top skiers attended the 2024 World Cup in Canmore.
- Teams arrived early to train and experience the world renowned trails at the Canmore Nordic Centre Provincial Park
- The races were technically excellent and athletes and teams were impressed with the race organization, formats and the venue.
- Preparation for the event was thorough and athletes were able to deliver top level competitions.
- Collaboration with Nordiq Alberta to provide opportunities during the World Cup to fundraise and help the development of the sport in Alberta. More than $4000 raised.
- The FIS Technical Delegate (TD) filed 8 reports (see Appendix B).
- Overall, the TD was very satisfied with the event. The following are some excerpts from the TD reports:

"The OC staff and the key persons are very efficient and professional and despite the long period without World Cups in Canada everything was ready and organized in the best possible way."

"Course and stadium were always well prepared and the track setting was excellent with great work from groomers. The test-area system went smoothly with different possibilities and the recreational trails are an additional benefit for the teams."







"Team catering in the new building was nice with warm welcome from volunteers. TV coverage was high level with ski-doo and drone views. World Cups in Canmore were awesome promotion for cross country skiing. I want to warmly thank you for the great cooperation!!"

– Mathieu Fort FIS Technical Delegate (Canmore 2024)

Economic and Tourism Impact

- **Sport Tourism Canada was engaged to complete a detailed assessment of the Event Economic Impact Assessment. (see Appendix C)**
- **World Cup events in Canmore continue to be big generators of economic benefits.**
- **Building on marketing and communications plans from previous events hosted by the Alberta World Cup Society, the event was well attended by Canadians, Americans, and Europeans with an overall 25% increase of onsite spectators.**
- **Approximately 26% of the spectators were from the USA.**
- **Spectactators stayed an average of 3.3 days in the Bow Valley**
- **World Cup Teams arrived early and stayed later – this had a big impact on room nights and catering.**
- **The Venue Presentation Video (Canmore) was presented 8 times to all international viewers. Developed in cooperation with Tourism Canmore Kananaskis, this one minute video capture the essence of winter activities in the area.**
- **With 39 million TV viewers, Tourism Canmore Kananaskis's profile is elevated as a winter tourism destination.**





KEY PROJECT OBJECTIVES (CONT.)

Community Engagement –The Town of Canmore

- There was a strong Partnership with the Town of Canmore to support the World Cup
- The Town of Canmore hosted the Art Walk in the Woods. A series of 8 temporary art installations at meeting points and along the walking trails to the Canmore Nordic Centre. This year's theme was "We Welcome the World"
- Please view the digital version of the Art Walk in the Wood
- The Town of Canmore also provided space for the spectator shuttle buses and provided mobile electronic message boards to communicate parking and shuttle messages
- By all accounts, the spectator shuttle location, and the messaging support from the Town of Canmore made for a very smooth and well liked service.
- The Town of Canmore also graciously provided space and resources for the Opening Ceremony - outside of the Civic Centre.
- Adopt-A-Nation: a collaboration between participating Bow Valley Schools classrooms and local downtown businesses to showcase artwork welcoming countries to Canmore (See Appendix D)

Indigenous Engagement – Stoney Nakoda First Nation

- In support of the Opening Ceremony, the Town of Canmore opened its Civic Centre doors and helped "Welcome the World" to Canmore.
- "Dance with a Good Heart". A very special relationship has been developed with our Stoney Nakoda First Nations Neighbours. The Pow Wow Academy dancers and singing/drumming group performed at the Opening Ceremony.
- A group of dancers, drummers and singers from the Mînî Thnî High School provided an inspiring performance showcasing their cultural heritage.
- In addition to the Powwow Academy, a Stoney Elder provided a blessing for the event.
- The Opening Ceremony was well attended by the community, the athletes, team members and the Community of Canmore.
- The World Cup athletes and team members were very impressed and appreciated the thought, the energy and the spirit of inclusiveness that was on display.




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KEY PROJECT OBJECTIVES (CONT.)

Cross Country Skiing as an Inclusive Sport

- The Organizing Committee developed the idea of spectator zones with the thinking that any spectator will feel at home and included.
- Dedicated Alberta World Cup hosts warmly welcomed spectators at the Venue Shuttle drop-off, equipped with information to guide spectators to their best viewing location.
- For the 2024 World Cup, we included an "Adaptive Zone"(providing prime viewing section in the Day Lodge), a Pride Zone, Fast and Female Zone, a Maple Leaf Zone.
- A USA zone grew organically as did a Norwegian/Scandinavian zone
- Not surprisingly, having an event that is inclusive and welcoming, translated into an energized and excited crowd
- This "energy" was noticeable both in person and on the international broadcast

Gender Equity

- The Organizing Committee was over 50% composed of women
- Women held key positions such as Director of Communications, Director of Marketing, Treasurer, Venue Management, Team Services Management and Volunteer management
- The announcing team was one woman and one man.
- The Assistant Director of Competition was a woman as was the Assistant Technical Delegate appointed by FIS.
- Special attention was brought to the selection of Awards presentation to ensure equal representation in presenters.
- Equal representation of genders for forerunners during the event.





KEY PROJECT OBJECTIVES (CONT.)







Sustainability

- Working with the Biosphere Institute of the Bow Valley, the OC implemented a "Towards Zero Waste" Program.
- The intent of this program is to divert as much waste as possible from landfills.
- This was achieved by actively supporting and managing composting, recycling and looking for opportunities to avoid waste in the first place. (See Appendix E)
- The OC worked closely with the Biathlon World Cup team to reduce duplication of equipment transportation and by sharing race setup equipment.
- Signage and banners produced for the event were adjusted to ensure that they could be re-used for future races.
- Sustainability has become an integral part of the planning and implementation of a Cross-Country Skiing World Cup

Increasing Awareness of Cross-Country Skiing as a Life-long Activity

- 8 different opportunities for young Forerunners to be part of the event (equal opportunity for genders)
- Fast and Female Chang'her event on February 9 and pre-event Power Hour on October 28, 2023 (See Appendix F for reports on two events)
- COOP Mini World Cup, presented by Nordiq Alberta – opportunity for fun participation for kids 5-12 (See report in Appendix G, video here and photos here).
- Lively Nordic Market with 14 vendors and one food truck.
- Livestream broadcast of the races on CBC GEM.
- Complimentary participation of Nordiq Canada and Nordiq Alberta in the Nordic Market to promote the sport to spectators.
- Included local ski clubs as flag bearers during the Opening Ceremony, inspiring youth to pursue their passion for the sport and include them in this international event.






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trail sports

FINANCIAL REPORT

Planning and initial budgeting commenced in the fall of 2020. The original project plan called for 3 races in Canmore, followed by a sprint day in downtown Calgary. The first partnership funding came from the Government of Alberta in 2021 and this was used to develop plans and put in place an Organizing Committee structure for the Canmore races and for the Calgary race. Work continued on the Calgary portion of the event until early 2023. At that point, it appeared to the project leadership team that the funding envelope available would not be sufficient to support a race in downtown Calgary. In March of 2023, the decision was made and approved by the Alberta World Cup Society to move the 4th day of racing to Canmore and adjust the budget accordingly.

A contingency amount was built into the initial budget and into individual line items. The rate of inflation, the exchange rate variation and costs related to hosting teams longer than expected, used up most of the contingency amounts. Financially, the event was a break even exercise. The organizing committee had hoped to keep the Legacy amount as planned in the original budget, but this was consumed to cover inflation related costs and an unexpected change in revenue. The budget included an amount of $150,000.00 to be allocated to the Alberta World Cup Society Legacy Fund. The Legacy Fund supports Alberta World Cup Society initiatives related to its mandate. This amount was not realized. (See Appendix H for Financial Statements).

Total Revenues: $2,273,716

Total Expenses: $2,264,667

Excess of Revenue Over Expenses: $9,049

Financial Statements (See Appendix H)

Value-in-Kind Summary for Full Event:

Canmore Nordic Centre Facility and Services: $97,340

Winsport Facility and Services: $15,000

Volunteers Hours: $401,270

Total: $513,610

Legacy Fund 2024

The 2024 FIS Canmore Cross Country World Cup did not generate enough revenue over expenses to allocate funds to the Alberta World Cup Society Legacy Fund.




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EVENT PARTICIPATION

World Cup races are only possible with the involvement of key individuals – the athletes and teams, the spectators (television broadcast, livestream and on-site), the volunteers, and the Organizing Committee members. The combined participation of all of these people help us create an exciting world-class magical event.

Team Participants

All major Cross Country Ski Nations registered their teams for the races in Canmore. (See Appendix A)

NUMBER OF RACES (CANMORE)	8
NUMBER OF TEAMS	18
NUMBER OF REGISTERED ATHLETES	166
NUMBER OF TEAM SUPPORT STAFF	164
NUMBER OF OTHER OFFICIALS (EG: FIS)	19
NUMBER OF VOLUNTEERS	343
NUMBER OF ACCREDITED MEDIA	41
NUMBER OF ON-SITE SPECTATORS	20,000
NUMBER OF VIP EXPERIENCE GUESTS	358
NUMBER OF INTERNATIONAL TV VIEWERS	~40 MILLION

Television Audience and Online Viewers

The host broadcast of the World Cup was produced by Double Black Diamond Productions, providing unparalleled views of the competition held in the midst of the Canadian Rocky Mountains. Distribution of the international TV broadcast was through InFront Sports & Media (See Appendix I for Television Live Coverage). TV Audience reports estimate that the 4 days of races in Canmore garnered close to 40 million viewers in broadcast formats of live only (delayed broadcast and highlights numbers not available). These estimates do not include viewers online streaming and social media audiences.

The major audiences for the Alberta races were Sweden, Finland, and Germany. Live distribution of the broadcast was available in the following countries: Austria, Canada, Czechia, Estonia, Finland, France, Germany, Italy, Norway, Poland, Slovenia, South Korea, Sweden, Switzerland, United Kingdom and the United States.

Given the proprietary nature of the data collected, we are unable to share specifics for each market.

Domestically, the event was available live on CBC Gem, and additionally, a delayed production of the Friday Men's Sprint race was shown during Prime time television CBC Sport Saturday with Olympian Becky Scott providing commentary of the race.

For more information, see Appendix J for Media Report

Online Viewers

Close to 40,000 online viewers accessed the live streamed broadcast on the FIS Cross-Country Youtube chanel, available to all dark markets internationally and in Canada. All videos are now stored for anyone to access and view on this channel.

On Site Spectators

With a strong digital marketing campaign, we were able to attract 20,000 spectators over the 4 days of competitions. Two of these days were weekday races, which presents a challenge for attracting spectators. However, through a strong overall marketing campaign, a free shuttle service, and active engagement with local schools, the community of Canmore and businesses, the COOP FIS Cross-Country World Cup 2024 attracted record numbers of spectators.

The estimated figures for spectator attendance are:

FRIDAY FEB 9 – MASS START: 4,500 SPECTATORS

SATURDAY FEB 10 – SPRINT 7,000 SPECTATORS

SUNDAY FEB 11 – INTERVAL START: 5,000 SPECTATORS

TUESDAY FEB 13 – PURSUIT: 3,500 SPECTATORS

This represents a 25% increase in spectators attending the World Cup, if we compare these numbers to the 2016 Ski Tour Canada attendance in Canmore. During and after the pandemic, we have witnessed a resurgence of interest in cross-country skiing and these results demonstrate a strong interest in the sport. The ambiance created by the 20,000 spectators attending was electric and provided great inspiration for all who attended, a unique chance to see the world's best in action!

Volunteers

The Alberta World Cup Society draws on an extensive pool of enthusiastic and experienced volunteers. This year's event had to cut off volunteer registration weeks before the event due to a surplus of eager volunteers. In the end, the event had signed up a total of 343 volunteers in a variety of roles, from stadium and course controllers, to team services and doping control, to event hosting and ceremonies support.

These 343 volunteers contributed a total of 8,234 hours of work on this event. Pre-event planning contributed an additional 4,534 hours for a total of 12,768 hours!

In order to calculate the monetary value of the volunteers' contributions, we used a standard of $50/hour for OC Executive leadership, $35/hr for OC Positions and $20/hr for Event volunteers.

2860 hours Pre-event Planning Exec Leaders x $50/hr = $143,000
2674 hours Pre-event OC Position x $35/hr = $93,590
8234 hours Event Volunteers x $20.00/ hr = $164,680

Where did our volunteers come from?

CANADA	**335**	**97.67%**
USA	**5**	**1.46%**
GERMANY	**2**	**0.58%**
PERU	**1**	**0.29%**

USA volunteers were from Wyoming, Minnesota and Colorado. All travelled by plane and spent at least 5 days in Canmore/Banff.

Of the 98% volunteers coming from Canada, here's the breakdown per province/territory:

ALBERTA	**302**	**88.05%**
BC	**11**	**3.21%**
YT	**2**	**0.58%**
NWT	**3**	**0.87%**
SASK	**4**	**1.17%**
ON	**11**	**3.21%**
PQ	**1**	**0.29%**
NB	**1**	**0.29%**
		97.67%

Off the 88% from Alberta, here's the further breakdown:

CANMORE/BANFF	**201**	**58.60%**
CALGARY	**85**	**24.78%**
BRAGG CREEK	**3**	**0.87%**
COCHRANE	**2**	**0.58%**
EDMONTON	**6**	**1.75%**
LETHBRIDGE	**2**	**0.58%**
RED DEER	**3**	**0.87%**
		88.05%

Organizing Committee

The Alberta World Cup Society is a small group of volunteers and is registered as a non-profit society in Alberta. Founded in 2004, the Society's mission is to develop and grow cross-country skiing in Alberta through hosting World Cup races and by providing for the development of officials, athletes and coaches. The AWCS currently has approximately 50 members who come from all regions of Alberta and share a passion for advancing the sport. The AWCS was the catalyst in bringing FIS Cross Country Ski World Cup racing back to Alberta in 2005 after a 15 year hiatus, and collaborated with the Province to update and re-design the Canmore Nordic Centre to meet international World Cup standards. The AWCS has hosted successful FIS World Cups in 2005, 2008, 2010, 2012, 2016, 2020 (cancelled), and 2024. The AWCS has also hosted World Para Nordic Ski world cups in 2013, 2017, 2021 and is scheduled to host a 2025 Para Nordic World Cup.

The planning for the 2024 Canmore World Cup began in 2021 with the formation of a core Events Committee. This committee designed the 2024 World Cup and served as an advisory body to the Local Organizing Committee to determine priorities and planning strategies as the event took shape. This Events Committee met on a weekly basis from early 2021 until the event ended in February 2024. Subsequent to the event, this committee met every two weeks to complete the event and prepare the final report.

The technical aspects of the 2024 World Cup races were handled through the volunteer Competition Committee. This group met periodically in 2022-2023, and then frequently in the months leading up the Canmore races.

Two contractors were hired for the entirety of the event starting in 2021. (The Organizing Committee Chair and the Director of Communications and Marketing.) Additional resources were added closer to the event to manage Transportation & Accommodation, Venue Services, Security, Media Relations, Together with the Event Chair and Chief of Competition, this core staff led the execution of the event in Canmore. All other members of the Local Organizing Committee, Events Committee and Competition Committees were volunteers.

Organizational Charts – Organizing Committee and Competition Committee (See Appendix K)

SPONSOR FULFILLMENT

Private Sponsors

Tier 1 Sponsor

Tourism Canmore Kananaskis (TCK) was a Tier 1 Sponsor with several activations during the world cup, helping promote explorecanmore.ca to all spectators. Starting with the design of a Tourism Canmore Kananaskis branded race bibs for 3 out of the 4 days of racing. From branded charging stations in our different lounges to the Awards Ceremonies backdrop logo presence, on course / stadium banners, the Tourism Canmore Kananaskis brand had a very special place in all visuals during the event.

All marketing materials were designed in close collaboration with TCK and we worked closely with TCK to promote its members' services in our "Plan Your Visit" Webpage ahead of the event.

A Venue Presentation video promoting Canmore as a destination was produced and included in each of the broadcasts. This video continues to be available to TCK as a legacy from our event.

Le Gruyere AOP was a Tier 1 Sponsor with a strong presence of bannering in the stadium, mainly focussed in the finish area, ensuring fantastic exposure for international coverage of the event. Le Gruyère AOP and its staff interacted with the 20,000 spectators on-site who visited their tent in the Nordic Market, sampling the Le Gruyère AOP cheeses, running out of cheese on the last day! Le Gruyère cheese was the only cheese served in all dining facilities at the Canmore Nordic Centre, during the event, allowing for a strong promotion of the brand.

Additional sponsorships were provided by Trail Sports, Basecamp Resorts, The Grizzly Paw Brewing Company and Air Canada.

Government Funding Support

The 2024 world cup could not have existed without the support of the Government of Alberta and the Government of Canada. The Alberta World Cup Society is very grateful for the support (both financial and advisory) and made every effort to ensure that each department received appropriate exposure for their contributions and return on their investments.

The following opportunities were offered to the Government of Alberta:

- Consistent and prominent exposure of logo and recognition of support on,, press releases and other printed materials and signage.
- On-course banners with Government of Alberta logo placed in TV range on every race day – ~ 40 million international television viewers
- Logos on big screen billboard on-site and regular PA announcements – to an expected 20,000 spectators over three race days
- Logos and link on the event's website
- Invitation to Minister of Tourism and Sport, Minister of Forestry and Parks and Minister of Infrastructure to speak, attend, or present awards at any races, ceremonies, affiliated events

The following opportunities were offered to the Government of Canada:

- Consistent and prominent exposure of logo and recognition of support on, press releases and other printed materials and signage.
- On-course banners with Government of Canada logo placed in TV range on every race day – ~40 million international television viewers
- Logos on big screen billboard on-site and regular PA announcements – to an expected 20,000 spectators over three race days
- Logos and link on the event's website
- Invitation to Minister of Canadian Heritage, Minister of Sport and Physical Activity, Minister of Northern Affairs, Minister responsible for Prairies Economic Development Canada and Minister responsible for the Canadian Northern Economic Development Agency (or designates) to speak, attend, or present awards at any races, ceremonies, affiliated events.

MARKETING AND MEDIA COVERAGE

Marketing

Our goal for the COOP FIS Cross Country World Cup was to attract a cumulative of 18,000 spectators to attend the event over the course of 4 days of World Cup racing. Together with our partners Tourism Canmore Kananaskis, we targeted specific segments of the Winter Tourism market in Central Europe and from the US (Cross-Country skiers/fans from Minnesota, New England and Alaska). We also made great efforts to reach ski enthusiasts from Alberta, Western Canada and Eastern Canada and encourage them to attend our event. We made special efforts to connect with "Franco Albertans" and the Stony Nakoda community.

We were able to make our digital content available in Canada's two official languages. The AWCS also engaged a translator for pre-event communications and for any demands during the event.

Please see Appendix L for a Digital Advertising Report for the event and Appendix M for Examples of Marketing Assets.




CANMORE NORDIC CENTRE
8
22
18
7

CONCLUSION

Overall, the COOP FIS Cross-Country World Cup 2024 – Canmore, Alberta was a big success. FIS, Teams and spectators all commented on the organization, the excitement and the level of racing that was on display. There is now a recognition on the part of FIS and Teams that Canada has some of the best facilities and organizing capacity in the world. Teams and FIS are looking forward to future World Cups in Canada and North America.

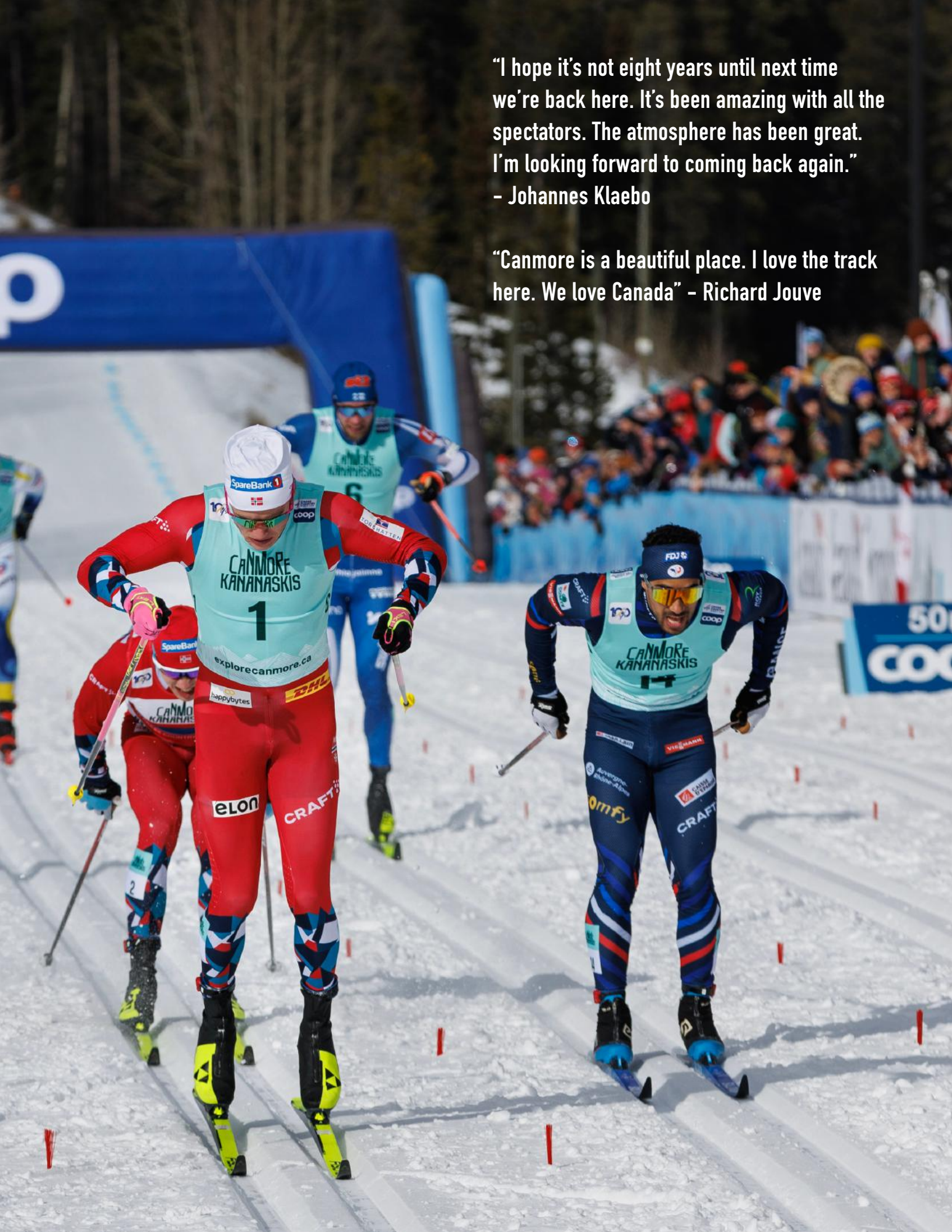
Hosting Cross Country Skiing World Cups in Canada is very important for the development of athletes and coaches. Twenty-six Canadian athletes, many of them still in their development phase, had an opportunity to start in a World Cup and race on familiar trails in front of thousands of spectators. This environment provides athletes, coaches and officials an opportunity to experience a World Cup first-hand without having to travel and the attendant expenses of being overseas.

Given the success of this year's world Cup, it is obvious that there is an appetite for high level Cross Country Ski Racing in Canada. The planning phase for a World Cup is up to 4 years in advance of the event. The Alberta World Cup Society, in conjunction with Nordiq Canada, will continue to work with key funding partners to plan for the next set of World Cups to be held in Canada.









"I hope it's not eight years until next time we're back here. It's been amazing with all the spectators. The atmosphere has been great. I'm looking forward to coming back again." – Johannes Klaebo

"Canmore is a beautiful place. I love the track here. We love Canada" – Richard Jouve

A BIG THANK YOU TO OUR SPONSORS AND CANMORE FOR HOSTING THE WORLD!

FIS TITLE SPONSOR
COMMANDITAIRE EN TITRE

coop

FIS PRESENTING SPONSOR
COMMANDITAIRE PRINCIPAL

LE GRUYÈRE® SWITZERLAND AOP

OFFICIAL TIMEKEEPER
CHRONOMÉTREUR OFFICIEL

CERTINA DS SWISS WATCHES

PROUDLY SUPPORTING SPORT
AND WINTER TOURISM
PARTENAIRES PUBLICS ET TOURISTIQUES

Canada

Alberta

CANMORE KANANASKIS

OFFICIAL EVENT SPONSOR
COMMANDITAIRE OFFICIEL

trail sports

THE GRIZZLY PAW BREWING COMPANY
CANMORE, ALBERTA

BASECAMP RESORTS

OFFICIAL PARTNERS / PARTENAIRES OFFICIELS

Alberta Parks

CANMORE NORDIC CENTRE PROVINCIAL PARK

Town of CANMORE

WINSPORT

AIRLINE PARTNER PARTENAIRE
AÉRIEN EXCLUSIF ET OFFICIEL

AIR CANADA

MEDIA PARTNER
PARTENAIRE MÉDIAS

ROCKY MOUNTAIN OUTLOOK

TEAM TRANSPORT PARTNER
PARTENAIRE TRANSPORT
DES ÉQUIPES

TRAXX

FEDERATIONS
FÉDÉRATIONS

FIS

nordiq CANADA

nordiq ALBERTA

CHARITY
CHARITÉ

fast and female

freshii

Old Dutch

ALPINE Insurance • Financial
Alberta's Trusted Advisors

HOSTED BY
COMITÉ ORGANISATEUR

HOTSHOTS

MaxWell Capital Realty

FrostTape

CANMORE Real Estate Group.ca

ALBERTA WORLD CUP SOCIETY

PARTICIPATING COUNTRIES

Countries Competing at COOP FIS Cross-Country World Cup - Canmore 2024	Country Code	Athletes Women	Athletes Men	Team Staff/Coaches
Australia	AUS	0	1	0
Austria	AUT	1	3	8
Canada	CAN	8	20	16
Czechia	CZE	3	2	6
Estonia	EST	1	2	2
Finland	FIN	5	5	11
France	FRA	4	6	12
Germany	GER	8	6	11
Great Britain	GBR	0	2	3
Ireland	IRL	0	1	0
Italy	ITA	3	6	10
Latvia	LAT	1	0	2
Norway	NOR	7	10	17
Slovenia	SLO	2	1	5
Spain	ESP	0	1	1
Sweden	SWE	8	7	16
Switzerland	SUI	3	6	17
United States of America	USA	14	19	27
		68	**98**	**164**

APPENDIX B

REPORTS OF THE FIS TECHNICAL DELEGATE

Friday, February 9, 2024

Women's 15km Mass Start Free (10k)
Men's 15km Mass Start Free (10k)

Saturday, February 10, 2024

Women's Sprint Qualification Free (SP)
Men's Sprint Qualification Free (SP)

Women's Sprint Final Free (SP)
Men's Sprint Final Free (SP)

Sunday, February 11, 2024

Women's 20km Mass Start Classic (20k)
Men's 20km Mass Start Classic (20k)

Tuesday, February 13, 2024

Women's Sprint Qualification Classic (SP)
Men's Sprint Qualification Classic (SP)

Women's Sprint Final Classic (SP)
Men's Sprint Final Classic (SP)

APPENDIX C

ECONOMIC IMPACT



STEAMPRO 2.0

Economic Impact Assessment

Final Report – 2024 Cross Country World Cup – Canmore, AB

Prepared by: Derek Mager, STC EI Consultant
March 28, 2024

WHAT IS EI?

Economic Impact Assessment (EIA) studies measure the positive change in economic activity resulting from hosting an event in a specific city/town. There are three factors:

1. The spending of out-of-town visitors while they attend the event(s);
2. The expenditures of the event organizers in producing the event(s);
3. Capital construction costs that are directly attributed to hosting the event(s).

An EI study calculates the amount of new money being spent in the host community as a direct result of hosting the event(s), and then the impact these new monies have on the regional, provincial and national economies as a whole.



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2

HOW DO WE MEASURE EI?

Sport Tourism Canada (formerly the Canadian Sport Tourism Alliance) has developed three tools called **STEAM**, **STEAMPRO** and **FESTPRO** to predict, collect, measure and analyze event data across the three primary channels.

STEAM is designed specifically as a predictive model to determine the expected economic impact of hosting a sport event, while **STEAMPRO** is utilized to generate the economic impact from actual spending data during the sport event itself.

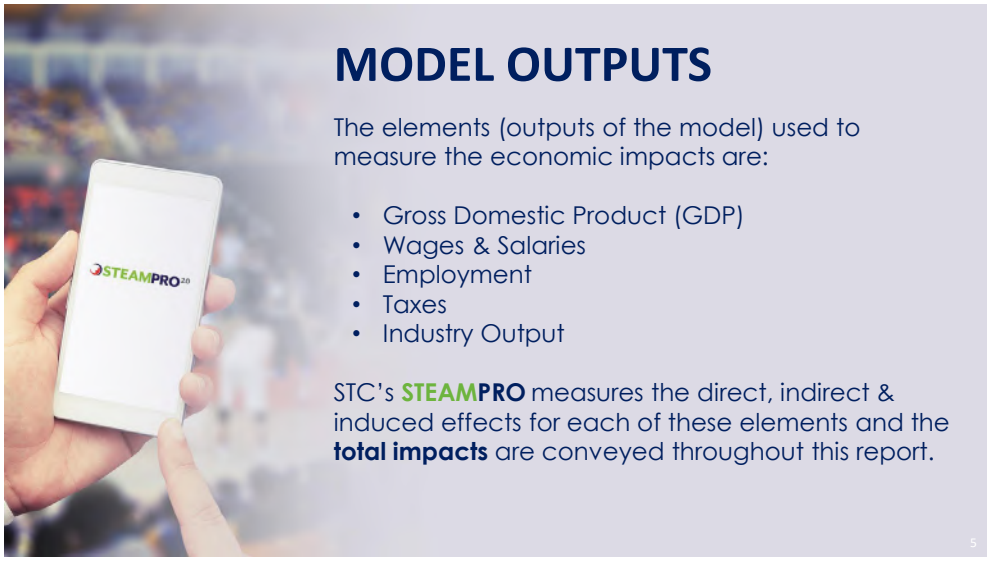
STC's latest tool, called **FESTPRO**, is the sister model to **STEAMPRO**. It measures the economic impact of non-sport events like festivals, exhibitions and fairs using actual spending data collected during the event.

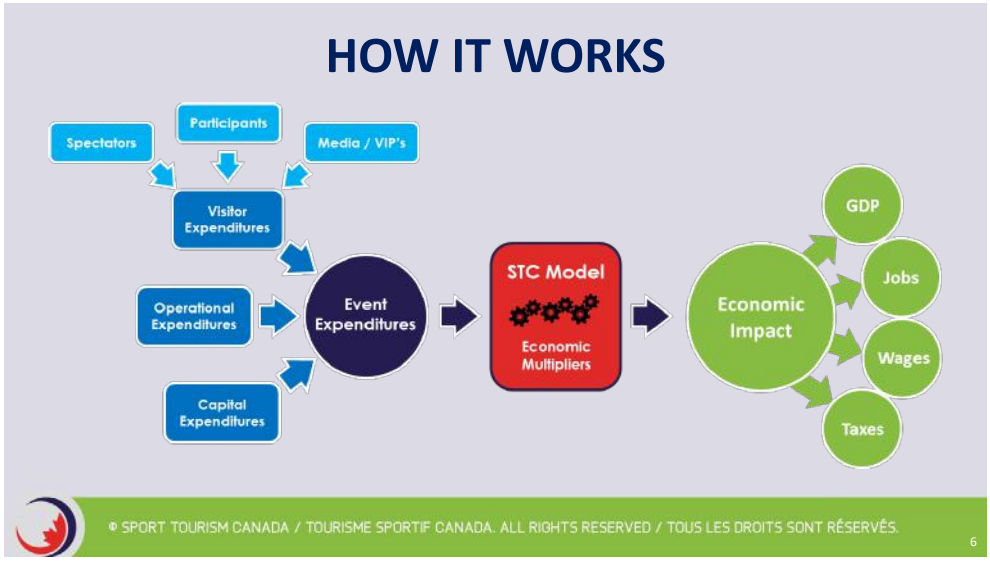
Our economic impact services empower event organizers and host cities to accurately assess economic impact resulting from hosting a specific event in a specific location.

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3

ECONOMIC IMPACT (CONT.)







ECONOMIC IMPACT (CONT.)

METHODOLOGY

The visitor statistics cited in this report were derived from an on-site survey that was conducted over five (5) days during the event. The survey was developed by STC specifically for this event and was administered by a team of surveyors intercepting spectators onsite and through the use of a QR code provided to allow respondents to complete at their leisure.

A total of **425** valid attendee responses were collected during this process resulting in a margin of error of +/-4.8% at the 95% confidence level.

The survey included a variety of questions for the spectators with regards to their age, place of residence, days attended, event experience, etc., while respondents from out-of-town were asked about their length of stay in the local area, and the amount of money spent in various categories while in the area. Additionally, respondents were asked about their experience while in Canmore for the event along with travel preferences and likelihood of recommending Canmore as a winter tourism destination.







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7

THE EVENT

The COOP FIS Cross-Country World Cup took place in Canmore and the Canmore Nordic Centre situated in the heart of the Canadian Rockies. This five-day free event boasted 474 athletes from 19 countries competing in front of large crowds, a cultural program, and lots of fun events for the whole family.



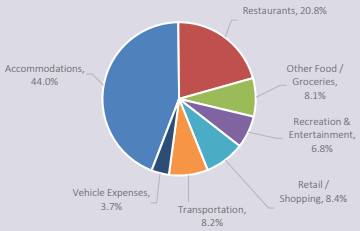
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8

SPECTATOR SPENDING

	Per Party	Overall
Accommodations	$764.68	$1,220,401
Restaurants	$362.70	$660,794
Other Food / Groceries	$141.17	$257,194
Recreation & Entertainment	$118.52	$215,929
Retail / Shopping	$146.20	$266,358
Transportation	$142.40	$259,435
Vehicle Expenses	$63.91	$116,436
Total	**$1,739.58**	**$2,996,548**

Aggregate spectator spending was just under $3.0 million



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9

ECONOMIC IMPACT (CONT.)

TOTAL VISITOR SPENDING

Spectator spending was $2,996,548

+

Other visitor* spending was $176,983

=

Aggregate visitor spending was $3,173,531

* Other visitors include media, VIP's, participants, and volunteers

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10

OPERATIONAL & CAPITAL EXPENDITURES

To ensure the successful operation and staging of this event, the combined purchase of **goods and services** by the Alberta World Cup Society were just over $1.8 million. An additional $21,000 was spent on capital related projects to ensure the future success of this and other events held at the Canmore Nordic Centre.

Operational	Capital
$1,810,000	$21,000

These operational expenditures include, but are not limited to staff salaries, facility rental, marketing and advertising services, professional services, communication, food and beverage, accommodations, merchandise, transportation, and storage.

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11

THE EI RESULTS

The combined spending of out-of-town participants, staff, spectators and other people who visited Canmore for the 2024 Cross Country World Cup, in combination with the expenditures made by the event organizers, totalled just over $5.0 million, supporting just over $6.9 million in overall economic activity in Alberta, including over $5.9 million of economic activity in the Canmore area.

These expenditures supported $2.1 million in wages and salaries in the province through the support of 29.3 jobs, of which 23.6 jobs and $1.6 million in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the 2024 Cross Country World Cup was:

- $4.76 million for Canada as a whole
- $3.77 million for the province of Alberta
- $2.50 million for the town of Canmore

The 2024 Cross Country World Cup supported tax revenues totaling almost $1.38 million across Canada.

	Canmore	Alberta	Canada
Initial Expenditure	$5,004,530	$5,004,530	$5,004,530
GDP	$2,499,831	$3,767,036	$4,758,812
Wages & Salaries	$1,593,246	$2,117,392	$2,677,128
Employment	23.6	29.3	38.1
Total Taxes	$761,148	$1,064,392	$1,377,578
Federal	$419,078	$592,740	$736,664
Provincial	$274,071	$373,595	$514,188
Municipal	$67,999	$98,057	$126,726
Industry Output	**$5,934,539**	**$6,905,849**	**$8,944,377**

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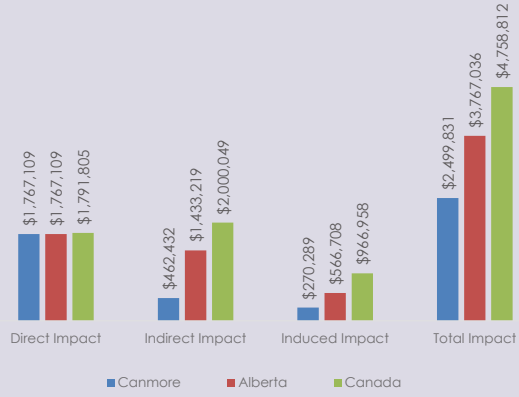
12

ECONOMIC IMPACT (CONT.)

GROSS DOMESTIC PRODUCT

GDP (at basic prices)

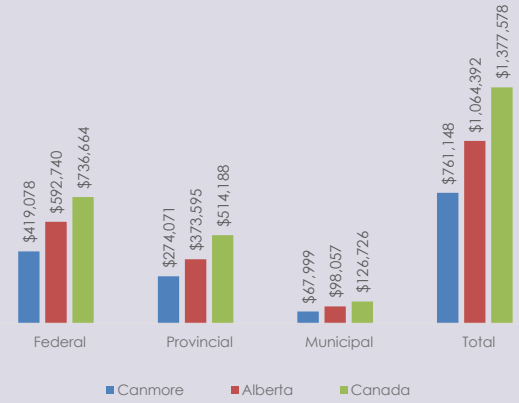
The hosting of the **2024 Cross Country World Cup** in **Canmore** contributed just under **$4.8 million** in GDP to the Canadian economy through direct and spin-off impacts.



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13

TAXES

The 2024 Cross Country World Cup hosted in **Canmore** contributed just under **$1.4 million** in federal, provincial, and local **taxes** through direct and spin-off effects throughout Canada.



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14

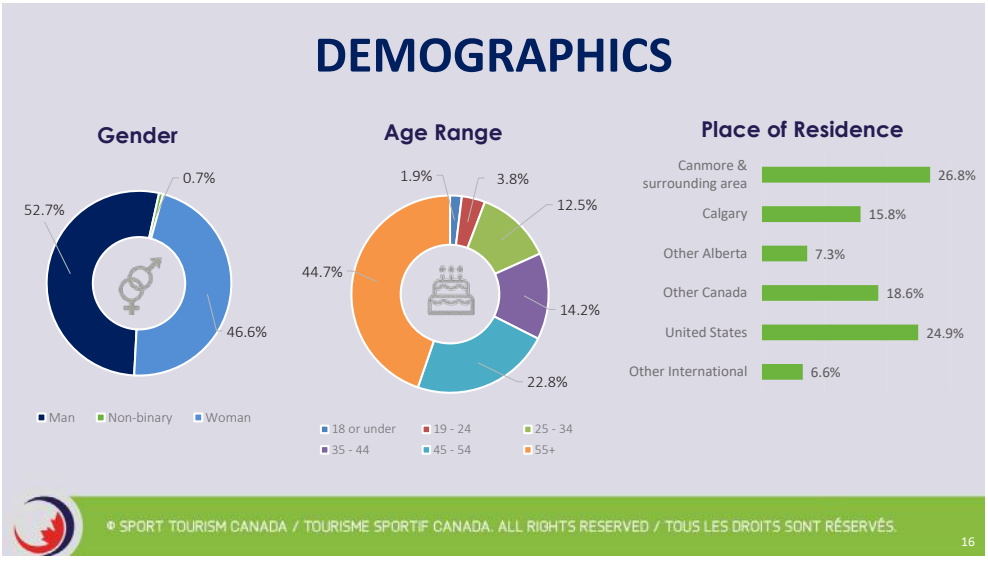
ADDITIONAL QUESTIONS

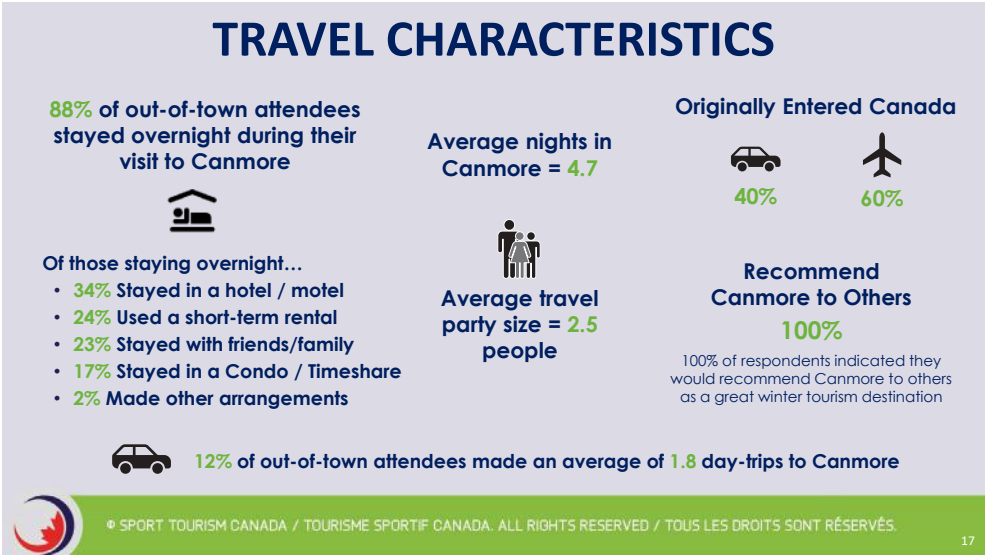


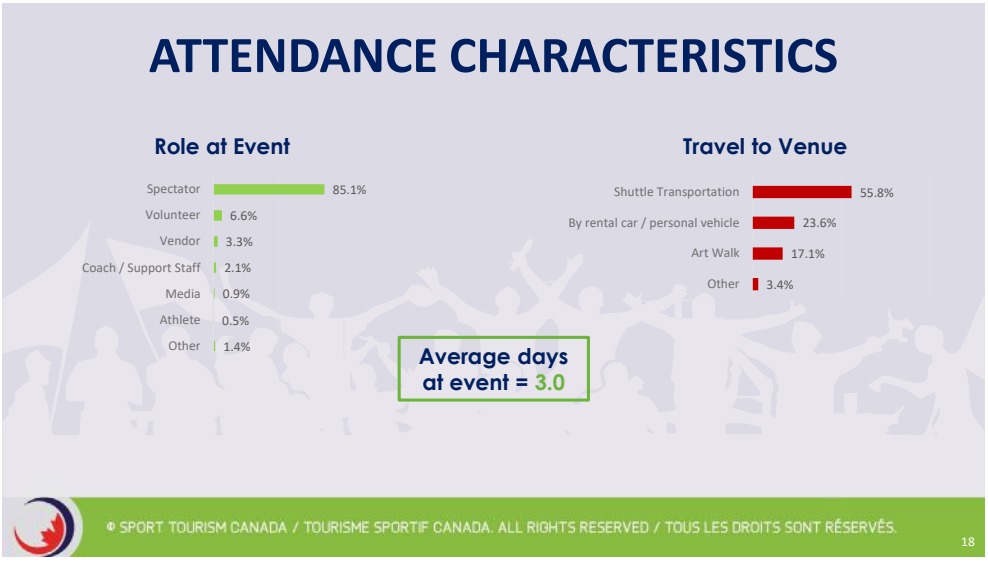
The following pages summarize the results from questions that were included as part of the survey but were not all necessarily required for the economic impact analysis calculations.

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15

ECONOMIC IMPACT (CONT.)







ECONOMIC IMPACT (CONT.)

SUMMARY | BY THE NUMBERS

2024 Cross Country World Cup Canmore – Key Facts & Figures			
$5.0 million of initial expenditures	**$3.2 million** of visitor spending	**23.6** local jobs supported by the event	**$6.9 million** overall economic activity in the province
5,378 out of town visitors* in Canmore	**$1.6 million** of wages and salaries supported locally	**$3.8 million** boost to provincial GDP	**$1.4 million** in taxes supported across Canada

** Visitors derived from attendance figures obtained from event organizers combined with results from the survey.*

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19

APPENDIX – GLOSSARY OF TERMS

Initial Expenditure - This figure indicates the amount of initial expenditures used in the analysis. This heading indicates not only the total magnitude of the spending but also the region in which it was spent (thus establishing the "impact" region).

Direct Impact - Relates ONLY to the impact on "front-line" businesses. These are businesses that initially receive the operating revenue or tourist expenditures for the project under analysis. From a business perspective, this impact is limited only to that particular business or group of businesses involved. From a tourist spending perspective, this can include all businesses such as hotels, restaurants, retail stores, transportation carriers, attraction facilities and so forth.

Indirect Impact - Refers to the impacts resulting from all intermediate rounds of production in the supply of goods and services to industry sectors identified in the direct impact phase.

Induced Impact - These impacts are generated as a result of spending by employees (in the form of consumer spending) and businesses (in the form of investment) that benefited either directly or indirectly from the initial expenditures under analysis.

Gross Domestic Product (GDP) - This figure represents the total value of production of goods and services in the economy resulting from the initial expenditure under analysis (valued at market prices). GDP (at factor cost) - This figure represents the total value of production of goods and services produced by industries resulting from the factors of production. The distinction to GDP (at market prices) is that GDP (at factor cost) is less by the amount of indirect taxes plus subsidies.

Wages & Salaries - This figure represents the amount of wages and salaries generated by the initial expenditure. This information is presented by the aggregate of direct, indirect, and induced impacts.

Employment - Depending upon the selection of employment units (person-years or equivalent full-year jobs) these figures represent the employment generated by the initial expenditure. "Equivalent Full-Year Jobs", if selected, include both part-time and full-time work in ratios consistent with the specific industries.

Industry Output - These figures represent the direct & indirect and total impact (including induced impacts) on industry output generated by the initial tourism expenditure. It should be noted that the industry output measure represents the sum total of all **economic activity** that has taken place and consequently could involve some double counting on the part of the intermediate production phase. Since the Gross Domestic Product (GDP) figure includes only the net total of all economic activity (i.e. considers only the value added), the industry output measure will always exceed or at least equal the value of GDP.

Taxes - These figures represent the amount of taxes contributed to municipal, provincial, and federal levels of government relating to the project under analysis.

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20

CONTACT INFORMATION



If you have any questions concerning the findings in this report, please contact:

Derek Mager, STC EI Consultant

derek@thedatajungle.com

604.787.3605

If you would like to conduct another EI study using **STEAM** ,**STEAMPRO** or **FESTPRO** on any other type of event, please contact research@sporttourismcanada.com

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21

ADOPT-A-NATION REPORT

The Adopt-a-Nation programme received some very positive, verbal comments from several teachers and administrators who were pleased to be involved. As well, some of the teachers encouraged their students to check out the art in the various stores downtown and I heard from many a shopkeeper how excited the kids were to see their creations displayed in the windows.



For the first time, since the inception of this programme in 2010, all eight Bow Valley schools participated: Lawrence Grassi, Elizabeth Rummel, Exshaw, Banff Elementary, Alpenglow, Our Lady of the Snows, Notre-Dame des Monts, and Nakoda Elementary.

Also, many of the participating downtown businesses, who willingly agreed to showcase the students' artwork in their shops, expressed their appreciation and enthusiasm for supporting the artistic drawings in support of the two World Cup events.

From my personal point of view, I enjoyed communicating with the teachers and was so pleased with the efforts of the students and appreciation of their participating teachers who expressed enthusiasm for the project.

Finally, in late March, I had the privilege of collecting most of the artwork that had been displayed in the stores thanking each for their willingness to display the artistic efforts of the local kids and I then retrieved what remained in various areas of the Nordic Centre. I wrote a letter of thanks to the principals of every school acknowledging the work and efforts of the teachers and their classes.

Prepared by Linda Dunbar

APPENDIX E

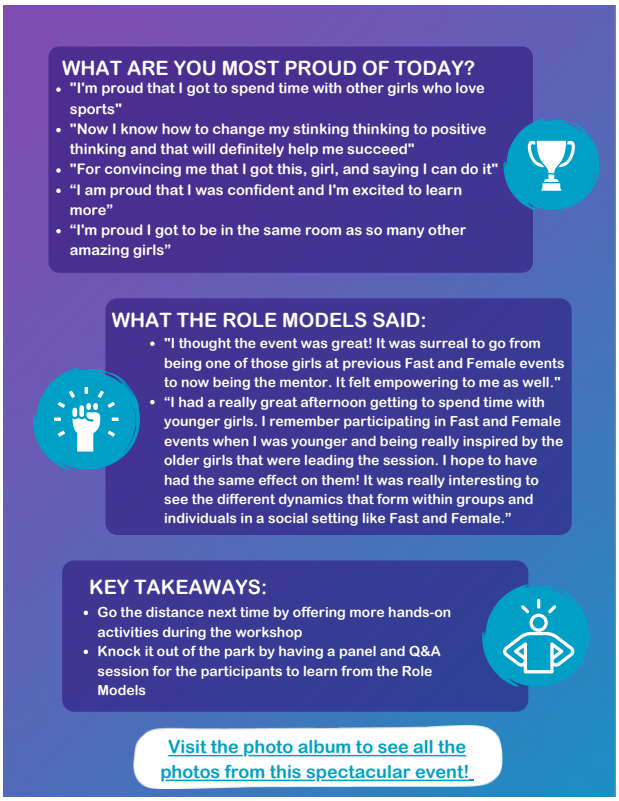
WASTE DIVERSION REPORT

February 2024	Number	Unit weight (kg)	Units	Total weight (kg)	tonnes (0.00110231*
paper and cardboard	6	75	1050 L Freestanding bag	450	0.4960395
hard plastics +metal	7	13.5	64 gallon bin	94.5	0.104168295
soft plastics	7	7.5	64 gallon bin	52.5	0.057871275
compost	-	-	-	115	0.12676565
refundables	2	80	1100 L Mega bag	160	0.1763696
garbage	13	13	64 gallon bin	169	0.18629039
reusables	n/a	n/a	n/a	n/a	n/a
Waste diversion rate	0.8376560999	83.80%			
weight of recycle+compost	872				
weight of Recycle, compost and garbage	1041				



FAST AND FEMALE REPORT

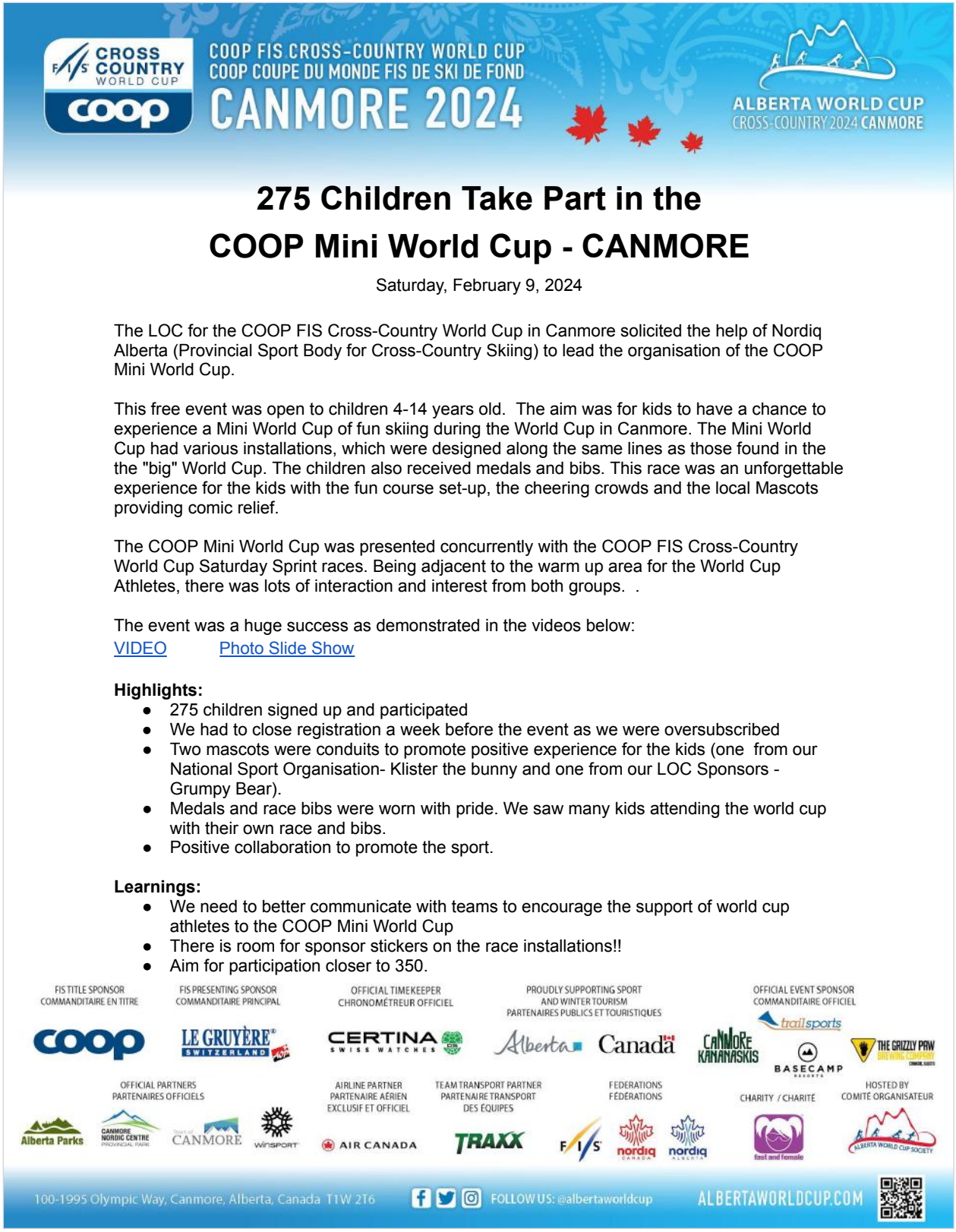








COOP MINI WORLD CUP REPORT



275 Children Take Part in the COOP Mini World Cup - CANMORE

Saturday, February 9, 2024

The LOC for the COOP FIS Cross-Country World Cup in Canmore solicited the help of Nordiq Alberta (Provincial Sport Body for Cross-Country Skiing) to lead the organisation of the COOP Mini World Cup.

This free event was open to children 4-14 years old. The aim was for kids to have a chance to experience a Mini World Cup of fun skiing during the World Cup in Canmore. The Mini World Cup had various installations, which were designed along the same lines as those found in the the "big" World Cup. The children also received medals and bibs. This race was an unforgettable experience for the kids with the fun course set-up, the cheering crowds and the local Mascots providing comic relief.

The COOP Mini World Cup was presented concurrently with the COOP FIS Cross-Country World Cup Saturday Sprint races. Being adjacent to the warm up area for the World Cup Athletes, there was lots of interaction and interest from both groups. .

The event was a huge success as demonstrated in the videos below:
VIDEO Photo Slide Show

Highlights:

- 275 children signed up and participated
- We had to close registration a week before the event as we were oversubscribed
- Two mascots were conduits to promote positive experience for the kids (one from our National Sport Organisation- Klister the bunny and one from our LOC Sponsors - Grumpy Bear).
- Medals and race bibs were worn with pride. We saw many kids attending the world cup with their own race and bibs.
- Positive collaboration to promote the sport.

Learnings:

- We need to better communicate with teams to encourage the support of world cup athletes to the COOP Mini World Cup
- There is room for sponsor stickers on the race installations!!
- Aim for participation closer to 350.

FINANCIAL STATEMENTS

Alberta World Cup Cross Country Society

Federation International de Ski (FIS)

Cross Country World Cup 2024

Statement of Revenue and Expenditures

For the Period from October 1, 2021 to March 24, 2024

(Unaudited)

Alberta World Cup Cross Country Society
Cross Country World Cup 2024
Statement of Revenue and Expenditures
For the Period from October 1, 2021 to March 24, 2024
(Unaudited)

	Page
REVIEW ENGAGEMENT REPORT	1
FINANCIAL STATEMENT	
Statement of Revenue and Expenditures	2
Note to Financial Statement	3

FINANCIAL STATEMENTS (CONT.)

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Fax: 403 233 7833
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Canada

REVIEW ENGAGEMENT REPORT

To Her Majesty The King In Right of Canada and Queen In Right Of Alberta:

We have reviewed the statement of revenue and expenditures (the "Statement") of Alberta World Cup Cross Country Society (the "Recipient") for the Federation International de Ski ("FIS") Cross Country World Cup for the period from October 1, 2021 to March 24, 2024 in accordance with the funding agreements between the Recipient and the Ministers.

Management's Responsibility for the Financial Statement

Management is responsible for the preparation and fair presentation of these financial statement in accordance with the reporting provisions set out in Major Cultural and Sports Events Other Initiative Program, Sport Canada's International Single Sport Event contract, and Tourism Canmore Kananaskis agreements between the Recipient and the Ministers, and for such internal control as management determines is necessary to enable the preparation of financial information that is free from material misstatement, whether due to fraud or error.

Practitioner's Responsibility

Our responsibility is to express a conclusion on the accompanying Statement. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of the Statement in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on the Statement.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the Statement is not prepared, in all material respects, the results of the Recipient's operation for the period from October 1, 2021 to March 24, 2024 in accordance with the grant funding agreements between the Recipient and the Ministers.

BDO Canada LLP

Chartered Professional Accountants

April 15, 2024
Calgary, Alberta

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FINANCIAL STATEMENTS (CONT.)

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Alberta World Cup Cross Country Society
Federation International de Ski (FIS)
Cross Country World Cup 2024
Statement of Revenue and Expenditures
For the Period form October 1, 2021 to March 24, 2024
(Unaudited)

Revenue	
Government of Alberta	
MCSE	**850,000**
Government of Canada	
Sport Canada	**500,000**
Town of Canmore	**45,000**
Sponsorships	**405,518**
TV Broadcast	**384,309**
Other revenue	**88,889**
	2,273,716
Expenditures	
Competition expenses	**1,019,945**
TV Production	**704,742**
Contractors	**203,930**
Marketing and promotion	**190,762**
Facilities	**66,772**
Volunteer expenses	**41,943**
Venue and security	**18,358**
Administration	**11,676**
Travel	**6,539**
	2,264,667
Excess of revenue over expenditures before other expenses	**9,049**
Other expenses	
Sport Legacy	**9,049**
Excess of revenue over expenditures	**$ -**

On behalf of the Board:

DocuSigned by:
Norbert Meier
F899299638514DC...

Alberta World Cup Cross Country Society
Major Cultural and Sport Events (MCSE) and Tourism Division
Cross Country World Cup 2024
Statement of Revenue and Expenditures
For the Period from October 1, 2021 to March 24, 2024
(Unaudited)

1. Basis of preparation

The statement of revenues and expenditures has been prepared using the recognition and measurement principles of Canadian Accounting standards for not-for-profit organizations to meet the reporting provisions set out in Major Cultural and Sports Events Other Initiative Program, Sport Canada's International Single Sport Event contract, and Tourism Canmore Kananaskis agreements between the Recipient and the Ministers.

TV & MEDIA EXPOSURE





infront

ADDITIONAL ELEMENTS

In addition to the regular coverage, we further implement our distribution and offer:

- **DIGITAL CONTENT & CLIPS:** Tailor made digital content, upon request, that media can use across their own platforms
- **INFRONT'S OTT PLATFORM**: Selected events are also available for live streaming with English commentary in the US market, along with VOD, catch up and archive content, at the following link: https://skiandsnowboard.live/
- **NEWS HIGHLIGHTS**: Various channels will distribute news highlights of the Nordic races.
  - Servus TV: AUT, GER & SUI
  - NRK & TV2: NOR
- **SCOOPA FOR SPORT ANALYSIS**: We continue to serve the Ski and Snowboard community and, through our own digital platform and free of charge, we keep providing the video recordings from the World Cup events to all the National Teams

TV & MEDIA EXPOSURE (CONT.)

BROADCAST SCHEDULE – CROSS-COUNTRY

ANNOUNCED BROADCAST — Women 15 km F MSt 09/02/2024 – 10:40 Local

Country	TV Channel	Program Category	Networks' Local Time
AUSTRIA	ORF SPORT +	LIVE	18:45 - 19:50
CZECH REPUBLIC	CT SPORT	DELAYED	22:05 - 23:25
DENMARK	VIAPLAY VINTER	LIVESTREAM	18:35- 19:45
EUROPE & ASIA	EUROSPORT 1 & PLAYER	LIVE	18:40 - 19:45
FINLAND	V SPORT1 SUOMI	LIVE	19:20 - 21:00
GERMANY	Sportschau.de ARD	LIVESTREAM Highlights on 10/02	18:35- 19:45 11:05 : 11:15
ITALY	RAI SPORT	LIVE	18:40 - 19:45
L. AMERICA	ESPN	LIVESTREAM (CET)	18:35- 19:45
NORWAY	TV3	LIVE	18:40 - 19:50
RUSSIA	MATCH TV! ARENA	LIVE	20:35 - 21:40
SLOVAKIA	JOJ SPORT	DELAYED	TBA
SWEDEN	TV6	LIVE	18:40 - 19:45
SWITZERLAND	SRF ZWEI	LIVE	18:35 - 20:00
USA	SKIANDSNOWBOARD.LIVE	LIVESTREAM (CET)	18:35- 19:45

ANNOUNCED BROADCAST — Men 15 km F MSt 09/02/2024 – 12:45 Local

Country	TV Channel	Program Category	Networks' Local Time
AUSTRIA	ORF SPORT +	DELAYED	22:30 - 23:30
CZECH REPUBLIC	CT SPORT	LIVE	20:40 - 21:55
DENMARK	VIAPLAY VINTER	LIVESTREAM	20:40 - 21:55
EUROPE & ASIA	EUROSPORT 1 & PLAYER	LIVE	20:30 - 21:55
FINLAND	V SPORT1 SUOMI	LIVE	21:30 - 22:55
GERMANY	Sportschau.de ARD	LIVESTREAM Highlights on 10/02	20:40 - 21:55 11:05 : 11:15
ITALY	RAI SPORT	DELAYED	22:45- 24:00
L. AMERICA	ESPN	LIVESTREAM (CET)	20:40 - 21:55
NORWAY	TV3	LIVE	20:30 - 22:15
RUSSIA	MATCH TV! ARENA	LIVE	22:40 - 23:45
SLOVAKIA	JOJ SPORT	DELAYED	TBA
SWEDEN	TV6	LIVE	20:45 - 21:55
SWITZERLAND	SRF ZWEI	LIVE	20:40 - 22:00
USA	SKIANDSNOWBOARD.LIVE	LIVESTREAM (CET)	20:40 - 21:55

BROADCAST SCHEDULE – CROSS-COUNTRY

ANNOUNCED BROADCAST — Sprint F Qualification 10/02/2024 – 10:30 Local

Country	TV Channel	Program Category	Networks' Local Time
DENMARK	VIAPLAY VINTER	LIVESTREAM	18:30 - 19:30
FINLAND	V SPORT1 SUOMI	LIVE	19:20 - 20:40
L. AMERICA	ESPN	LIVESTREAM (CET)	18:30 - 19:30
NORWAY	V SPORT1	LIVE	18:25 - 19:30
SWEDEN	TV6	LIVE	18:20 - 19:45
USA	SKIANDSNOWBOARD.LIVE	LIVESTREAM (CET)	18:30 - 19:30

ANNOUNCED BROADCAST — Sprint F 10/02/2024 – 13:00 Local

Country	TV Channel	Program Category	Networks' Local Time
AUSTRIA	ORF SPORT +	LIVE	20:55 - 22:45
CZECH REPUBLIC	CT SPORT	LIVE	21:15 - 22:40
DENMARK	VIAPLAY VINTER	LIVESTREAM	20:55 - 22:40
EUROPE & ASIA	EUROSPORT 1 & PLAYER	LIVE	20:45 - 22:45
FINLAND	V SPORT1 SUOMI	LIVE	21:40 - 23:45
GERMANY	ARD	HIGHLIGHTS	TBA
ITALY	RAI SPORT	DELAYED on 12/02	10:15 - 11:20
L. AMERICA	ESPN	LIVESTREAM (CET)	20:55 - 22:40
NORWAY	TV3	LIVE	21:00 - 22:45
RUSSIA	MATCH TV! ARENA	LIVE	22:55 - 00:45
SLOVAKIA	JOJ SPORT	DELAYED	TBA
SWEDEN	TV6	LIVE	21:00 - 22:40
SWITZERLAND	SRF INFO	LIVE	21:15 - 22:40
USA	SKIANDSNOWBOARD.LIVE	LIVESTREAM (CET)	20:55 - 22:40

BROADCAST SCHEDULE – CROSS-COUNTRY

ANNOUNCED BROADCAST — Women 20 km C MSt 11/02/2024 – 10:00 Local

Country	TV Channel	Program Category	Networks' Local Time
AUSTRIA	ORF SPORT +	DELAYED	18:40 - 20:00
CZECH REPUBLIC	CT SPORT	LIVE	18:00 - 19:10
DENMARK	VIAPLAY VINTER	LIVESTREAM	17:55 - 19:10
EUROPE & ASIA	EUROSPORT 1 & PLAYER	LIVE	18:00 - 19:10
FINLAND	V SPORT1 SUOMI	LIVE	18:30 - 20:10
GERMANY	Sportschau.de ARD	LIVESTREAM Highlights	17:55 - 19:10 TBA
ITALY	RAI SPORT	DELAYED	21:15 - 22:15
L. AMERICA	ESPN	LIVE STREAM (CET)	17:55 - 19:10
NORWAY	TV3	LIVE	17:55 - 19:15
RUSSIA	MATCH TV! ARENA	LIVE	19:55 - 20:55
SLOVAKIA	JOJ SPORT	DELAYED	21:15 - 22:25
SWEDEN	TV6	LIVE	18:00 - 19:10
SWITZERLAND	SRF INFO	LIVE	18:40 - 19:10
USA	SKIANDSNOWBOARD.LIVE	LIVE STREAM (CET)	17:55 - 19:10

ANNOUNCED BROADCAST — Men 20 km C MSt 11/02/2024 – 12:15 Local

Country	TV Channel	Program Category	Networks' Local Time
AUSTRIA	ORF SPORT +	LIVE	20:15 - 21:15
CZECH REPUBLIC	CT SPORT	LIVE	20:05 - 21:10
DENMARK	VIAPLAY VINTER	LIVESTREAM	20:10 - 21:10
EUROPE & ASIA	EUROSPORT 1 & PLAYER	LIVE	20:00 - 21:15
FINLAND	V SPORT1 SUOMI	LIVE	21:00 - 22:15
GERMANY	Sportschau.de ARD	LIVESTREAM Highlights	20:10 - 21:10 TBA
ITALY	RAI SPORT	LIVE	20:30 - 21:15
L. AMERICA	ESPN	LIVESTREAM (CET)	20:10 - 21:10
NORWAY	TV3	LIVE	20:05 - 21:20
RUSSIA	MATCH TV! ARENA	LIVE	22:10 - 23:10
SLOVAKIA	JOJ SPORT	DELAYED	23:00 - 00:15
SWEDEN	TV6	LIVE	20:15 - 21:15
SWITZERLAND	SRF ZWEI	LIVE	20:10 - 21:25
USA	SKIANDSNOWBOARD.LIVE	LIVESTREAM (CET)	20:10 - 21:10

TV & MEDIA EXPOSURE (CONT.)

BROADCAST SCHEDULE – CROSS-COUNTRY

ANNOUNCED BROADCAST — Sprint C Qualification 13/02/2024 – 09:00 Local

Country	TV Channel	Program Category	Networks' Local Time
DENMARK	VIAPLAY VINTER	LIVESTREAM	17:00 - 18:00
FINLAND	V SPORT1 SUOMI	LIVE	17:50 - 19:10
L. AMERICA	ESPN	LIVESTREAM (CET)	17:00 - 18:00
NORWAY	V SPORT1	LIVE	17:00 - 18:00
SWEDEN	TV6	LIVE	08:55 - 10:15
USA	SKIANDSNOWBOARD.LIVE	LIVESTREAM (CET)	17:00 - 18:00

ANNOUNCED BROADCAST — Sprint C 13/02/2024 – 11:30 Local

Country	TV Channel	Program Category	Networks' Local Time
AUSTRIA	ORF SPORT +	LIVE	19:25 - 21:15
CZECH REPUBLIC	CT SPORT	DELAYED on 14/02	15:05 - 16:45
DENMARK	VIAPLAY VINTER	LIVESTREAM	19:25 - 21:10
EUROPE & ASIA	EUROSPORT 2 & PLAYER	LIVE	19:15 - 21:10
FINLAND	V SPORT1 SUOMI	LIVE	20:10 - 22:10
GERMANY	Sportschau.de ARD	LIVESTREAM Highlights	19:25 - 21:10 TBA
ITALY	RAI SPORT	DELAYED on 14/02	19:00 - 20:20
L. AMERICA	ESPN	LIVESTREAM (CET)	19:25 - 21:10
NORWAY	TV3	LIVE	19:15 - 21:20
RUSSIA	MATCH TV! ARENA	LIVE	21:25 - 23:15
SLOVAKIA	JOJ SPORT	DELAYED	21:00 - 22:35
SWEDEN	TV6	LIVE	19:30 - 21:10
SWITZERLAND	SRF ZWEI	LIVE	19:25 - 21:15
USA	SKIANDSNOWBOARD.LIVE	LIVESTREAM (CET)	19:25 - 21:10



MEDIA REPORT



2024 COOP FIS CROSS COUNTRY WORLD CUP - CANMORE

MEDIA REPORT -

Alberta World Cup Society

MEDIA REPORT (CONT.)

Preamble:
This report aims to provide a snapshot of media coverage and media relations services provided during the 2024 World Cup in Canmore, as well as a reference for future events. From a media coverage perspective, the Canmore World Cup proved to be a success. While full viewership numbers are not yet confirmed, based on initial estimates, our event reached more than 45 million viewers in Europe, while coverage in the United States and Canada also reached several million viewers and readers. Streaming numbers are not yet known. For a conservative estimate, it would be fair to estimate our event reach topped 50 million over the course of four days.

Media services:

- 41 journalists attended the event.
- Two media centres were set up to accommodate attendees: one for photographers in the Bill Warren Training Centre Banquet room (30 seats), and one for journalists in the conference room (10 seats).
- Several journalists worked from home, or filed stories from elsewhere, to lessen the burden on the media centre.
- Media Parking was placed in P3 - 17 media parking passes were required. The Alberta World Cup Society covered the cost of seven Kananaskis Conservation Passes for media.
- The banquet room was shared with 350 volunteers. Screens were used to separate the volunteers from the journalists.
- While this produced noisy work conditions, photographers spent much of their time on course, which minimized impact.
- Journalists were served meals alongside the volunteers. Snacks and beverages were supplied.
- A secure room for gear was set up in a storage area, however this was also taken over by Le Gruyere's event team.
- Wifi worked perfectly during the event. Media did not come close to peak usage.
- Wifi and meals were the top two requests for journalists.
- The media room was set up with extra internet connections, and a printer. The printer was used to print results, maps, and other documents requested by journalists.
- Journalists and photographers were kept up to date on the events of the day with an email list. Start lists, extended start lists, nations starts, race analysis, speed analysis, and overall standings were supplied to the reporters daily.
- A media reception was held in concert with Tourism Canmore Kananaskis and Grizzly Paw Brewing. Despite 15 RSVPs, and 10 verbal confirmations, the event was poorly attended.
- Tourism Canmore Kananaskis offered helicopter tours to several international journalists, however these were cancelled due to changing weather conditions.
- In future, offer a suite of activities for journalists to opt into vs one or two large ones.

MEDIA REPORT (CONT.)

- A photographer's meeting was scheduled for each race day, to review the course, course etiquette, answer questions, and address concerns. NordicFocus photographer Federico Modica led discussions, and provided tips for shooting World Cup races. This was appreciated by the group.
- The media team worked directly with FIS Media Co-ordinator Synne Dyrhaug to ensure services were up to standard.
- John Gibson was the event photographer, and provided excellent photos for the event. He also helped younger photographers with questions.
- Audio clips of the winners were sent to FIS, to allow international journalists to use in their broadcasts. This required extra co-ordination from the media team, but proved successful.
- This was done in place of formal press conferences, and required much less work by the media team. FIS did hold a virtual press conference three days prior to the event.

Extra tips:

- if possible, stream the race in the media centre. It allows some reporters to stay inside if it's too cold, and also gives the chief of media a head's up on results.
- track all media stories and keep them in a file. This helps with reporting afterwards. Setting up google keywords helps.
- Keep a few European power adaptors around just in case.
- If possible, ensure the media centre has a list of the team liasons. They can help with language barrier issues. Most of the IBU speaks english, but sometimes there are issues.
- Media will have some free time and may want to file an extra story about Canmore. For example, we had Swedish television do a short spot on the King of Sweden trail. In years past, Tourism Canmore Kananaskis offered tours for media. Check in with them.
- Maple syrup/maple candies are a nice welcome for the media. However not necessary.

MEDIA REPORT (CONT.)



Media monitoring:

- 42 accredited journalists and photographers attended the 2024 event. Twelve of those were from Europe (Viaplay, Expressen, NordicFocus). Viaplay sent journalists from Finland, Sweden and Norway.
- Viaplay has the the largest audiences, with **7.64 million daily viewers**. Source: https://www.viaplaygroup.com/reports-presentations/q1-2023-interim-report-january-march#:~:text=We%20have%20continued%20to%20deliver,YoY%20on%20an%20organic%20basis.)
- Expressen has **3.2 Million** viewers a day . https://www.internationalmediasales.net/international/portfolio/detail/expressen-tv/

MEDIA REPORT (CONT.)

- European media used NordicFocus for the majority of their photo coverage of the races. https://www.nordicfocus.com/cross-country/event/cc-202324-10
- Photos were also distributed via NUR photo agency, which were also picked up in Europe. https://www.eurosport.com/cross-country-skiing/canmore/2023-2024/klaebo-claims-sprint-victory-in-canada_sto10017816/story.shtml
- In the United States, NBC Sports has led cross-country ski coverage as part of their Olympic package. The Associated Press picked up coverage of Jessie Diggins' gold medal performance in the 15 km skate race, which resulted in coverage on all of the major networks and major newspapers: https://www.washingtonpost.com/sports/2024/02/09/jessie-diggins-cross-country/9f3d6f4a-c78e-11ee-bbc9-9b5ca9b20779_story.html
- While it's difficult to estimate how many outlets posted these stories (according to the Associated Press website, their work reaches **4 billion readers** worldwide every day https://www.ap.org/about/), many american media outlets appear to have picked up at least one story about the event, specifically those on Jesse Diggins.
    - https://www.cbsnews.com/minnesota/news/diggins-wins-15-kilometer-world-cup-event-before-tour-reaches-her-home-state-of-minnesota-3/
- Local news (Rocky Mountain Outlook) and cross-country ski specific websites (Fasterskier, NordicInsights) produced the largest number of stories. The Rocky Mountain Outlook reaches **10,000 readers per week** with its print edition. Fasterskier's peak daily website views are **42,000 a day.**
- To increase international coverage, the media team recorded interviews with the top three skiers, and the top Canadian, in the mixed zone, after each race. These interviews were uploaded to the FIS Soundcloud, where reporters could use them for their stories.



MEDIA REPORT (CONT.)

Preview coverage of the world cup:



- Preview stories focused on regional markets to attract more visitors to the race.
- Targeted media pitches to xc ski friendly journalists in Alberta were used to maximize pick-up, and time of spokespeople.
- Norbert Meier was the designated spokesperson for the Alberta World Cup Society during the event. He completed interviews with CTV, the Rocky Mountain Outlook, Radio-Canada, FasterSkier, and more. During the event, he conducted interviews on Zone4 with several outlets, including CBC, as well as the Canadian Press, on changes to Sport Canada funding. Nancy Richard provided french language interviews for Radio Canada.
- The first pitch email went to media three weeks prior to the event. This was early. The pitch 7 days prior to the event generated more coverage.
- Chandra Crawford offered ski lessons and interviews. This resulted in media coverage on CTV, Global News and CBC. Together, this reached more than **one million** Albertans.
    - https://globalnews.ca/news/10281293/canmore-nordic-centre-world-cup-antoine-cyr/
    - https://www.cbc.ca/listen/live-radio/1-95-daybreak-alberta/clip/16041707-olympic-gold-medalist-chandra-crawford-gives-paul-xc
    - https://calgary.ctvnews.ca/canmore-set-to-host-fis-cross-country-world-cup-1.6750406

- The Canadian Press ran a preview story on the event as well, which was picked up by several national newspapers and websites. The Canadian Press wire service provides stories to all daily newspapers, television stations and news websites in Canada.:

MEDIA REPORT (CONT.)

https://www.cbc.ca/sports/olympics/winter/cross-country-skiing/canmore-cross-country-ski-world-cup-feb-2024-preview-1.7108671

- Radio Canada also produced a preview story for the event, and covered two days of racing: https://ici.radio-canada.ca/sports/2048351/ski-fond-canada-coupe-monde-canmore-alberta?depuisRecherche=true

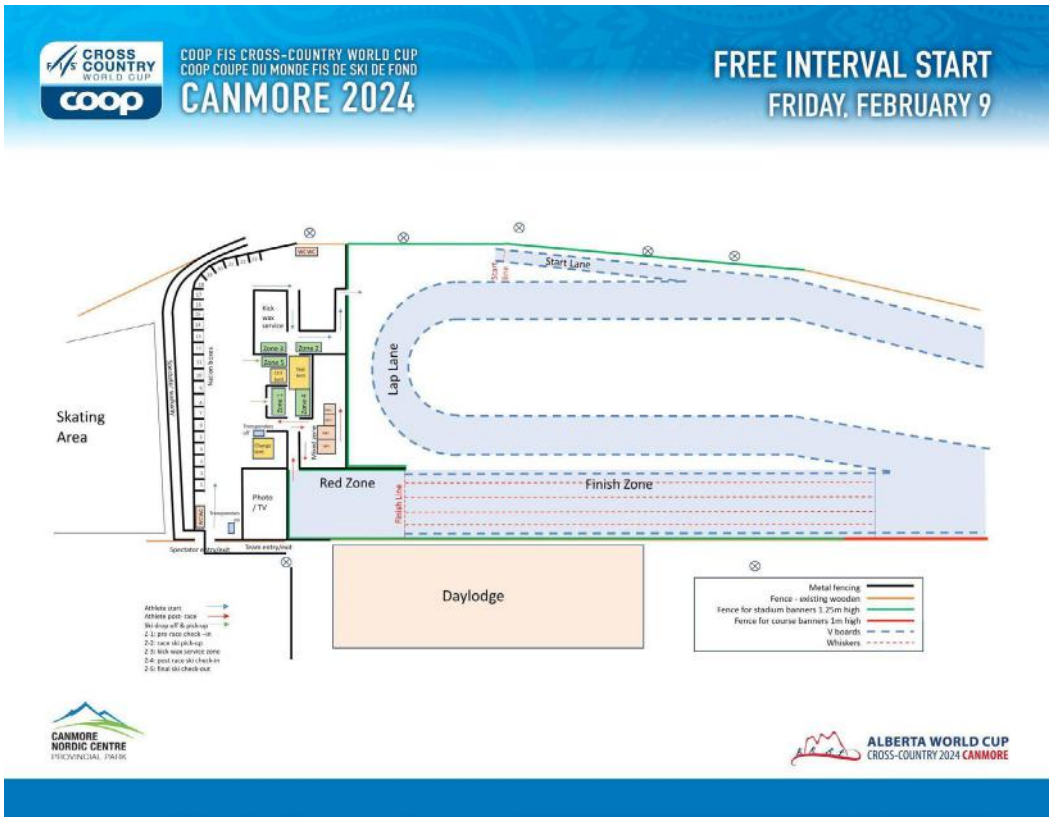
Mixed zone:



- The mixed zone had four assigned media pens: Viaplay, Expressen, CBC, and general journalists/print media.
- All journalists had an excellent view of the finish, which helped their stories and kept them contained in one place. The backdrop for media interviews was excellent from this vantage point, with many using the Rundle Range to frame the shot.
- Wifi was strong. A screen was installed to provide live results for media in the mixed zone.
- Mixed zone managing duties were given to Martine Grenon-Lafontaine. She collected the majority of audio clips from athletes on behalf of the event. She provided exemplary service.
- All race winners passed through the media pens in the mixed.
- Mixed zone was complicated by the addition of the fluoro testing area. This created a situation where athletes could miss the journalists, with a wrong turn after they dropped off their skis and picked up their warm up jacket.
- We worked with FIS, and team press attachees to gather quotes. Norway, Sweden and USA all provided press attachees for their athletes.
- Team Canada was reminded three times to ensure their athletes passed through the mixed zone, as there was media interest. By the final race, most athletes figured it out.
- Athletes must grab sponsored skis and equipment prior to interviews.

MEDIA REPORT (CONT.)

- For future events, ensure ALL athletes pass through mixed zone. The mixed zone could move behind the change tent, however this would affect the backdrop used by television crews.



Social Media

- Social media duties prior to the event were handled by Anna Sellers. During the event, Annie MacNeil and Brittany Hudak split duties. Both brought different strengths to the channel and shared tips to improve consistency.
- Social media strategy focused on the excitement of the races, and the crowds. The goal was to attract more spectators to the event.
- Posts were translated, while instagram stories were unilingual, and provided an opportunity to share user generated content.
- Event photographer John Gibson provided exemplary photography for the social media accounts.

MEDIA REPORT (CONT.)

- Advanced planning allowed for quick translation and pre-written posts. This lessened the burden on the social media team on race days.
- Social media bans on Canadian media prevented use of news stories on posts.

Journalist reactions:

- Journalists and photographers had high praise for the event. Photographers appreciated the ability to roam throughout the course, vs using fixed camera positions.
- Photographers were given extra benches to improve their finish line positions. They also had time to shoot the podium
- Journalists were satisfied with the amount of workspace they were given. Often in Europe, fights begin due to a lack of space.
- Many journalists expressed how much they appreciated Canmore as a venue, and offered high praise for the organizers:
    - *"Canmore should be the standard for all world cups. The venue, the atmosphere, the services and treatment of photographers - Canmore goes above and beyond. I will use this as an example, and bring this to FIS. This is my favourite spot on the world cup." - Federico Modica, NordicFocus*
    - *“This is the best world cup I’ve attended in 25 years. Everything was run perfectly.” - John Evely - Agence Zoom/Red Bull.*



MEDIA REPORT (CONT.)



Athlete reactions:

(It's my) First time in Canmore. It's a beautiful place. The tracks are amazing… we enjoy it!

"I hope it's not eight years until next time we're back here. It's been amazing with all the spectators. The atmosphere has been great. I'm looking forward to coming back again."

- Johannes Klaebo.

MEDIA REPORT (CONT.)

I do love Canmore. It's obviously a beautiful place, but it's also a really cool town. It's been so fun. This atmosphere is amazing. There's tons of people and the cheering has been really spectacular. - Jesse Diggins

It's so nice. There are so many (fans) for Sweden. Everybody cheers for everyone here, so it's nice to compete with an audience. - Linn Svahn

"Canmore is a beautiful place. I love the track here. We love Canada" - Richard Jouve.

"The course here is one of my favourites. I like racing on stiff legs," Frida Karlsson (after the 20 km win).



Appendix 1. Journalists and photographers in attendance.

Donna Spencer	Canadian Press	donna.spencer@thecanadianpress.com	Journalist
Jeff McIntosh	Canadian Press	jeffmcintosh@jeffmcintosh.com	photographer
Angus Cockney	Fasterskier	angus@icewalker.com	photographer
John Evely	Agence Zoom/Redbull	johnevelyphoto@gmail.com	photographer
Jordan Small	Rocky Mountain Outlook	jsmall@greatwest.ca	Journalist

MEDIA REPORT (CONT.)

Matthew Thompson	Rocky Mountain Outlook	matthewthomp1708@hotmail.com	photographer
Jungmin Ham	Rocky Mountain Outlook	jham@greatwest.ca	Photographer
Russel Kennedy	Brinkema Brothers LLC	skifastgobig@gmail.com	Photographer
Torsten Brinkema	Brinkema Brothers LLC	torsten@brinkemabrothers.com	Photographer
Gerry Furseth	Nordic Insights	gerry@nordicinsights.news	Journalist
Artur Widak	NUR Photo Agency	artwidak@gmail.com	Photographer
Jozef Karoly	Shutterstock/Banff Centre	karolyphotography@gmail.com	Photographer
Gavin Kentch	Nordic Insights	info@nordicinsights.news	Journalist
David Norris	Nordic Insights	david@nordicinsights.news	Journalist
Peggy Hung	Nordic Insights	phung1a@sailingwest.ca	Photographer
Anton van der Merve	Action Media	anton@actionmediaprojects	Photographer
Dave Holland	Calgary Sport Institute	photos@csicalgary.ca	Photographer
Nathaniel Hertz	Fasterskier	nat@fasterskier.com	Journalist
Tomas Pettersen	Expressen	tomas.pettersson@expressen.se	Journalist
Federico Modica	Nordic Focus	federico@federicomodica.com	Photographer
Doug Stephen	Nordiq Canada	dgstephen@shaw.ca	Photographer
Nathaniel Mah	Nordiq Canada	nmah@nordiqcanada.ca	Photographer
Philip Gadd	Expressen	philip.gadd@expressen.se	Journalist
Svan Ludwig	Viaplay Sweden	ludvig.svan@viaplaygroup.com	Journalist

MEDIA REPORT (CONT.)

Johan Olsson	Viaplay Sweden		Journalist
Klas Rockberg	Viaplay Sweden	klas.rockberg@viaplaygroup.com	Photographer
Victor Vedin	Viaplay Sweden		Photographer

Regine Leenborg Anthonessen	Viaplay Norway	regine.anthonessen@viaplaygroup.com	Journalist
Martha Nag	Viaplay Norway	martha.nag@viaplaygroup.com	Photographer
Suvi Haikarainen	Viaplay Finland		Journalist
Lorenzo Pala	Infront Italy	Lorenzo.Pala@infrontsports.com	Journalist/co-ordinator
David Garbutt	Infront Italy		SNG Operator
Alexis Ermel	Nordiq Canada	alexisermel@gmail.com	Photographer
John Gibson	AWCS	john@gibsonpictures.com	Photographer
Lars Brinkema	Brinkema Brothers LLC	lars@brinkemabrothers.com	Photographer
Helen Pike	CBC Calgary	helen.pike@cbc.ca	Journalist
Cindy Hirschfeld	Cross Country Skier magazine	cindy@crosscountryskier.com	Journalist
Terri Trenbath	CBC Calgary	terri.trembath@cbc.ca	Journalist
Patrick Henri	Radio Canada	patrick.henri@radio-canada.ca	Journalist
Johanna Ojada	Viaplay	johanna.ojala@viaplaygroup.com	Journalist

Appendix 2. Templates:

This is an example of my script for a race day:

Friday, Feb 9.

Staff and responsibility: (Martine (mixed zone), Annie (social media), Justin (media centre), John (event photographer), extra volunteer (mixed zone)

8 a.m. - Media centre opens - snacks and coffee arrive

MEDIA REPORT (CONT.)

8:15 - start list pick up from race office
8:15 - media enters. Provide accreditation.
8:30 - Review clippings from overnight. Post overall leaders list.
9:00 - Director of photography meeting (10 minutes)
10:20 - monitor mixed zone
10:40 - race begins 10 km interval start women skate
11:45 - race ends. Co-ordinate interviews.
11:50 - collect quotes in mixed zone
11:50 - print results. Post in media centre
12:00 - Lunch served
12:45 - Men's 10 km interval start. skate.
1:55 - race ends. Co-ordinate interviews.
2:00 - Gather quotes in mixed zone
2:15 - medal ceremonies - photographers gain course access.
2:00 - print results.
2:30 - post results on social media.
4:00 - MEDIA RECEPTION .
4:00 Media centre closes.
5:00 - Last bus from CNC to downtown.

This is an example of one of my emails to media. I typically sent them out around 7 p.m.

Hello media friends,

Here are the start lists, extended start lists, and bib distribution lists for Friday's 15 km freestyle mass start. Also of note for Friday:

- The Media Centre will open at 8 a.m. in the Bill Warren Training Centre.
- The photographer's meeting will take place at 9 a.m. Pass checks are in place.
- Media parking is in parking lot P3.
- The free downtown shuttle runs from 7 a.m. to 5 p.m.
- Course maps, including tomorrow's 3.75 km route, can be found here: https://www.albertaworldcup.com/course-maps-2024/
- The media centre will close at 4 p.m. to accommodate the media reception at Tank310. All are welcome.
- food will be provided, as well as coffee and light snacks.
- Journalists who require a quieter work space can use the conference room in the Bill Warren Training Centre. It's on the right, after the main entrance.

MEDIA REPORT (CONT.)

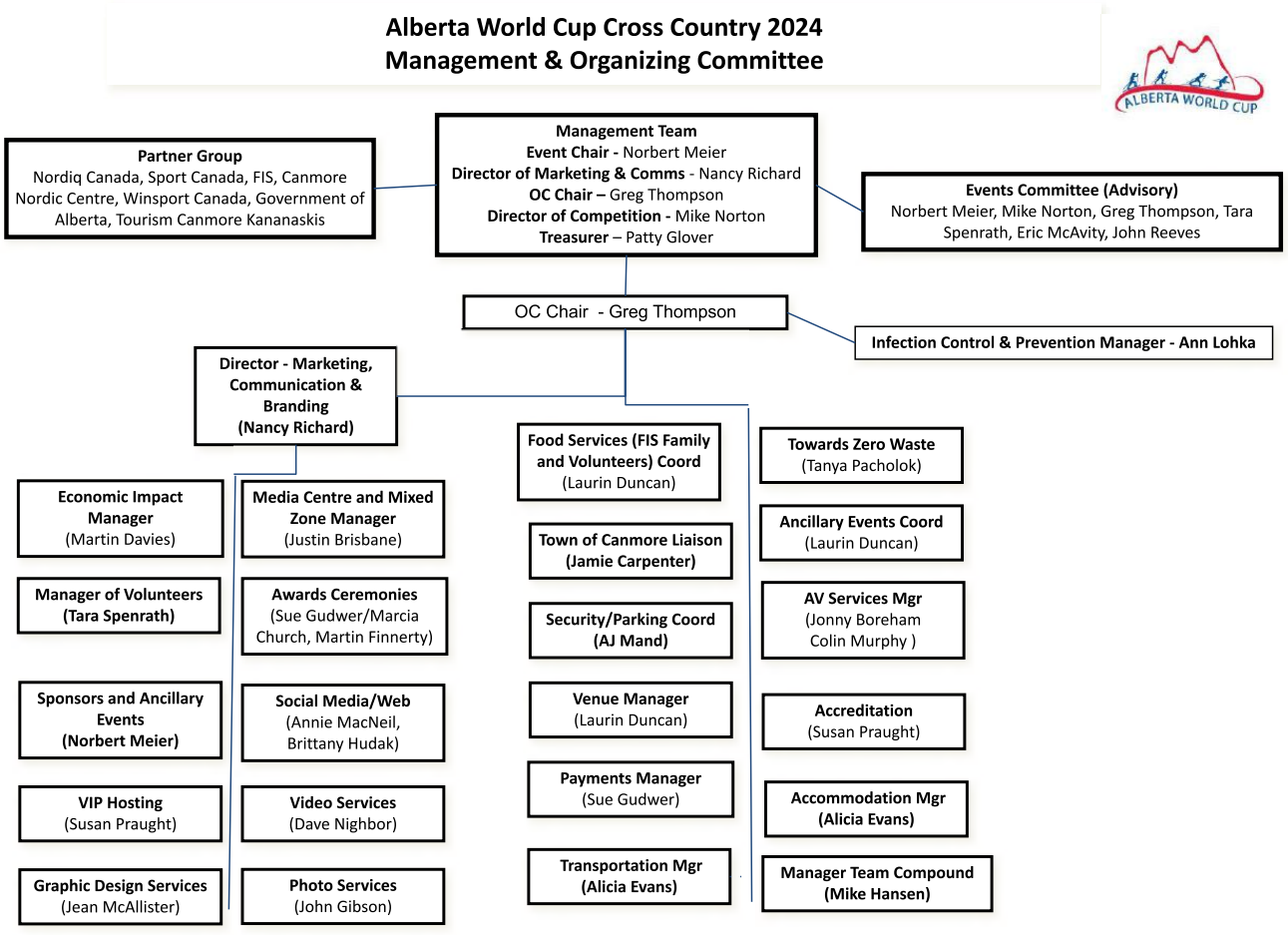
Thank you, and I hope you enjoy tomorrow's 15 km race.

Justin Brisbane
Media Manager
2024 COOP FIS CROSS COUNTRY WORLD CUP - CANMORE

And for those who enquired about wildlife safety, here is a link to wildlife closures and warnings:
https://www.biosphereinstitute.org/trail-closures-and-warnings
And Banff:
https://parks.canada.ca/pn-np/ab/banff/securite-safety/faunesecurite-wildlifesafety

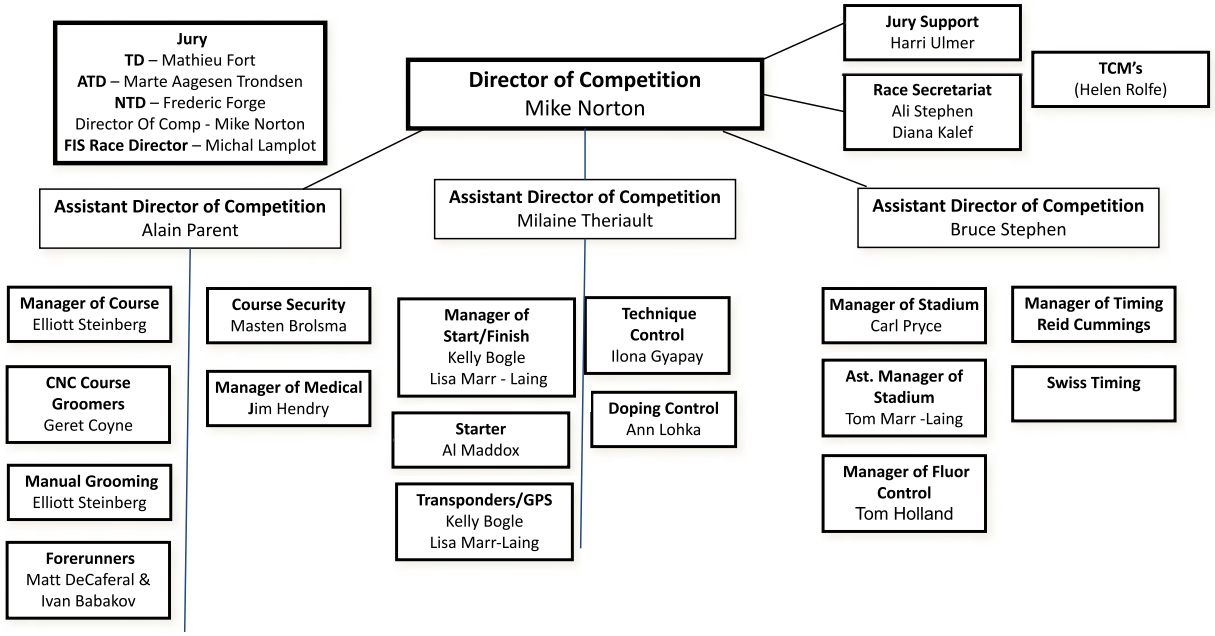


ORGANIZATIONAL CHARTS

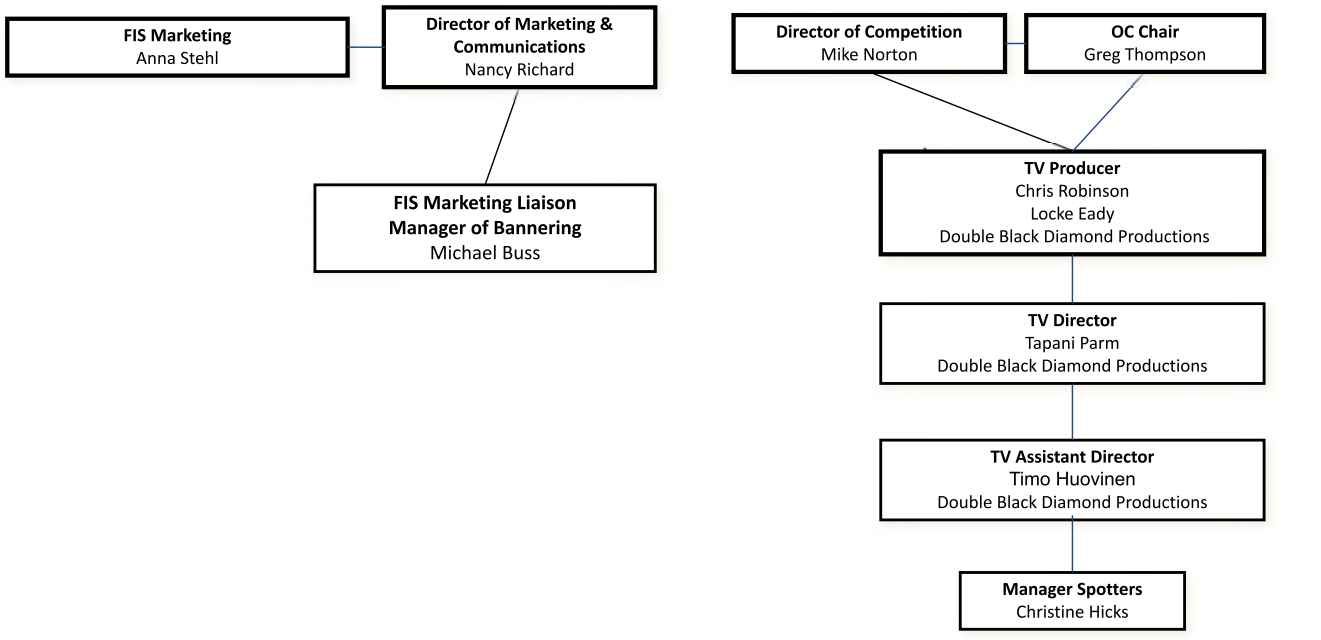


APPENDIX K

Alberta World Cup Cross Country 2024
Competition Committee



Alberta World Cup Cross Country 2024
TV Production & Marketing



DIGITAL ADVERTISING REPORT

Campaign Overview:

- Event Name: COOP FIS Cross-Country World Cup - Canmore 2024
- Date: February 9, 10, 11 and 13, 2024
- Objective: Increase event attendance in-person, drive VIP ticket sales, and boost overall engagement with the sport.
- Target Audience: Cross-country skiing enthusiasts, fans of the sport, local community members, families, and young adults. A special focus on specific targeted American geolocations and international markets.
- Channels: Social media platforms (Facebook, Instagram), Google Ads (Search, Display), Meta Campaign and Email marketing.

Key Performance Indicators (KPIs):

1. Ticket Sales
2. Website Traffic
3. Social Media Engagement
4. Brand Awareness Metrics (Impressions, Reach)
5. Conversion Rate (Attendance and Viewership)

Campaign Strategies and Tactics:

1. Social Media Advertising:
    - Targeted ads on Facebook and Instagram with tailored messaging and visuals, focussing on specific geo locations within timeline allowing attendance
    - Ran sponsored posts and stories on Instagram targeting sports enthusiasts and local communities.
2. Google Ads:
    - Implemented Google Search ads targeting users searching for related keywords (e.g., "cross-country skiing world cup," "sports events near me," etc.).

DIGITAL ADVERTISING REPORT (CONT.)

- Utilized Display ads on relevant websites and platforms to increase brand visibility.

3. Email Marketing:
    - Sent out targeted email campaigns to segmented lists, including previous Masters World Cup attendees.
    - Highlighted event highlights, special guests, and ticket discounts to drive interest and conversions.
4. Influencer Partnerships:
    - Collaborated with local Olympian Chandra Crawford to promote the VIP event through social media posts.
    - Leveraged influencer networks to extend the reach to the target audience.

Results:

1. General Admission Attendance:
    - 20,000 spectators attended the event, representing a 25% increase compared to the previous world cup. 25% of guests who attended were visitors from the US.
2. VIP Ticket Sales:
    - 174 VIP Experience tickets sold, providing an elevated experience at the World Cup. This was the first time that such an experience was offered.
3. Digital marketing::
    - Website Traffic: From January 1, 2024 to the end of the event, we had 29,668 unique visitors to the event website: albertaworldcup.com
    - Social Media Engagement during the event was mainly driven by the FIS' Instagram report, showcasing posts and highlights from the different competitions. See Appendix A of this document for more information.
    - All posts/stories/reels received an impressive combined 1,720,341 likes, shares, and comments On Instagram @fiscrosscountry
    - This represents a 100% increase in engagement compared to the previous world cup! A significant reach to showcase Canmore as a world class cross-country skiing destination.
4. Brand Awareness Metrics:
    - 792,355 impressions and 1,718,505 reach across all digital channels.
    - Representing an expanded brand visibility compared to the 2016 World Cup.
5. Ads Analytics:
    - Reach on Meta digital ads: 439,726

DIGITAL ADVERTISING REPORT (CONT.)

- Google Ads Analytics: Our ads generated 22,200 clicks - to view our event video and encourage attendance as a spectator or watch the competitions's broadcast. Link to reel

Lessons Learned:

- Tailored messaging and visuals resonated well with the target audience, resulting in increased engagement and conversions with increased attendance.
- Digital advertising is the most cost effective way to reach our target audience.
- Continuous monitoring and optimization of ad campaigns based on real-time data were crucial for maximizing results.

Recommendations:

- Utilize information gathered in the Economic Impact Assessment of the event to improve future marketing strategies.
- Capitalize in the new connections fostered through the VIP Experience to build future VIP attendance.
- Invest in post-event surveys and feedback collection to further understand attendee preferences and improve future event marketing strategies.

Conclusion:

The digital advertising efforts for the COOP FIS Cross-Country World Cup were successful in achieving the set objectives of increasing event attendance, driving VIP ticket sales, and boosting overall awareness of the sport. By implementing targeted strategies across various digital channels and continuously optimizing based on performance data, we were able to exceed expectations and deliver impactful results for the event.

DIGITAL ADVERTISING REPORT (CONT.)

EXECUTIVE SUMMARY OVERALL WORLD CUP SEASON

- *The FIS Cross-Country social media channels have generated a reach of 47.8 M (+85% vs. 22/23) and 2 M interactions (+105%).*
- *Overall, the followers of all channels grew to 215 K (+12% vs. 22/23).*
- *Instagram generated a reach of 33.9 M (+310%)*
- *Instagram followers grew by +13.2% (+10,327 followers) compared with a previous growth of 1%*

SUMMARY CANMORE

- *28 Posts during Canmore World Cup incl. schedule, results, milestones, photo slider and archives*
- *Average reach of all posts on Instagram: 61'375 individual accounts in total*
- ***Total interaction of all posts on Instagram: 1'720'341 interactions generated***

1

TOP POSTS INSTAGRAM IN CANMORE (BY REACH)

INSTAGRAM



Reach: 208'923 people
Likes: 17'991
Comments: 141

9th February: Jessie Diggins winning her 20th World Cup.

Post in cooperation with: jessiediggins and albertaworldcup



Reach: 189'746 people
Likes: 14'365
Comments: 67

10th February: Johannes Høsflot Klæbo winning the Sprint F.

Post in cooperation with: jhk and langrennlandslaget



Reach: 152'487
Likes: 12'775
Comments: 49

13th February: Johannes Høsflot Klæbo winning the Sprint C.

Post in cooperation with: jhk, langrennlandslaget and albertaworldcup

EXAMPLES OF MARKETING MATERIALS

Examples of Marketing Materials prepared
Poster 11” X 17”



Website - footnote of all pages (available in both Official Languages)



EXAMPLES OF MARKETING MATERIALS (CONT.)

Example of Press Release in both Official Languages.

En français



AVIS À TOUS LES SKIEURS – La course est confirmée : APPROBATION DES PARCOURS POUR LES ÉPREUVES DE LA COUPE DU MONDE DE SKI DE FOND COOP FIS À CANMORE

19 janvier 2024

CANMORE, ALBERTA – À seulement quelques semaines de la COOP Coupe du monde FIS de ski de fond 2024 à Canmore en Alberta, la Fédération internationale de ski et de snowboard (FIS) a approuvé le parcours du sprint de 1.3 km ainsi que la distance des boucles de 5.0 km au Centre nordique de Canmore – et maintenant, c'est votre chance d'en profiter.

Après des températures étonnamment douces du début de saison et plus récemment, une vague de froid extrême qui a temporairement exigé un ralentissement des efforts de fabrication de neige, le personnel du Centre nordique du parc provincial de Canmore travaille, sans relâche, pour préparer un parcours incroyablement rapide et technique. Les parcours ont reçu l'approbation et l'accréditation de la FIS pour la tenue des compétitions.

Maintenant, grâce à un partenariat entre la Boutique Trail Sports et l'Alberta World Cup Society, vous pouvez mettre vos habiletés à l'épreuve et valider votre vitesse sur ces parcours de Coupe du monde. Les amateurs peuvent choisir de défier la boucle de 5 km sur l'application Strava soit "Le Défi Coupe du monde Trail Sports" et avoir une chance de se mériter des prix. Après votre effort, regardez les meilleurs fondeurs au monde, relever ce même défi du 9 au 13 février prochain au Centre nordique de Canmore. Pour participer, visitez .....

Dès le départ dans le Stadium du Centre nordique de Canmore, les parcours mettront à l'épreuve les habiletés techniques des athlètes. Hôte de six Coupes du monde depuis 2005, les parcours sont souvent qualifiés comme étant parmi les meilleurs sur le circuit Coupe du monde. La qualité de la neige, la préparation et l'aménagement des parcours sont, en grande partie, les raisons qui expliquent le nombre record d'inscriptions d'équipes en 2024 avec la participation de 18 pays.

L'événement à Canmore présentera deux épreuves de sprint – une classique et une de style libre – sur le parcours de 1.3 km. Une épreuve de 10 km en style libre avec intervalle sera tenue sur la boucle de 5.0 km et le départ de masse en classique pour une distance de 20 km se déroulera sur le parcours du 3.3 km.



Le parcours du sprint à Canmore est le préféré des fondeurs canadiens. Plusieurs athlètes locaux ont connu leurs meilleures courses en Coupe du monde sur les pistes super rapides des Rocheuses. Des légendes comme Beckie Scott, Sara Renner, Chandra Crawford, Alex Harvey , Devon Kershaw et Ivan Babikov ont réalisé leurs meilleures performances sur ces pistes.

L'athlète de ski de fond, olympien à la retraite et un participant à la populaire émission de télévision *Amazing Race Canada*, Jess Cockney fut le deuxième plus rapide fondeur au monde lorsque Canmore a tenu l'épreuve de Coupe du monde 2012 de sprint au pas de patin. Il sera présent pour regarder une nouvelle génération de fondeurs relever le défi de ce parcours ainsi que de leur donner quelques conseils.

"J'ai toujours abordé le parcours du sprint de Canmore comme s'il y avait deux fils d'arrivée. S'élancer le plus rapidement possible jusqu'au haut du parcours. Ensuite, il y a un long plat qui nous permet de reprendre notre souffle dans la descente et ensuite de pousser fort jusqu'à la fin. Gardez votre vitesse dans la dernière descente et profitez de l'énergie et des clameurs de la foule pour foncer et traverser le fil d'arrivée. "d'ajouter Cockney.

Les organisateurs de l'événement ont également procédé à l'ouverture d'une Boutique pour la vente de produits dérivés au soutien de la COOP Coupe du monde FIS de ski de fond2024 à Canmore. Les spectateurs peuvent manifester leur soutien à l'événement avec l'achat de marchandises soit à la Boutique Trail Sports ou encore en ligne avec une cueillette durant l'événement.

" Le look des vêtements est superbe et l'achat des produits constituent une excellente façon, pour la communauté du ski, de démontrer leur soutien et d'encourager la Coupe du monde à Canmore. Les produits et la marchandise de l'événement seront également disponibles durant les épreuves avec plusieurs autres vendeurs qui auront une tente située au Marché Nordique 2024 du Centre nordique de Canmore " ajoutait Greg Thompson, président du comité organisateur de la Coupe du monde.

-30-

Pour toutes demandes médias, communiquer avec :
Justin Brisbane – directeur média, Coupe du monde de ski de fond COOP FIS 2004 – Canmore
jbrisbane@albertaworldcup.com



Et plus encore sur Alberta World Cup Society:

Alberta World Cup Society continue de faire la promotion de son mandat de développer et de faire connaître le ski de fond en Alberta par la tenue d'événements de niveau coupe du monde et en offrant des ressources pour le développement des officiels, des entraîneurs et des athlètes. Toutes ces activités sont possibles grâce à l'engagement de bénévoles dévoués et dédiés qui décident de généreusement donner de leur temps pour accomplir différentes tâches selon leur capacité.

Note pour les éditeurs :photos en haute définition ainsi que des renseignements complémentaires sur la Coupe du monde de ski de fond COOP FIS sont disponibles sur demande.

EXAMPLES OF MARKETING MATERIALS (CONT.)

Example of Press Release
in both Official Languages with Wordmark in footnote.

In English


COOP FIS CROSS-COUNTRY WORLD CUP
COOP COUPE DU MONDE FIS DE SKI DE FOND
CANMORE 2024
ALBERTA WORLD CUP

EXCITEMENT BUILDS FOR THE 2024 COOP FIS CROSS COUNTRY WORLD CUP in CANMORE, ALBERTA

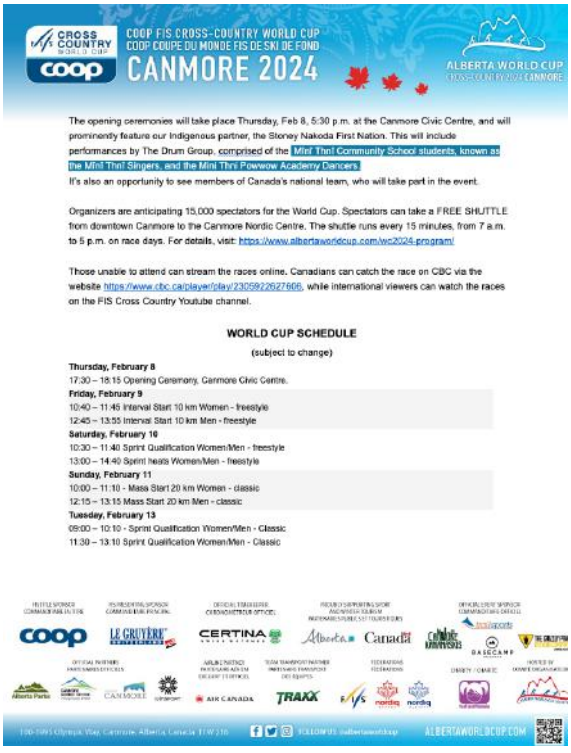
CANMORE - Fresh snow, fast skis, and a phenomenal atmosphere: this week, the COOP FIS CROSS COUNTRY WORLD CUP in Canmore, Alberta will offer all three in spades. Many of the world's best athletes have arrived for four days of incredible racing at the Canmore Nordic Centre, beginning Friday, February 9, 2024.

Thanks to the hard work of more than 350 volunteers, generous support from sponsors and partners, and tireless work of the organizing committee, the event is ready to roll. With two days of sprint racing and two distance events, the event will showcase a wide array of skill on snow. Many of the world's top nordic athletes have already been spotted enjoying Bow Valley ski trails and shops.

"The Alberta World Cup Society is excited to welcome the world's best cross-country skiers to Canmore Nordic Centre, once again. The 2024 COOP FIS Cross Country World Cup in Canmore will bring four thrilling days of racing, and inject more than $8 million dollars into the local economy. We are delighted to host this incredible celebration of the ski community," said Norbert Meier, Vice-President and Events Chair, Alberta World Cup Society.

It's been eight years since the world cup last came to Canmore, and the community has embraced the event with open arms, creating an inviting and inclusive atmosphere for spectators and athletes alike. Organizers have planned an event that's not only a ski race, but a celebration of Canada's cross country ski community.

ALBERTAWORLDCUP.COM


COOP FIS CROSS-COUNTRY WORLD CUP
COOP COUPE DU MONDE FIS DE SKI DE FOND
CANMORE 2024
ALBERTA WORLD CUP

The opening ceremonies will take place Thursday, Feb 8, 5:30 p.m. at the Canmore Civic Centre, and will prominently feature our Indigenous partner, the Stoney Nakoda First Nation. This will include performances by The Drum Group, comprised of the Mîné Thnî Community School students, known as the Mîné Thnî Singers, and the Mini Thni Powwow Academy Dancers.
It's also an opportunity to see members of Canada's national team, who will take part in the event.

Organizers are anticipating 15,000 spectators for the World Cup. Spectators can take a FREE SHUTTLE from downtown Canmore to the Canmore Nordic Centre. The shuttle runs every 15 minutes, from 7 a.m. to 5 p.m. on race days. For details, visit: https://www.albertaworldcup.com/wc2024-program/

Those unable to attend can stream the races online. Canadians can catch the race on CBC via the website https://www.cbc.ca/player/play/2305922627606, while international viewers can watch the races on the FIS Cross Country Youtube channel.

WORLD CUP SCHEDULE
(subject to change)

Thursday, February 8
17:30 – 18:15 Opening Ceremony, Canmore Civic Centre.
Friday, February 9
10:40 – 11:45 Interval Start 10 km Women - freestyle
12:40 – 13:55 Interval Start 10 km Men - freestyle
Saturday, February 10
10:30 – 11:40 Sprint Qualification Women/Men - freestyle
13:00 – 14:40 Sprint heats Women/Men - freestyle
Sunday, February 11
10:00 – 11:10 - Mass Start 20 km Women - classic
12:15 – 13:15 Mass Start 20 km Men - classic
Tuesday, February 13
09:00 – 10:10 - Sprint Qualification Women/Men - Classic
11:30 – 13:10 Sprint Qualification Women/Men - Classic

ALBERTAWORLDCUP.COM


COOP FIS CROSS-COUNTRY WORLD CUP
COOP COUPE DU MONDE FIS DE SKI DE FOND
CANMORE 2024
ALBERTA WORLD CUP

FOR INTERVIEWS WITH MEMBERS OF THE ORGANIZING COMMITTEE, email Justin Brisbane, Media Manager 2024 COOP FIS CROSS COUNTRY WORLD CUP - CANMORE.
jbrisbane@albertaworldcup.com


ALBERTAWORLDCUP.COM

EXAMPLES OF MARKETING MATERIALS (CONT.)

Example of Roll-up Banner Advertisement



EXAMPLES OF MARKETING MATERIALS (CONT.)

Example of Onsite signage in both Official Languages





EXAMPLES OF MARKETING MATERIALS (CONT.)

Sponsor Bannering in stadium



Podium Backdrop for Awards Ceremonies





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Photos: GibsonPictures.com • Design: DarkHorseCompany.com

ALBERTA WORLD CUP
CROSS-COUNTRY 2024 **CANMORE**