

# NORCHAM SKI DAY

Memories for life



**NORDIC CHAMBER**  
OF COMMERCE IN THE CZECH REPUBLIC

## **NORCHAM SKI DAY / VENUE**

Skijested in Liberece have snow making capabilities

## **NORCHAM SKI DAY / TIMING**

Saturday, January 19, 2019



# NORCHAM SKI DAY / ACTIVITES

The center of all activities, registration and administration will be the World Championship ski jumping hills.

## NORCHAM

will have two floors of the club house or more than 500 sqm indoor space that will serve as changing rooms, storage and administration, as well as space and seating for warming small cold feet, refreshments, lunch and a play corner for kids. In addition to that the 12 changing booths for the ski jumpers will be at the disposal of NORCHAM.

## PROMOTION

The space outside the club house will serve as tents for ski rentals and product sponsors, are Helly Hansen, SWIX, Kastle Skis and others.



**ALPINE SKIING** - The lower part of the main ski hill below the club house is reserved for the alpine skiers with a race track and practice hill. Ski pass valid for all hills.



**CROSS COUNTRY** - The outrun of the ski hill will serve as a 400 meter cross country track for biathlon (small shooting range-real one and for kids) and cross country.



**SNOWBOARD** - Snow board activities for more advanced athletes will be organized at the bottom of the main ski hill (5). Snowboard lessons for beginners will be held at the magic carpet.

# NORCHAM SKI DAY / ACTIVITES

The center of all activities, registration and administration will be the World Championship ski jumping hills.



**CHILDREN LESSONS** – The magic carpet is reserved for the beginners, NORCHAM has hired 20 ski trainers that will be at its disposal from 8:00-12:00



**PLAYTIME** – There will be arranged snow games for the youngest participants, like hide&see, snowman contest, etc.



**TEST CENTRE** - Opposite the lift house at the bottom the main ski hill there will be a Kastle test center where all participants can test the newest Kastle and Sporten models for free.

**INDOOR REFRESHMENTS** – Lunch and smaller refreshments will be served on the fifth floor of the ADMINBUILDING.



**OUTDOOR REFRESHMENTS**  
- BBQ-Beer tent , as well as a NESPRESSO tent will be place next to the lift house on the main slope.



**PARKING** - Free parking will be reserved for NORCHAM's clients on P2, P3 and P4.



**TRANSPORT** - Free shuttle bus from Cerny Most.

## PRESS COVERAGE/CELEBRITIES

Due to the interest this event has created, NORCHAM has been able to muster a lot of star-power to take part in this event. Former World Cup racers and winners in all disciplines, former hockey greats, models, actors and politicians will all take part and flavor the event with VIP and public flair.



**Jan Hudec**  
(Downhill)



**Gabriela Koukalova**  
(Biathlon)



**Tomas Kraus**  
(Ski-cross)

Big names who have are committed to participate (if schedule allows) include: Jan Hudec (Downhill), Gabriela Koukalova (biathlon), Tomas Kraus (Ski-cross), Ondrej Bank (WC skier), Tormod Granheim (Mount Everest Free Rider), Petr Nedved (ice hockey), and this is just the beginning....



**Ondrej Bank**  
(World Cup skier)



**Petr Nedved**  
(Ice hockey)



**Tormod Granheim**  
(Mount Everest Free Rider)

Thus, NORCHAM and its sponsor partners expect a lot of noise in the media and with such a “feel-good” event and sympathy carrier, NORCHAM believe it is a outstanding opportunity for little money to create a lot good-will for our member companies.

## NORCHAM SKI DAY / PROGRAM

The program below represents a draft of the program and can change due to unforeseen events:

06:00 AM	Cerny Most / First shuttle buses head for Liberece and Skijested.
06:30 AM	Changing booths and ADMIN building will open for guests to change into ski gear or put on boots, respectively.
07:00 AM	Registration of participants who will be given the official program, access bracelets, ski passes for the whole resort, race bibs, allocation of activities, etc.
08:00 – 12:00 AM	20 instructors from Skijested will be allocated to children and adults the activity the participant has chosen. Guests can also ski feely in the resort without instructor or test the cross country track and biathlon, as well as try our the snowboard park.
09:00 AM	Kinder garden teachers will be available in Kids corner in ADMIN building.
09:00 AM	NESPRESSO tent will open, free coffee for al participants
10:00 AM	Snacks and refreshments will be made available for all participants in ADMIN building.
11:00 AM	BBQ-Beer tent will open, free for all
12:00 AM	Simple lunch buffet will be made available in ADMIN building
01:00 PM	Ski bazar will be opened
01:00 - 03:00 PM	RACES will be prepared:
01:30 PM	Skiers and snowboarders race together on the slalom race track and biathlons cross-country-skiers on the loop.
03:00 PM	Chill out and APRES SKI
04:00 PM	Prize ceremony in all categories
04:00 - 06:00 PM	Après Ski and networking young and old commences.
04:00 PM	First shuttle buses head for Prague

# NORCHAM SKI DAY / PRICING

NORCAHAM want this to be a great event with an affordable price tag.

Ski pass for the whole resort, food and beverages, ski/snowboard instructors, ski race, test skis, free parking, free bus transfers from Cerny Most,

The only thing that the participant has to **pay for extra** is ski rental if they do not bring their own skis or boards, respectively.

## INDIVIUDUAL PRICE:

**PRICE  
ADULTS**

**CZK 1.050**

**PRICE  
CHILDREN**

**CZK 550**

# PARTNERSHIPS AND SPONSORSHIPS

The NorCham Ski Day is a non-profit event. However, to offer top services and to create a great event full of activities and fun, thus; memories for life, we need funds.

The ticket prices would cover roughly 50% of the costs.

We offer the following packages for potential partners and sponsors

## MAIN PARTNER PRICE:

### MAIN PARTNER

**CZK 150.000**

CEO will give opening speech, product advertising placement at venue, small tent only for partner company, 20 families for free, main logo on all promotional material, banners, invitation, website of NORCHAM, as well as special requests within our possibilities. Allocated parking spots.

## **GOLDEN SPONSOR**

**CZK 50.000**

Logos on all promotional material, prints and electronic media, mentioning in president's speech and price ceremony, 20 tickets for free, allocated parking.

## **SILVER SPONSOR**

**CZK 35.000**

Logo on all communication, 6 tickets for free, parking.

## **BRONZE SPONSOR**

**CZK 25.000**

## COMMITTED SPONSORS AND PARTNERS:

ABB, Skoda Transportation, Kampa Group, SKF, Oriflame  
and more in the pipe line;  
an opportunity not to be missed.



WELCOME  
TO WINTER  
WONDERLAND!

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