

NSP ATHLETE PROGRAM

2025–2026 Season Sponsorship Opportunities

Fuel the Future of Mountain Safety and Sport

Let's Go



nsp.org



PROGRAM INTRODUCTION

About the NSP Athlete Program

The National Ski Patrol (NSP) Athlete Program is a year-round ambassador initiative that uplifts the next generation of ski and bike patrollers. Our athletes represent the very best of NSP's values—service, safety, skill, and a deep commitment to the mountain community.

From freeride skiers and snowboarders to cross-country cyclists and skimo racers, these ambassador-athletes are members of National Ski patrol who embody NSP's mission across all seasons. In addition to excelling in their sports, they contribute meaningfully to public education, community engagement, and peer mentorship.

Now entering its second full year, the program is growing—expanding brand reach, increasing athlete visibility, and building a stronger outdoor community grounded in safety and stewardship.



NATIONAL SKI PATROL

MISSION & VALUES

Excellence, Service, Camaraderie, Leadership, Integrity and Responsiveness



Beyond a mission statement.

National Ski Patrol (NSP) was founded in 1938 and is a federally-chartered 501(c)(3) nonprofit membership organization. As the leading authority of on-mountain safety, NSP is dedicated to serving the outdoor recreation industry by providing education and accreditation to emergency care and safety service providers.

With a primary focus on education and training, the organization includes more than 30,000 members (62% volunteer & 38% paid) serving 650+ patrols in the U.S., Canada, Europe and Asia. Our members work on behalf of local ski/snowboard areas and bike parks to improve the overall experience for outdoor recreationalists. Members include ski and bike patrollers, mountain and bike hosts, alumni, associates, and physician partners.

Our Why

Patrollers serve because they are driven by a deep sense of purpose—a blend of passion, responsibility, and a calling to something greater than themselves. The "real why" behind patrollers' service goes beyond just skiing or being in the mountains; it's about protecting, rescuing, and making a difference in people's lives. Once they join, their patrol community becomes family.



OPPORTUNITY

Brand Alignment & Market Reach

Target audience fit – Skiers, snowboarders, and outdoor enthusiasts often have disposable income.

Adventure & lifestyle branding – Aligning with NSP reinforces the brand’s identity as a supporter of outdoor adventure, safety, and resilience.

Visibility in key markets – Ski resorts attract a high-value demographic, which are prime customers for various brands.

Performance Validation

Association with Safety & Trust – NSP is a nationally respected nonprofit committed to mountain safety, rescue, and education. Partnering with NSP aligns your brand with an 85+ year legacy of public service, skill, and reliability in outdoor environments.

Authentic Brand Endorsement – Patrollers aren’t influencers—they’re volunteers and professionals with a commitment to safety and service. When they use a product, it’s because it works. Their everyday use and field-tested experience provide a powerful, real-world validation of products and brands.

Corporate Social Responsibility (CSR) & Community Impact

Supporting first responders – Aligning with NSP demonstrates corporate commitment to public safety, reinforcing a positive brand image.

Goodwill & loyalty – Supporting an organization that ensures the safety of outdoor enthusiasts fosters customer goodwill and strengthens brand loyalty.



WHY YOUR BRAND SHOULD BE INVOLVED

Why Partner with the NSP Athlete Program?

- **Authentic Connections:** Align your brand with respected, grassroots athlete-patrollers who are already trusted in their communities.
- **Year-Round Visibility:** Reach snow and bike audiences through social media, on-mountain engagement, events, and digital campaigns.
- **Mission-Driven Impact:** Support safety education, professional development, and diversity in outdoor leadership.
- **Content Opportunities:** Gain access to high-quality, real-world content featuring your product in action.
- **Industry Credibility:** NSP athletes are looked to by peers and media alike for trusted gear and recommendations.

This is more than sponsorship—it's a strategic partnership rooted in purpose, performance, and community.



MEET THE NSP ATHLETES

NSP Athlete Ambassadors are certified patrollers and competitors representing ski resorts and bike communities from coast to coast. They are skiers, riders, bikers, educators, and advocates—and they're the faces of the future. Each athlete brings their own style and story, but they all share one mission: protect, educate, and inspire.



Charlie Bernicke

Discipline: Freeride Skiing

Patrol: Grand Targhee, Wyoming



Samantha Braden

Discipline: Alpine Skiing, XC Gravel Bike

Patrol: Wintergreen, Virginia

*** Sam is a YAP - Young Adult Patroller*



Mackenzie Case

Discipline: Freeride Skiing

Patrol: Labrador Mountain, New York



Dan Linden

Discipline: Snowboard

Patrol: Loveland, Colorado

*** Dan is an Avy Dog Handler (Bandit); the first to be certified in the US on a snowboard*



Alex Maresjo

Discipline: Alpine Skiing (Masters)

Patrol: Bogus Basin, Idaho



Michelle McGee

Discipline: XC Mountain Bike

Patrol: China Peak, California



Maddie Miller

Discipline: Backcountry, Skimo & Endurance

XC Mountain Bike

Patrol: National Ski Patrol Main Office (Dir. of Ed.)

Bryan Mountain, Colorado





BENEFITS

We invite you to be part of a growing movement that champions mountain safety, athletic excellence, and community connection. By partnering with the NSP Athlete Program, you're not just supporting standout patroller-athletes—you're investing in the future of outdoor leadership.

Together, we'll inspire the next generation of Ski and Bike Patrollers, promote year-round education and sustainability, and elevate your brand through meaningful, mission-driven visibility. Our ambassadors don't just wear your gear—they represent your values on and off the mountain.



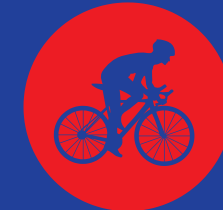
BRAND EXPOSURE

Prominent presence across athlete gear, NSP's digital channels, and national events—connecting your brand to outdoor and resort-based audiences.



AUTHENTIC CONTENT & STORYTELLING

Gain access to real-life use-case content, co-branded campaigns, and athlete-led stories that resonate with mountain sports communities.



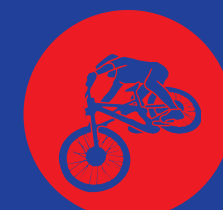
COMMUNITY IMPACT

Help fund athlete education, certifications, and competitions that directly benefits patrollers.



FLEXIBLE ACTIVATION

Whether you're launching a seasonal product or building brand equity in the outdoor industry, we tailor each partnership for maximum impact.



CROSS SEASONAL REACH

Stay top-of-mind across winter and summer audiences through snow sports and mountain biking engagement.



PARTNERSHIP LEVELS

2025-2026 Season - Traditional Sponsorship Packages

	🥉 BRONZE \$1,000+	🥈 SILVER 2,500+	🥇 GOLD \$5,000+	💎 PLATINUM \$10,000+
Athlete Program Title Sponsorship	✗	✗	✓	✓
Social Media Mentions	✓ (recaps)	✓ (shared posts)	✓ (dedicated posts)	✓ (series + stories)
NSP Member Digital Comms	✗	✓	✓	✓ (dedicated comm)
Logo on Athlete Gear	✗	✗	✓	Premium placement
Logo on Athlete Web Page	✓	✓	✓	✓ (top level)
Logo on Athlete Comp Signage	✗	✗	✓	✓ (top level)
Press Coverage	✗	✗	✓	Co-branded release
Custom Campaigns	✗	Optional	Optional	✓ Full campaign
Media Integration	✗	✓	✓	Guaranteed placement



ALTERNATIVE SPONSORSHIP PACKAGES

Let's Design the Perfect Custom Partnership Package for Your Brand



Education Sponsor

Signature Sponsorship Opportunity

Support patroller-athletes as they pursue advanced safety education, certifications (like OEC or avalanche rescue), or leadership training. These skills directly elevate public safety and athlete professionalism.



Fuel Sponsor

Help keep our patroller-athletes fueled for the season! Your sponsorship provides meals and nutrition support during travel, training days, and competition weekends. Whether it's a grocery card, backcountry snack box, or meal stipend, this support powers peak performance and wellbeing. Any extras can be shared with their patrols!



Entry Sponsor

Cover the cost of athlete entry fees for competitions, certifications, and sanctioned events. These moments help our athletes represent NSP on a regional and national level while gaining valuable experience and exposure.



Housing Sponsor

Help our athletes rest, recharge, and stay safe during their competition and event travels. Lodging sponsors can provide financial support or in-kind stays through platforms like Airbnb, KOA, resort lodging partners, or boutique outdoor hotels.



Youth Mentor Sponsor

Our athletes are more than competitors—they're coaches and role models for the next generation. This sponsorship helps offset costs for gear, youth clinics, and athlete-led mentorship programs that build skills, confidence, and mountain stewardship.



Event Sponsor

Sponsor an athlete appearance or co-host an event in partnership with NSP—whether it's a freeride ski comp, or an education opportunity/photo op with the NSP Athletes and your Brand - let's create something meaningful.



NSP ATHLETE PROGRAM

GROWTH & VISION

Looking Ahead: 2025–26 and Beyond

The 2025–26 season is just the beginning. We are expanding the NSP Athlete Program with:

- A larger and more diverse athlete roster
- Year-round activations at events, trainings, and races
- Enhanced storytelling across digital platforms
- Broader community outreach and safety initiatives
- Deeper integration of sponsor support into education, equity, and visibility efforts

Join us now to help shape the future of this growing platform—and grow with us every step of the way.





LET'S CARVE A PATH FORWARD — TOGETHER

Your brand can be a catalyst for safety, performance, and progress in the outdoor community. Whether you're ready to sponsor gear, fund athlete development, or collaborate on custom campaigns, the NSP Athlete Program offers meaningful opportunities to connect.

Ready to partner?

Contact us to begin a conversation and explore what's possible.

Jake Reeves

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National Ski Patrol

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