

ALPINE ONTARIO ALPIN



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Provincial Governing Body for Alpine,
Para-Alpine & Ski Cross Racing

WHO WE ARE

ALPINE ONTARIO ALPIN (AOA) provides leadership and support for the advancement of alpine, para alpine and ski cross racing in the province of Ontario by providing exceptional and sustainable programs and services from entry level to high performance. In collaboration with the 40 race clubs and their 30,000 members, partners and stakeholders, we support over 5,000 active racers, 3,000 coaches and thousands of officials and volunteers throughout the province.

Alpine Ontario is a proud member of Alpine Canada Alpin (ACA) and recognized by the Canadian Snowsports Association, Ontario Winter Games, Canada Winter Games and the Government of Ontario under the umbrella of the Ministry of Heritage, Sport, Tourism and Culture Industries.

The Alpine Ontario offices are based in Collingwood with five full-time office staff dedicated to administration, communications, athlete development, coach education, sport safety and event management as well as a staff of highly qualified coaches operating the Ontario Ski Team. The organization is governed by an elected independent Board of Directors.

OUR MISSION:

To provide leadership and structure for high quality, sustainable and affordable programming, and communicate the competitive, recreational and lifestyle benefits of ski racing to the community.

ORGANIZATIONAL RESPONSIBILITIES & MEMBER BENEFITS:

ADMINISTRATION

Health + Safety Policy

- Concussion protocol
- Codes of Conduct
- Safe Sport

Alpine Canada Relations

- Governance
- Insurance Coverage
- National Calendar

AOA Member Services

- Registration
- Insurance: Liability + SAIP
- Club Relations – Club Affiliation

Revenue Initiatives

- Government Funding
- Sponsorship + Fundraising
- Merchandise Sales

Government Relations

- Ministry of Heritage, Sport, Tourism & Culture Industries
- Sport Hosting - NorAM's, Nat'l Champs

Marketing Initiatives

- Sponsorship Activation
- Marketing
- Member Communications

Provincial & Divisional Initiatives

- Board of Directors Governance
- Regional Programming Oversight
- Integration of Services

ATHLETICS

Athletic Programming

- Long-term Athlete Development (LTAD)
- Provincial Calendar of Events
- OCup Provincial Race Series & Training Opportunities
- U8 to U21 Race Series, including U12, U14 & U16 Committees
- Divisional Teams (SOD Ski Team)
- High Performance Programming, including U16, U19 & OST

EVENTS

Event Management

- NorAm Bidding & Delivery
- World Cup Ski Cross
- National Championships
- Grant Writing

EDUCATION

Coaching

- Course Delivery
- Annual Licensing Credits
- Webinars, Conferences
- Mentorship Opportunities

Officials

- Course Delivery
- Annual Licensing Credits
- Webinars, Conferences
- Mentorship Opportunities

SAFE SPORT

Keeping Athletes Safe

- Concussion Awareness
- Rowan's Law
- Responsible Coaching
- Abuse, Bullying & Harassment

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WHY AM I BEING ASKED TO JOIN ALPINE ONTARIO?

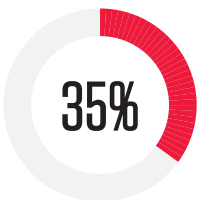
Similar to sports like Hockey, Soccer and Baseball, Alpine Ontario plays an important role in the sport system by developing the sport of ski racing across Ontario and encouraging participation in recreational and competitive programs. Alpine Ontario provides a competitive pathway for athlete development; selecting provincial teams; recruiting and training coaches, officials and volunteers; conducting provincial championships; and ensuring they operate within their National Sport Organization (NSO) rules.

Your athlete membership fees make this possible!

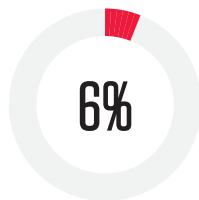
HOW DOES THIS BENEFIT MY RACER?

- Keeps your child safe by
 - Providing safety standards for training and racing environments.
 - Providing policy for concussion awareness and injury prevention.
 - Providing Safe Sport programs to keep your child safe from abuse, harassment and bullying.
- Provides Coaches with the tools to inspire your child to excel.
- Provides Liability Insurance in the unfortunate case of an incident.
- Provides Liability Insurance for Coaches and Officials
- Provides your child the opportunity to have fun, challenge themselves, to pursue ski racing to the highest level and **become tomorrow's leaders and skiers for life!**

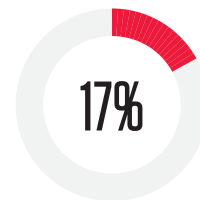
WHERE DOES AOA GET ITS MONEY FROM?



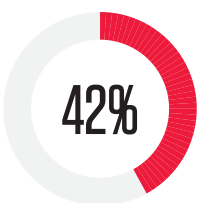
35% of AOA Revenue comes from Membership Fees



6% from the Government of Ontario's Amateur Sports Fund

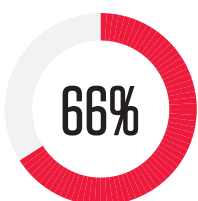


17% from Sponsorship and Fundraising



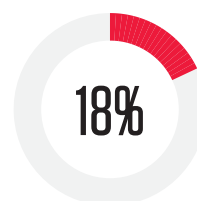
The remaining 42% comes from Team Fees, Alpine Ontario Events, Camps and Coach Education Courses

WHERE DOES AOA SPEND ITS MONEY?

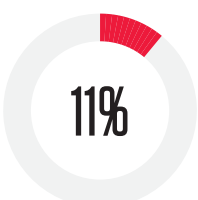


66% is spent on Athletic Development

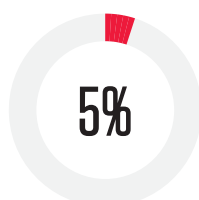
- 40% is spent on Coach Education, Skills Camps and Events
- 26% is spent on the Ontario Ski Team



18% is spent on Administrative expense: salaries, rent and office related costs



11% supports Alpine Canada



5% is spent on Liability and Directors and Operators insurance