



Endurance Enterprises, Inc. Fischer and/or Salomon Athlete Force Sponsorship Program, Criteria and Application Packet

Dear Athletes, Coaches and Ambassadors,

Welcome to the Fischer and /or Salomon Sponsorship Pipeline. Each year these two companies depend on Endurance Enterprises, Inc. to find the top athletes, coaches, universities, clubs and Nordic programs to best represent their world leading products and brands.

Why AF Sponsorship: Best Brands, Best Support, Best Athletes

We have developed the Athlete Force sponsorship pipeline to help increase the level of skiing nationwide by providing the best athletes in the country the best support and access to the world's best products.

The Athlete Force pipeline has been instrumental in helping the best US athletes, including Johnny Spillane, Kris Freeman, Carl Swenson, Wendy Wagner, Kikkan Randell, **Make History**.

Realize at this year's Nordic World Championships skiers choosing Fischer skis won 39 out of 53 possible cross-country medals. 14/18 gold, 12/18 silver, 13/18 bronze. That's 74% of all the cross-country medals. The medals from the other ski brands taken together amounted to 1/3 of what Fischer's athletes won alone.

Salomon Nordic System (SNS) athletes at Val Di Fiemme continued Salomon's historic dominance in the sport, by winning 51 medals out of a possible 54 in cross-country skiing. Salomon athletes use the SNS Profil system for classic and SNS Pilot for skating techniques. Salomon's Carbon Pro boot continues to excel with Salomon athletes by winning 33 medals in Cross-Country and in Nordic Combined, nearly 46% of podiums!

As a member of the Athlete Force you will have your Fischer skis hand picked at the Fischer factory in Ried, Austria by Athlete Force director Andrew Gerlach, US Ski Team chief technician Chris Hall, and Franz Gatterman head of Fischer racing worldwide. You will have access to the expertise that has aided Kris, Johnny, Carl, Benta and Mathias. Your Salomon boots and bindings will be delivered to you directly from France. If you need special boot fitting we can provide this as well.

As you make the teams racing at Jr.Nationals, US National, Jr. Worlds, U23, World Championships and the Olympics you will have access to the expertise and support that only Fischer and Salomon can offer. If you are having problems with your gear we are here to solve them, if you need tips on training we have people who can answer questions and share their experiences of moving up through the ranks, if you have concerns on where to continue your skiing dreams we can offer suggestions, if you have feedback or stories of your own we are here to listen and share them with others. We provide you with the resources, staff and support you need to set realistic yet challenging objectives that help you achieve your goals.

You are here to provide us with outstanding spokespersons and ambassadors for the sport of cross-country skiing and the brands that support you.

How to Become a Member:

To become a member of the program you simply need to fill out the application and send it in prior to the deadline, **April 30, 2003** (you must apply each year to stay in the program). All application must be sent to: *Endurance Enterprises, Inc., 201 S. Wallace #9, Bozeman, MT 59715*. All applications must be received by **April 30, 2003**. Incomplete application will not be accepted. If you have questions please call (406) 585-2660 and talk to Sally or Andy.

Levels of Sponsorship: Being that we want only the very best athletes to represent world leading brands of Fischer and/or Salomon we set 4 sponsorship standards and we set them very high. Our 4 tier pipeline rewards improvement. The criteria for Platinum, Gold, Silver and Bronze are detailed below.

Platinum- complimentary product (up to 6 pr. skis and/or 4 pr. boots, bindings) plus Fischer and/or Salomon incentive contracts. We can not offer Platinum Sponsorship to Juniors

Gold- complimentary product (up to 4 pr. skis and/or 2 boots, bindings)

Silver- Wholesale minus 30% cost on skis and/or 25% boots and bindings

Bronze- Wholesale skis minus 15% and/or boots and bindings

The complete sponsorship package at the Bronze, Silver, Gold and Platinum levels with additional product offers from other Athlete Force suppliers sponsors will be detailed upon acceptance into the program.

If you do not meet our Athlete Force criteria this season but would like to be part of our program please take the time to fill out the application and we will keep your name in our database. All applicants will receive a free subscription to our SkiPost e-mail service www.skipost.com

Athlete Force Acceptance:

Each applicant will be e-mailed when we receive your application. If you are not contacted via e-mail please assume we did not receive your application and contact us before the deadline. After reviewing all applications we will determine if you qualify and which level of sponsorship we can offer you. We will notify each applicant via e-mail by May 19th, 2003.

Factory Team: www.dreamofit.com

If you are interested in becoming a member of the Factory Team www.dreamofit.com, please e-mail sallyg@endurance-enterprises.com for further Factory Team Information. The Factory Team is designed to support, promote and reward Gold Athlete Force members who have shown loyalty to Fischer and Salomon as they extend their careers in the difficult years for American skiing after college.

The Factory Team program offers elite cross-country ski racers the opportunity to pursue personal goals such as Olympic dreams, World Loppet victories, National Championships or regional wins. It provides equipment, travel stipends, victory bonuses, wax technicians, lodging, entry fees and a team atmosphere for its athletes. Each season the team will do much more than win races. These elite athletes will lead over 75 free cross-country ski clinics across the country, offering their expertise to both beginners and experienced enthusiasts. The main thrust of the program is to promote cross-country skiing nationwide. The 2003 Subaru Factory Team consisted of 13 members, including Olympians Nina Kemppel, Marcus Nash, Barb Jones, Kristina Joder and Katka Hanusova.

Athlete Force Sponsorship Level Qualification minimum requirements.

I. Special (Cross-Country)

Juniors:

To be **considered** for Bronze: Athlete must have been ranked top 8 YOB (Year of Birth) USSA leaders for the last two seasons.

To be **considered** for Silver: Athlete must have been ranked top 3 YOB USSA leaders for the last 2 years.

To be **considered** for Gold: Athlete must have placed top 30 at the previous season's World Jr. Champs.

Seniors:

To be **considered** for Bronze: Athlete must have a USSA ranking below 120 points.

To be **considered** for Silver: Athlete must have a USSA ranking below 95 points.

To be **considered** for Gold: Athlete must have a USSA ranking below 65 pts men or 80 pts women.

To be **considered** for Platinum: Athlete must have a USSA ranking below 20 pts men or 40 pts women.

II. Nordic Combined:

To be **considered** for Bronze: Athlete must have made Junior World Team in the previous season.

To be **considered** for Silver: Athlete must be racing World Cup B (not in Nations Group)

To be **considered** for Gold: Athlete must be racing World Cup A

To be **considered** for Platinum: Athlete must be ranked World Cup Top 10 overall

III. Jumping:

To be **considered** for Bronze: Athlete must have made Junior World Team in the previous season

To be **considered** for Silver: Athlete must be racing Continental Cup

To be **considered** for Gold: Athlete must be on the World Cup Team

To be **considered** for Platinum: Athlete must be ranked World Cup Top 10 overall.

IV. Disabled:

To be **considered** for Bronze: Athlete must be named to US Ski Team.

To be **considered** for Silver: Athlete must have finished in top half of field at Paralympics or World Cup.

To be **considered** for Gold: Athlete must have finished top 5 Paralympics or WC.

To be **considered** for Platinum: Athlete must have won Paralympics or WC.

V. Biathlon:

Junior:

To be **considered** for Bronze: Athlete must have US Biathlon Junior Youth Team

To be **considered** for Silver: Athlete must have US Biathlon Junior B Team

To be **considered** for Gold: Athlete must have US Biathlon Junior A Team

Seniors:

To be **considered** for Bronze: Athlete must have US Biathlon ranking exceeding of 85 points.

To be **considered** for Silver: Athlete must have US Biathlon ranking exceeding 90 points.

To be **considered** for Gold: Athlete must have US Biathlon ranking exceeding 95 points.

To be **considered** for Platinum: Athlete must be ranked top 20 on the World Cup.

Coaches:

To be **considered** for Bronze: Coach must demonstrate local influence and have recommendation from Fischer/Salomon retailer.

To be **considered** for Silver: Coach must meet Bronze level criteria and demonstrate regional influence.

To be **considered** for Gold: Coach must meet Bronze and Silver must have national influence and

The Fischer/Salomon Athlete Force will accept athletes/coaches who meet the minimum ranking requirements and demonstrate the character and conviction necessary to succeed to promote the sport and these brands. Athletes must have a coach, a training history and a training plan. The Fischer/Salomon Athlete Force seeks athletes/coach who demonstrate dedication to the sport, show athletic improvement and possess concrete goals for success.

03/04 FISCHER /SALOMON ATHLETE FORCE

Application: **DUE April 31, 2003**

You must fill out the application in its entirety to be considered.

For Endurance Enterprises Office Use
 Received / / 03
 Fischer: Platinum, Gold, Silver, Bronze, Declined
 Salomon: Platinum, Gold, Silver, Bronze, Declined
 Date / / 03 Notified Via email-phone-mail

1. Please check the entities you are seeking sponsorship from:

FISCHER SKIS SALOMON FACTORY TEAM

2. Please check the appropriate sports:

Special/Cross-Country Biathlon Nordic Combined Jumping Disabled Coach

3. Please fill in Present Sponsorships:

Skis _____ Boots/Bindings _____

4. Last year I received the following level of sponsorship:

Gold Silver Bronze None

5. This year I am applying for the following sponsorship level:

Platinum Gold Silver Bronze

Sponsorship Level Qualifications: _____

NAME	
Social Security #	
E-mail address	
Mailing Address	
Shipping Address	
Phone #'s, Fax #	
Date of Birth, Age	
Height	
Weight in lbs and kilos (lbs. / 2.2=kg)	
Boot UK size only	Classic _____ Skate _____
Ski Length	Classic _____ Skate _____
USSA#	
FIS#	
USSA Points, US Ranking	USSA Points _____ Overall US Ranking _____
Jr. USSA YOB Ranking	'02/'03 _____ '01/'02 _____ '00/'01 _____
Olympic Teams, World Championship Teams, US Ski Team	Olympics- _____ World Championship- US Team- _____
National Championship results: SR, JR, NCAA...	Event and finish placement:
Other Athletic Highlights	
Local Newspaper	Sports Editor _____ e-mail _____ phone _____
Local Sports Radio	Announcer _____ e-mail _____ phone _____
Local TV Station	Broadcaster _____ e-mail _____ phone _____
Local Nordic Shop	Contact _____ e-mail _____ phone _____
Local Touring Center	Contact _____ e-mail _____ phone _____

If sponsored what would you do to represent these companies?

Why do you feel you deserve sponsorship?

How many years have you been cross-country skiing _____ racing _____ Coaching _____?

What do you hope to get out of cross-country skiing?

How long do you plan to pursue cross-country skiing? (coaching)

What are your strengths as a skier? (coach)

What are your weaknesses?

What are your strengths in promotion and working with the public? (i.e. public speaking, writing, presenting clinics)

What are your weaknesses in promotion and working with the public?

What are your goals in cross-country skiing?

How do you plan on reaching your goals both short term and long term?

What do you think is the biggest obstacle between you and your skiing goals (i.e. limited resources, personal talent, other interests...)?

How do you see yourself over coming this obstacle?

Besides skiing, what is important to you?

Have you found a way to balance skiing with other aspects of your life?

Do you have a systematic, long-term training plan?

TRAINING (coaching) HISTORY AND SCHEDULE (feel free to attach a resume)

Team or Club:

Coach name:

Phone:

email:

Address:

Webpage:

HOURS TRAINED:

99/00:	00/01:	01/02:	02/03:
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PROJECTED TRAINING HOURS FOR 03/04:

May:	June:	July:	August:
September:	October:	November:	December:
January:	February:	March:	April:

APPLICATION DUE NO LATER THAN **April 31, 2003**

Please submit to: Endurance Enterprises, Inc.

201 South Wallace #9 Bozeman, MT 59715

PH: 406-585-2660

endure@endurance-enterprises.com