



Salomon Athlete Force Sponsorship Program
Criteria and Application Packet

Dear Elite Athletes, Coaches, Hometown Heroes and Teams,

Welcome to the Salomon Athlete Force - Salomon Sports US Nordic Sponsorship Program. Salomon Athlete Force searches for the best athletes, coaches, hometown heroes, and teams to represent Salomon, the world's leading Nordic brand. Get sponsored and **Make History!**

Since 1979, with the introduction of the Salomon Nordic System (SNS), Salomon has been the undisputed leader in Nordic boots and bindings. Three seasons ago, Salomon used its unequalled Nordic expertise, innovation and passion to create skis – the results were outstanding and exceeded everyone's expectations. If you are one of this nation's best athletes, coaches, hometown heroes or teams and would like to gain unparalleled support from the world's leading Nordic brand, apply to the Salomon Athlete Force today and start **Making History** tomorrow! **Sponsorship is available for skis and/or boots and bindings – with preference given to those using Salomon's complete system.**

Salomon's '08/09 ski line has been finely tuned from the Salomon '07/08 ski line that won more USSA SuperTour races than any other brand. Our '08/09 Equipe 10 "Black Beauty Skis" are the lightest and easiest fitting skis available. The classic ski utilizes a breakthrough "heel-toe" camber, for unprecedented kick. The skate ski takes our proven "stiff but low riding carbon camber" and now has a warm snow "tip splay" ski to reduce wet suction, or a cold snow "long tip" ski to better melt cold snow creating a smooth, fast glide. Our '08/09 S-lab boots remain the same world leading boots and mate with our extraordinary bumperless Pilot Classic and Pilot Skate bindings for the ultimate winning combination.

Why AF Sponsorship? Best Products, Best Support, Best Athletes

We have developed the Salomon Athlete Force sponsorship pipeline to help increase the level of skiing nationwide by providing athletes, coaches and teams in the country with the best support and access to Salomon products.

The Salomon Athlete Force pipeline has been instrumental in helping top US athletes, including over half of the present US Ski Team including its leaders Andy Newell, Kikkan Randall **Make History**. Salomon Athlete Force members won more events at the 2008 US National Championships than any other ski and/or boot brand. Salomon Athlete Force members comprised 13 of the 25 spots on the 2008 Canmore World Cup Team with 7 of those athletes being on Salomon Skis Boots and Bindings, again better than any other ski brand.

World cup athletes continue to make Salomon boots and bindings their choice including Jens Arne Svartedal, Petter Nortung, Renato Pasini, Cristian Zorzi, Riita Liisa Roponen, Vassili Rotchev, Evgeni Dementiev, Viola Bauer, Mathias Fredriksson, Anders Soedergren, Jens Filbrich, Kristin Sterra. In their second full year on the world cup Salomon skis have quickly become a mainstay on the World Cup podium. Mats Larsson, Peter Larsson, Emmanuel Jonnier, Jean-Marc Gaillard and our own Ivan Babikov have stood atop the World Cup podiums on Salomon "Black Beauty Boots and Skis". Both the Factory Team www.enjoywinter.com and Team CXC www.excskiing.org will continue their racing success with Salomon skis, boots and bindings.

The Salomon Athlete Force will provide you with the resources, staff and support you need to **Make History**. At most major US and international event, Salomon Athlete Force staff and their Salomon Race service staff throughout the world will be on hand to help you. We will be there to help you with your skis or provide new skis or boots & bindings for you to test and use. Whether you are racing at Junior Olympics, Senior Nationals, SuperTours, Junior Worlds, World Masters, World Championships or even the Olympics, you will have access to the expertise, support and care that only Salomon's integrated worldwide racing program can offer. Start chasing your skiing dreams today.

Your Salomon Equipe 10 skis will be selected for you from the Salomon LAB in Annecy, France. As a member of the Salomon Athlete Force, you will have early access to a multitude of Salomon Nordic products as well as Salomon running shoes, apparel and luggage. Athlete Force members will also have special pricing to other Factory Team sponsors' products (including Swix, Craft, Rudy Project, and Gary Fisher/Lemond Bikes).

APPLICATION DUE NO LATER THAN April 30, 2008

Endurance Enterprises, Inc. 201 South Wallace #C1 Bozeman, MT 59715

406-585-2660

endure@endurance-enterprises.com



As an Athlete Force member you will receive unparalleled support and product. In return you will be expected to serve as a proactive spokesperson and ambassador for the sport of cross-country skiing and the Salomon brand. Upon acceptance to the program you will receive your Salomon Athlete Force order form. Your acceptance and product order acts as an agreement and requires you to use Salomon boots and bindings and/or skis exclusively for racing and training.

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 **April 30, 2008** deadline. All applications must be sent via email to endure@endurance-enterprises.com. Incomplete applications will not be accepted. Application will be reviewed as they arrive so get yours in early to gain priority. If you have questions please call (406) 585-2660. **All 07-08 members must reapply.**

Levels of Sponsorship: Because we want only the very best athletes, coaches and hometown heroes to represent the world's leading Nordic brand, Salomon, we have set up 5 strict and exclusive sponsorship tiers. Our 5-tier system rewards improvement. The criteria for **Platinum, Gold, ZEOLit, Silver** and **Bronze** are detailed below. **Sponsorship is available for boots/bindings and/or skis with preference given to those selecting the complete system.**

Platinum - Complimentary Salomon product plus Salomon incentive contract.

Gold - Complimentary Race Skis and/or Boots and Bindings.

ZEOLit - Race Skis and/or Boots and Bindings at substantially below wholesale pricing.

Silver - Race Skis and/or boots and bindings below wholesale pricing.

Bronze - Race Skis and/or or boots and bindings near wholesale pricing.

The complete sponsorship package at the **Bronze, Silver, ZEOLit, Gold** and **Platinum** levels will be detailed upon acceptance into the program. If you feel you can be a valuable addition to the Salomon family, please apply. If you are presently an Athlete Force member but do not need new boots, bindings or skis for next year, please reapply so you can take advantage of our other Athlete Force privileges and services.

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 each application we will determine if you qualify and which level of sponsorship we can offer you. We will notify each applicant via e-mail as they are/or are not accepted to the Salomon Athlete Force.

Factory Team: www.enjoywinter.com

If you qualify for Senior Level Gold or Platinum level sponsorship and are interested in becoming a member of the Saab Salomon Factory Team www.enjoywinter.com please check the Factory Team sponsorship box along with your Gold or Platinum box. The Saab Salomon Factory Team is designed to support, promote and reward Gold/Platinum Athlete Force members who have shown loyalty to Salomon as they extend their careers **after college**.

Salomon Athlete Force / Factory Team technicians Kevin Johnson and Fabien Blondeau.



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Qualifying standards for Salomon's Bronze, Silver, ZEOLit, Gold and Platinum Sponsorship.

Meeting and exceeding these standards means we will consider you for sponsorship, but does not guarantee sponsorship. Athletes who have completed their NCAA eligibility may submit NCAA results for consideration. Athlete may submit other results for our consideration.

Special (Cross-Country) To be considered for:

Bronze Athlete must meet at least one of these qualifications.

- ?? Junior Athlete with top 9 YOB (Year of Birth) USSA ranking.
- ?? All American Status at JO's.
- ?? USSA NRL points below 125 points men and 135 women.
- ?? Finished top 45 in SuperTour Standings
- ?? Top 5 in 2 ASMS Marathon main events.

Silver athlete must meet at least one of these qualifications.

- ?? Junior Athlete with top 4 YOB USSA ranking.
- ?? Qualify for World Jr. Championships or J1 Scandinavia Cup.
- ?? Must have a USSA ranking below 90 pts men or 120 pts women.
- ?? Finished top 35 in SuperTour Standings.
- ?? Top 3 in 2 ASMS Marathon main events.

ZEOLit athlete must meet at least one of these qualifications.

- ?? Junior Athlete with #1 YOB.
- ?? Athlete must have placed in the top 30 at the previous season's World Jr. and U23 Championships.
- ?? Won a Jr. Nationals Individual event.
- ?? USSA ranking below 75 pts men or 100 pts women.
- ?? Finished top 25 in SuperTour Standings.
- ?? Top 3 in 3 ASMS Marathon main events.

Gold athlete must meet at least one of these qualifications.

- ?? Top 15 at the previous season's World Jr. and U23 Champs.
- ?? Top 30 at World Championships.
- ?? Athlete must have a USSA ranking below 60 pts men or 80 pts women.
- ?? Finished top 15 in SuperTour Standings.
- ?? 1st in 2 ASMS Marathon main events.

Platinum athlete must meet at least one of these qualifications.

- ?? Scored World Cup Points in Previous Season.

Nordic Combined to be considered for:

Bronze Athlete must have made Junior World Team in the previous season.

Silver: Athlete must be racing World Cup B (not in Nation's Group)

ZEOLit: Athlete must be racing World Cup A

Disabled to be considered for:

Bronze: Athlete must be named to the US Ski Team.

Silver: Athlete must have finished in the top half of the field at Paralympics or World Cup.

ZEOLit: Athlete must have finished in the top 5 at Paralympics or WC.

Biathlon to be considered for:

Bronze: Athlete must be named to a 2008 World Championship Team

Silver: Athlete must achieve a world championship event finish in top 1/2 of field.

ZEOLit: Athlete must achieve had a world championship event finish in top 1/4 of field

Gold: Athlete must achieve a finish be at a world championship with 10% of winning time.

Coaches Force and Hometown Hero to be considered

Must have nomination from Salomon retailer and

Bronze: Coach or Hero must demonstrate significant influence with more than 50 consumers

Silver: Coach or Hero must demonstrate significant influence with more than 100 consumers

ZEOLit: Coach or Hero must demonstrate significant influence with more than 250 consumers

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

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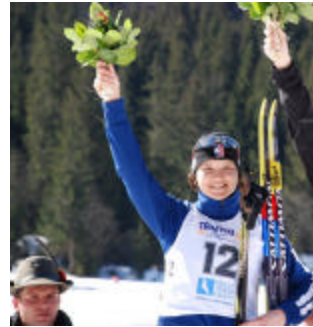
endure@endurance-enterprises.com



Some Salomon Athlete Force members:

Kikkan Randall Boots/Bindings

Laura Valaas



Andrew Newell- Boots/Bindings

Chris Cook Boots/Bindings



Also US Ski Team members Boots/Bindings Lindsey Williams, Tazlina Mannix, Lindsey Dehlin, Team CXC, including Garrott Kuzzy 2008 SuperTour Sprint Champion & Caitlin Compton USBA



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Factory Team :Ivan Babikov, Lars Flora, Chad Giese, Andrey Golovko, Justin Freeman, Kristina Strandberg, Evelyn Dong, Kate Underwood, Abby Larson, Patrick Weaver



Some Salomon World Cup Stars: Mats Larsson, Peter Larsson, Emmanuel Jonnier, Jean-Marc Gaillard ,



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**Athletes Choosing
Salomon Skis, Boots & Bindings win,
5 of 6 USSA 2008 SuperTour Titles,
10 of 18 SuperTour Series Final Podium Positions,
20 of 40 SuperTours Races,
and 2 of 2 FIS North American Marathon Cup Titles.**



Men's SuperTour Overall
1. Ivan Babikov - **Factory Team** Salomon Skis Boots Bindings
2. Andrey Golovko - **Factory Team** Salomon Skis Boots Bindings
3. Garrott Kuzzy - **CXC** Salomon Skis Boots and Bindings

Women's SuperTour Overall
1. Kristina Strandberg - **Factory Team** Salomon Skis Boots Bindings
3. Laura Valaas - **US Ski Team** Salomon Skis Boots Bindings

Men's SuperTour Distance
1. Ivan Babikov - **Factory Team** Salomon Skis Boots Bindings
2. Lars Flora - **Factory Team** Salomon Skis Boots Bindings

Women's SuperTour Distance
1. Kristina Strandberg - **Factory Team** Salomon Skis Boots Bindings

Men's SuperTour Sprint
1. Garrott Kuzzy - **CXC** Salomon Skis Boots and Bindings
2. Brian Gregg - **CXC** Salomon Skis Boots and Bindings

FIS North America Marathon Cup Men
1. Andrey Golovko - **Factory Team** Salomon Skis Boots Bindings
2. Ivan Babikov - **Factory Team** Salomon Skis Boots Bindings

FIS North America Marathon Cup Women
1. Kristina Strandberg - **Factory Team** Salomon Skis Boots Bindings
3. Evelyn Dong - **Factory Team** Salomon Skis Boots Binding

Enjoy the benefits of the
America's most successful Nordic program and equipment,
join the **Salomon Athlete Force**
and Make History!

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