



SPONSOR OPPORTUNITIES FOR BASI TEAM

INTERSKI 2015, USHUAIA, ARGENTINA

BASI SEEKS SPONSOR SUPPORT

INTERSKI 2015, USHUAIA, ARGENTINA

SPONSORSHIP OPPORTUNITY

The British Association of Snowsport Instructors (BASI) will represent Great Britain at Interski 2015, the World Congress for snowsports instructors. Interski 2015 will take place in Ushuaia, Argentina in September 2015.



BASI is seeking sponsorship in the form of goods, services and/or cash to support the BASI delegation in their training preparation for Interski 2015 and to help meet the needs and costs associated with achieving successful outputs through BASI's attendance at Interski 2015. The BASI Interski Team "Sponsor Wish List" is attached. BASI is interested in establishing a 3 year relationship that spans the Interski event life-cycle. BASI's delegation is led by 5 times Olympic gold medallist and BASI President, Sir Steve Redgrave. Sir Steve leads the delegation of 20 BASI members that include; a technical demonstration team of 12 alpine ski instructors who are at the top of their professional game accompanied by Garth Roberts - Chairman,

Roy Henderson - Team Manager, Andi McCann - Team Coach, representatives from BASI Adaptive, Snowboard and Telemark disciplines and a camera man.

Sponsors of the BASI Interski Team will be associating their brand / product with the BASI brand. Since its foundation in 1962, BASI has established a global reputation among snowsports professionals for its training excellence in snowsports instruction. BASI remains one of the UK's biggest export success stories for the domestic snowsports industry.

BASI'S DELEGATION IS LED BY 5 TIMES OLYMPIC GOLD MEDALLIST AND BASI PRESIDENT, SIR STEVE REDGRAVE.

Currently BASI has over 6000 Members who teach in 38 countries worldwide making BASI and its' membership global ambassadors for the UK and its snowsports industry.

The BASI training and qualification system has attracted sporting legends past and present to its professional training programme including; recent Sochi Olympic medallists; Jenny Jones, Caroline Powell and ex Olympians; Sir Steve Redgrave, Emma Carrick Anderson, Graham and Martin Bell, Alain Baxter and Lesley McKenna. BASI has produced leading personalities in the world of snowsports globally; Pat Sharples (Team GB Coach, Sochi), Nick Fellows (Eurosport Commentator), John Clark (Commentator and Coach) and Sarah Lewis (Secretary General FIS).

BASI would welcome the opportunity to meet and discuss how it can develop a lasting and mutually beneficial relationship with your brand around the Interski 2015 World Congress. **Please contact tania@basi.org.uk.**

OPPORTUNITIES

BASI recognises that a sponsor's reasons for becoming involved in a project like Interski varies from sponsor to sponsor. BASI will work with you to ensure that you achieve your objectives by being part of the BASI Interski Team project.

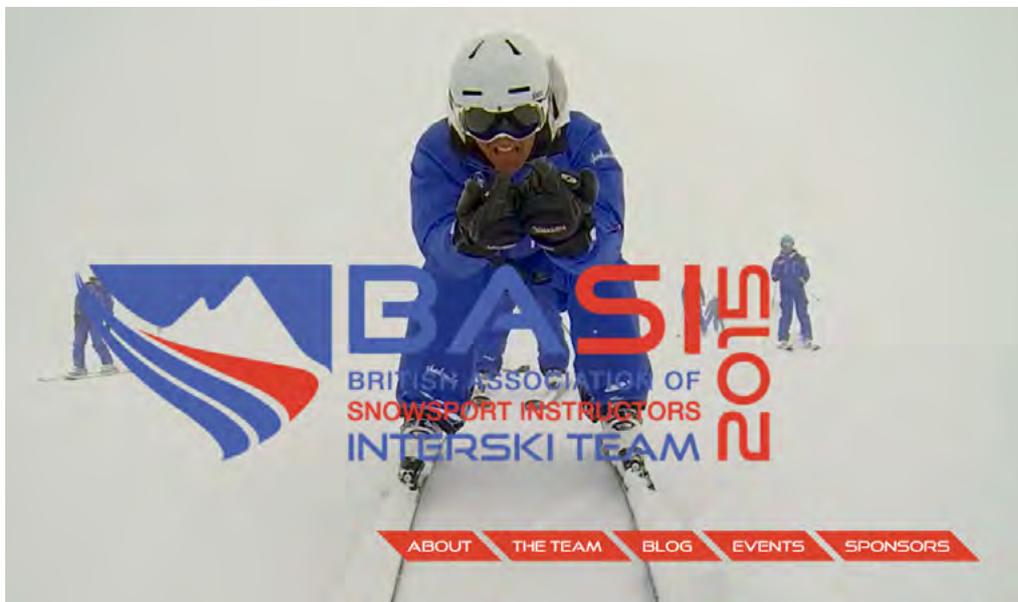
BASI has over 6,000 Members, all avid snowsports enthusiasts and Brand Ambassadors. We communicate and engage with Members on a regular basis via events, newsletters, social media, member offers and pro deals. Whether it's brand

exposure or brand endorsement, targeted product sales or something more philanthropic. BASI would be happy to discuss what you would like as a sponsor from this partnership.

BASI would welcome the opportunity to meet and talk about how it can develop a lasting and mutually beneficial relationship with your brand around the Interski 2015 World Congress.

Please contact tania@basi.org.uk.

FOLLOW THE BASI INTERSKI TEAM 2015



[HTTP://WWW.BASIINTERSKI.ORG.UK/](http://www.basiinterski.org.uk/)

INTERSKI CONGRESS 2015 USHUAIA ARGENTINA

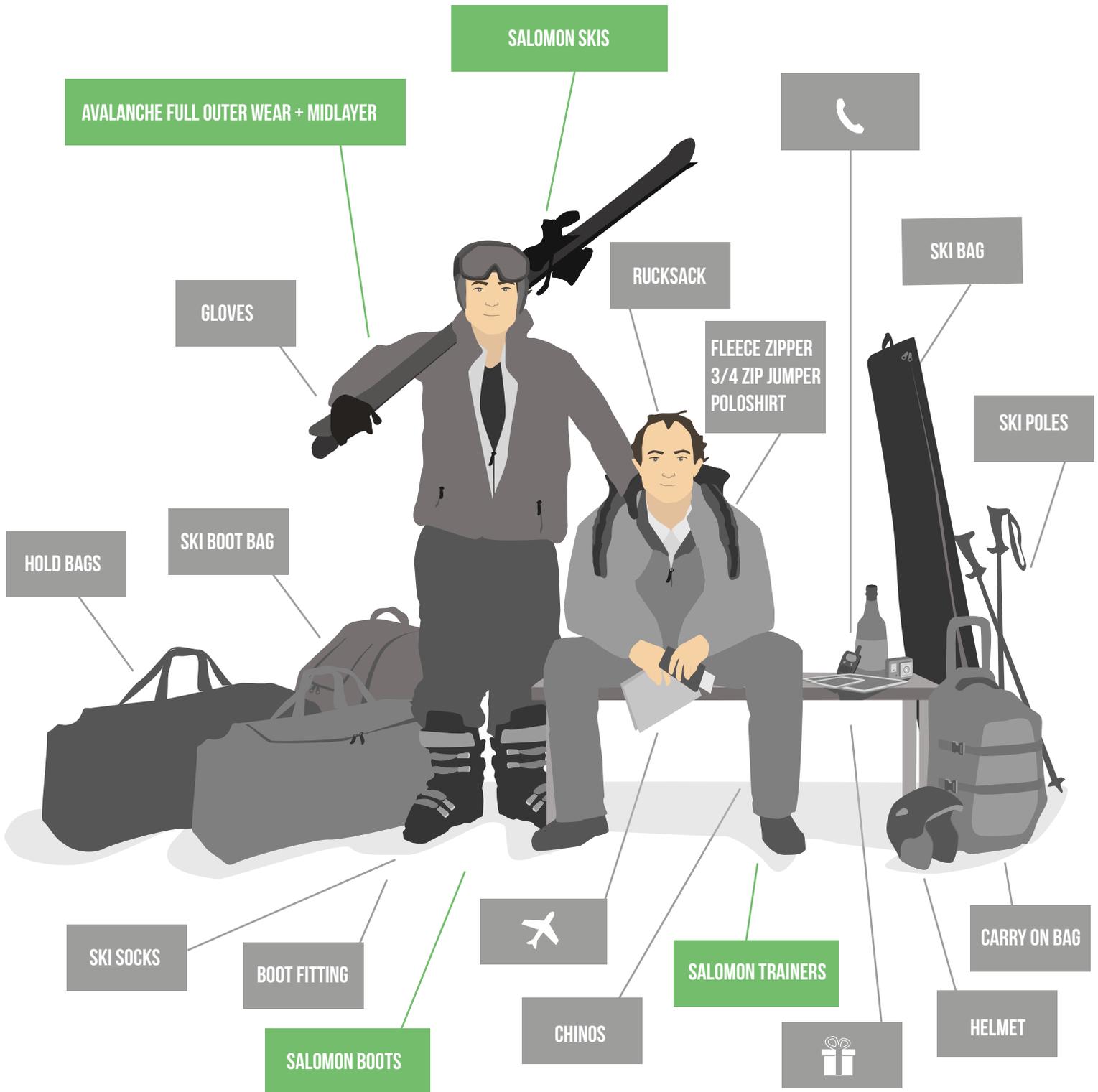
Interski International was founded in Arlberg (Austria) in 1951 and every 4 years it organises the biggest Snowsport Congress in the world. The Interski congress exists for the specific purpose of sharing knowledge and understanding of ski teaching methodologies and techniques among Interski's associated 37 nations.

In the beginning, it was made up of only alpine countries; today it is made up of 37 nations, including Great Britain, represented by BASI. The Interski Congress will be hosted in 2015 by Argentina and hosted by the 'Argentine Association of Ski and Snowboard Instructors'.

During each Congress delegations including their demonstration teams, participate in on slope

workshops and demonstrations as well as off slope lectures and meetings. Along with the delegate nations that attend, thousands of interested people follow the Congress including; specialised media and producers of material concerning the snowsports industry. BASI plan to keep Members informed and involved as we move through the preparation phase into the Congress itself using social media and the web site.

The Congresses always take place in a different host nation, and Interski 2015, will for the first time in history take place in the southern hemisphere, right in the most southern ski resort in the world: Cerro Castor in Ushuaia, Argentina.



TRAVEL INSURANCE | FLIGHTS | EXCESS BAGGAGE



WHISKY | SHORTBREAD



TABLET | PHONE | WALKIE TALKIES | GO PRO

MEET THE BASI INTERSKI TEAM 2015



Amanda Pirie



Rupert Goldring



Andi McCann



Becci Malthouse



Giles Lewis



James Lister



Jas Bruce



James Bennett



Craig Robinson



Jaz Lamb



Lesley Page



Rupert Tildesley



Paul Garner



Lynn Sharp



Roy Henderson

Britain's Interski 2015 team selection took place in December 2013 in Zermatt, Switzerland. Over 30 hopefuls attended the selection and the team was announced in January 2014 by BASI Product

Manager, Roy Henderson and Interski Team Manager, Andi McCann.

Team interviews and Bios:

<http://www.basiinterski.org.uk/team-members/>

BASI INTERSKI 2015 PREPARATION PROGRAMME

- The first team training took place in Hintertux, Austria from the 17 - 19 May 2014
- Interski Team Training, Zermatt, Switzerland 8-10 November 2014
- Interski Team Training, Hintertux, Austria, May 2015
- Interski 2015, Ushuaia, Argentina, September 2015

Follow the preparation progress of the Team and the themes and workshops as they develop on the dedicated BASI Interski Team web site, on YouTube and Facebook. There are also opportunities to

meet the BASI Interski team members and sign up for BASI Interski Performance Clinics as part of the 2014/15 Member Event Programme.

<http://www.basiinterski.org.uk/events>



MORE ABOUT BASI

BASI is the UK's official training and licensing body for snowsport instructors and coaches and has been offering instructor training courses and qualifications since 1963.

Based in Grantown-on-Spey, Scotland, BASI provides instructor training pathways in Skiing, Snowboarding, Adaptive, Telemark, Nordic and Coaching and delivers internationally recognised training that allows BASI Members to instruct not just in the UK but all over the world. Instructor training courses are run throughout the year in both the UK and overseas; northern and southern hemispheres. BASI Courses develop not only technical and teaching skills but encourage the development of other core key life skills such as communication and leadership.

Every individual living in the UK who has taken a skiing or snowsports lesson in the UK, and increasingly those learning overseas, are likely to have been under the watchful eye of a BASI qualified instructor.

The BASI pathway starts at Level 1 and goes through to the International ISTD Award, Level 4. BASI Instructors must maintain a valid teaching Licence

by completing refresher courses regularly and they must also hold valid first aid certificates and criminal disclosures. BASI Members carry either a personal photo ID Instructor licence or membership card that is re-issued every year. BASI's expertise is enshrined in a progressive personal development and teaching philosophy that has evolved over 50 years and is recognised by skiing nations all over the globe.

“WE PROMOTE A PASSION AND PRIDE IN OUR ASSOCIATION, MOTIVATING AND INSPIRING ALL TO BE THE BEST THAT THEY CAN BE – PROFESSIONALLY, RESPONSIBLY, AND CONSISTENTLY.”

BASI's historic roots are located at CairnGorm (one of Scotland's first ski resorts). As public participation in snowsports has increased, the UK is now only second to Germany in the number of its nationals who enjoy snowsports holidays beyond its national boundaries. BASI has taken full advantage of this and become a global brand, not only organising courses in both hemispheres, year round but exporting its qualified instructors who teach in over 38 countries globally. The BASI training system attracts UK nationals but increasingly its membership is becoming international as its reputation for training grows.

For information on how to support BASI's Interski team please contact:

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