

CANADA OLYMPICS BOBSLEIGH

TEAM AUSTIN '26

SPONSORSHIP DECK



**“GREATNESS IS
NOT ACHIEVED
ALONE IT'S
POWERED BY
THOSE WHO
BELIEVE IN THE
JOURNEY**

Team Austin Road to Milan-Cortina 2026



CANADA RISKS LOSING ONE OF ITS MOST SUCCESSFUL WINTER OLYMPIC SPORTS



Canada has been a powerhouse in bobsleigh, winning **MEDALS AT SIX CONSECUTIVE OLYMPIC GAMES**. But despite this incredible track record, our team now faces unprecedented funding cuts.

Sport Canada has **WITHDRAWN OVER \$1 MILLION IN SUPPORT**, removed bobsleigh's core sport status, and eliminated development funding entirely.

For the first time, Canada's Olympic **BOBSLEIGH ATHLETES ARE LEFT TO SELF-FUND THEIR JOURNEY**, covering travel, equipment, training, and competition costs themselves.

TEAM TAYLOR AUSTIN
2025/2026

TAYLOR AUSTIN

CANADA'S #1 BOBSLEIGH PILOT

2022 OLYMPIAN

Represented Canada at the 2022 Winter Olympics.

ALBERTA ROOTS

Born and raised in Lethbridge, carrying Western Canadian pride to the world stage.

CANADIAN CHAMPION

Dominated the North American Cup circuit with multiple podiums and titles.

NEW CREW - 2024-25

Built a fresh four-man team that captured the Canadian National 4-Man Title.

5th at the Lake Placid World Cup - Career-best 8th at the 2025 World Championships (climbed from 12th to 8th with the 5th-fastest final run).

ROAD TO 2026

On the On Road to 2026: Driving Team Austin toward the podium at Milano-Cortina.

ADHD IS AN ADVANTAGE

Hyperfocus under pressure
Relentless drive to improve
Creative problem-solving under adversity
Taylor uses his platform to show kids that ADHD is a superpower, proof that embracing differences can turn unique strengths into success in sport, school, and life.

COMMUNITY LEADER

VP, Alberta Bobsleigh Association
KidSport Calgary ambassador
Volunteer coach, Whistler Sliding Centre
Active with Calgary charities



YOUR CANADIAN BOBSLEIGH TEAM

PILOT



x17

x8

x9

2021/2022 season

TAYLOR

Austin
@TaylorllAustin

Calgary
10+ Years,
2022 Olympian,

Canada's #1
Bobsleigh Pilot

Team Austin brings together Canada's top bobsleigh talent, an Olympic pilot, seasoned brakemen, and rising stars, united by grit, speed, and determination.

With roots stretching from Alberta to Ontario, this crew embodies Canadian pride coast to coast. Each athlete brings years of elite sport experience, from Olympic tracks to professional football fields, making this one of the most powerful and dynamic sled teams on the circuit.

Together, they are not just racing for medals, but carrying the legacy of Canadian excellence toward Milano-Cortina 2026.



SHANE

Ohrt
@shaneohrt

Edmonton

3 years,
New recruit
with fast push
times



MARK

Zanette
@Markz2120

Woodbridge

1 year,
Rising star



SHAQUILLE

Murray-Lawrence
@shaqmlawrence

Scarborough

7 years,
Olympic sprinter turned
brakeman

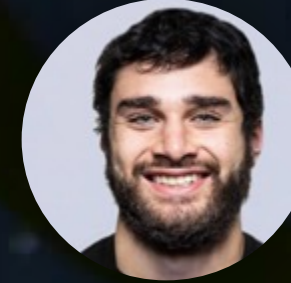


YOHAN

Eskrick-Parkinson
@yohan.esk

Calgary

1 years,
Pro-synchronized diving
for Jamaica turned
brakeman



MIKE

Evelyn
@mike.eve.ohiggs

Ottawa

6 Years ,
2022 Olympian,
Multi-time World Cup
competitor



KEATON

Bruggeling
@keatonbruggs

St.Catherine's Ontario

3 years,
Multi-sport athlete
turned brakeman

THE CHALLENGE



IMMEDIATE FUNDING GAP

This is what it takes to put Canada on the world stage

2026 OLYMPIC COST TRANSPARENCY

Breakdown of \$110,000 budget

Team fee, Insurance, Visa, Supplies	\$32.5K
Van rental (Europe)	\$13.5K
Europe transportation	\$24.5K
Whistler training	\$5K
Travel & logistics	\$2.5K
Runners (2 man & 4 man) & Sled rental	\$34K

All figures and reach estimates are based on current projections and may change without notice.



YEARLY GAP

This is what it takes to put Canada on the world stage

BREAKDOWN

\$295K

Training & Facilities

\$100K

Ice time, weight training, sport science, medical & recovery

Travel & Competition

\$90K

Flights, hotels, freight for sleds, competition fees across World Cup & NAC circuits

Coaching & Staff

\$50K

Coaches, technicians, support staff

Media & Marketing

\$25K

Social media, sponsor content, PR, promotional events

Equipment

\$30K

Runners, repairs, maintenance

All figures and reach estimates are based on current projections and may change without notice.

TIMELINE

WITH AUDIENCE & REACH

TIMELINE

JOURNEY TO THE OLYMPIC GOLD

2022

WHISTLER BRONZE

First World Cup 4-man
podium in years

2023-24

**PAN-AMERICAN
CHAMPION
(1 x GOLD)
(1 x SILVER)**

2024

STRONGER CREW FORMED

Built new 2-man, 4-man
Team with Canadian
Champions

2022

OLYMPIC DEBUT

Represented Canada at
Beijing Olympics

2024-25

**PAN-AMERICAN
CHAMPION
(2 x GOLD)**

2019

NAC Domination

Multiple titles across
2-man & 4-man

2025

PRE-OLYMPIC TRAINING

WHISTLER
Team Selected

2025

WORLD CUP PODIUM GOAL

ITALY
CORTINA
AUSTRIA

NORWAY
LATVIA

2026

WORLD CUP PODIUM GOAL

GERMANY
SWITZERLAND
GERMANY

2026

OLYMPIC PODIUM GOAL

Target: podium,
Milano-Cortina

TOTAL BROADCAST & STREAMING

JOURNEY TO THE OLYMPIC GOLD

Bobteam Austin sled may get ~5–10% of total coverage (heat runs, replays, mentions).

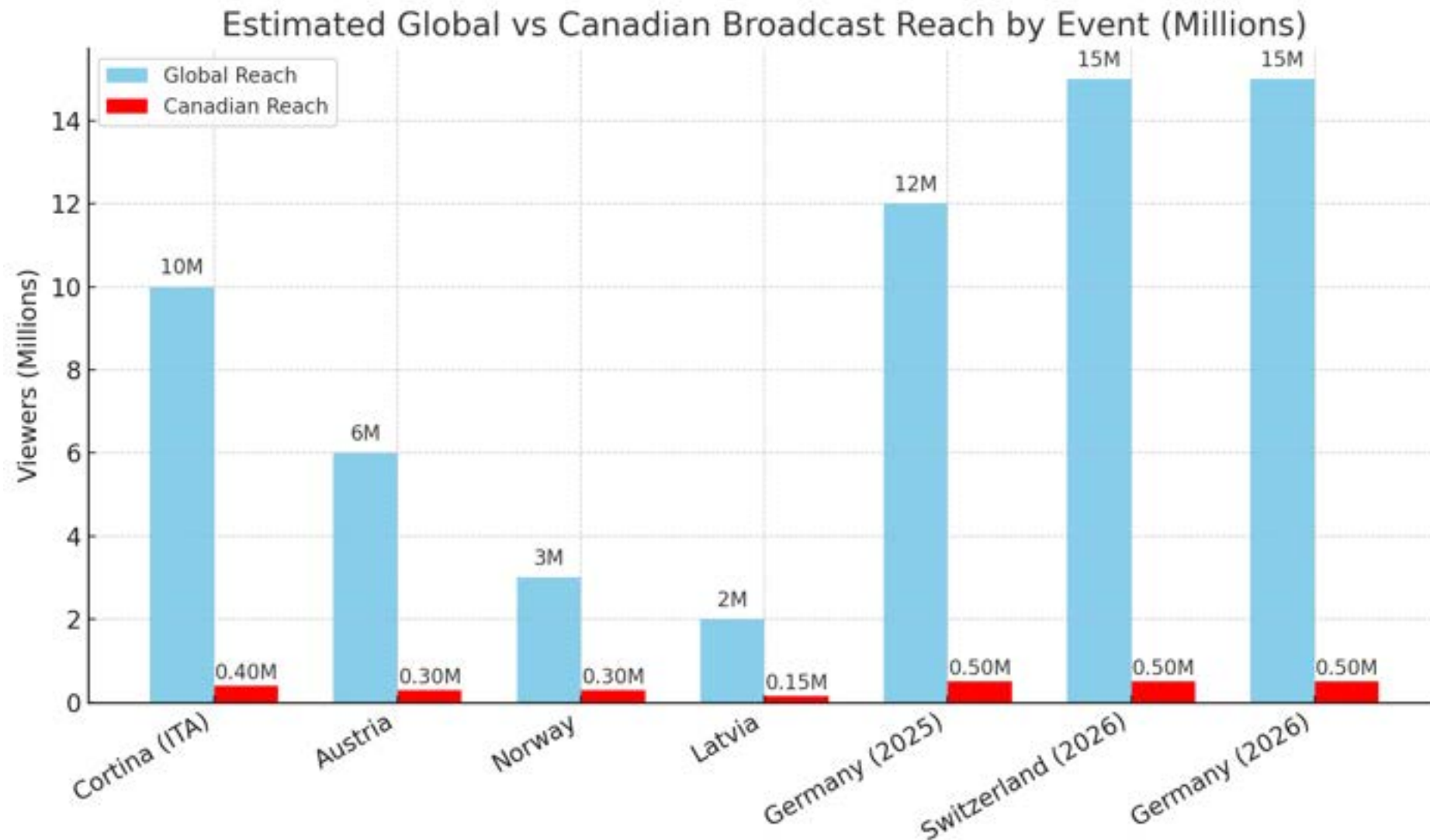
DATES	LOCATION	EST. BROADCAST & STREAMING REACH	EST. SOCIAL MEDIA REACH	NOTES
October 12 - 27	Whistler (Canada)		document daily through vlogs & stories. Build fan momentum, and amplify exposure	Training
November 6 - 22	Cortina, Italy (Olympic Test Event)	~8–10M <i>global viewers (Eurosport pan-Europe + Olympic Channel)</i>	~2–3M	Olympic test events draw elevated coverage, global interest spikes.
November 24 - 30	Austria (Igls/Innsbruck)	~5–6M <i>regional + global</i>	~1.5–2M	Austria is a winter sports stronghold; ORF (national broadcaster) carries events, plus Eurosport.
December 08 - 14	Norway (Lillehammer)	~2–3M	~700K–1M	Winter sport culture, solid local reach, moderate international pickup.
December 17 - 21	Latvia (Sigulda)	~1.5–2.5M	~500K–800K	Popular locally; strong Baltic interest but smaller international pickup.
December 29 – January 04	Germany (Winterberg)	~10–12M <i>(ARD/ZDF primetime + Eurosport)</i>	~3–4M	Germany = the largest bobsleigh audience globally. Dominates broadcast reach.
January 06 – 11	St. Mortitz, Switzerland	~ 15 M	~3–5M	Flagship event; Olympic lead-up; maximum exposure; historic prestige track.
January 13 - 18	Germany (Altenberg)	~10–12M <i>(ARD/ZDF primetime + Eurosport)</i>	~3–4M	Pre-Olympic year doubles exposure; among the most watched races of the season.

Disclaimer:

The metrics, sponsorship values, and audience reach presented in this deck are estimates based on last Olympic estimated data. Actual figures may vary depending on event schedules, media exposure, and partnership scope. Team Taylor Austin reserves the right to update or adjust these numbers as the season progresses.

EST. TOTAL GLOBAL VS CANADA

JOURNEY TO THE OLYMPIC GOLD



DIGITAL MARKETING PLAN

GROWING AUDIENCE

DIGITAL MARKETING PLAN

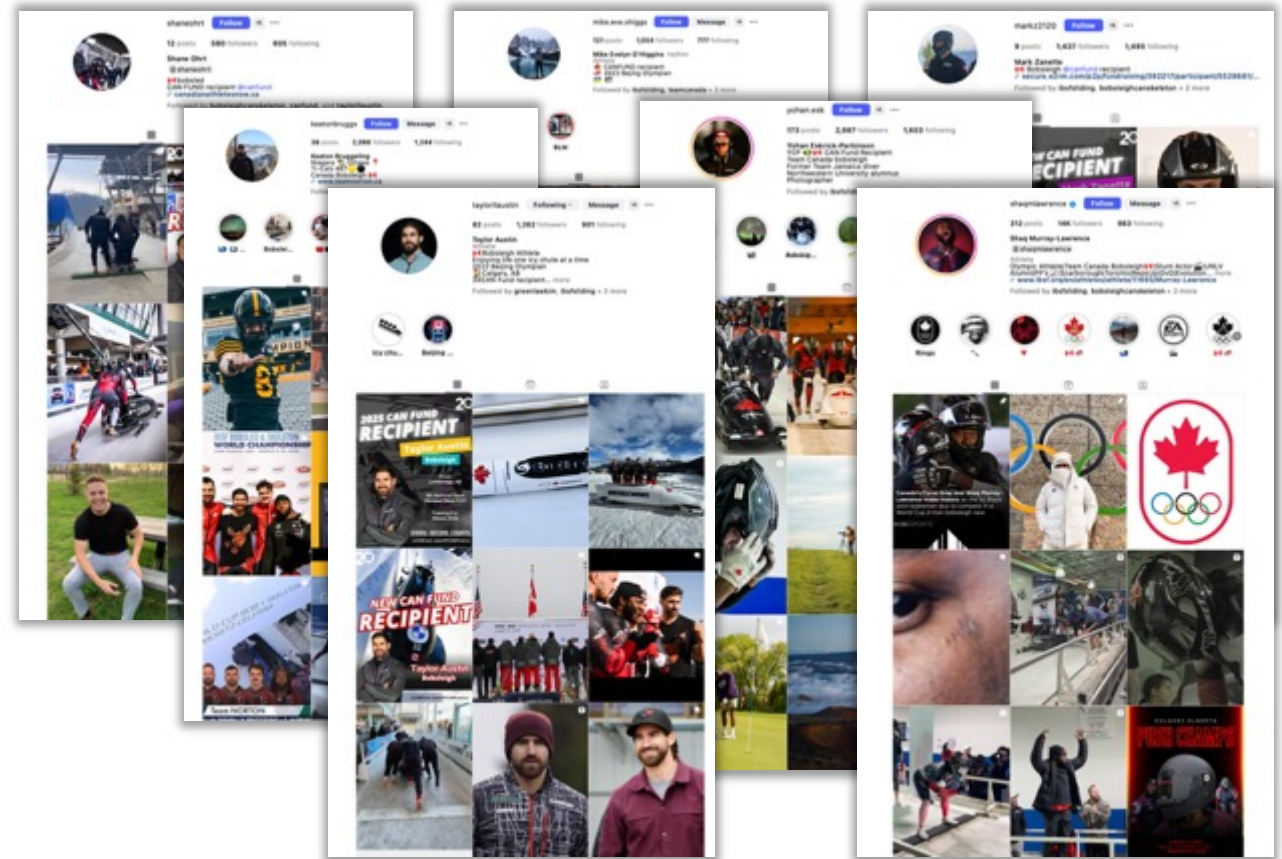
JOURNEY TO THE OLYMPIC GOLD

GOAL

Build excitement and grow visibility for Team Austin while delivering measurable sponsor value.

KEY CHANNELS

- **Instagram, Facebook & TikTok.** Behind-the-scenes training, race-day takeovers, challenges.
- **LinkedIn.** Corporate storytelling & sponsor spotlights.
- **YouTube/Shorts.** Race highlights, “Push Like a Pro” mini-series.
- **Community Content.** Local media, newsletters, and fan features.
- **Posts will be tagged and shared by** /BSF | Bobsleigh | Skeleton, *each team member, CBC/Sportsnet, and local media* where possible.

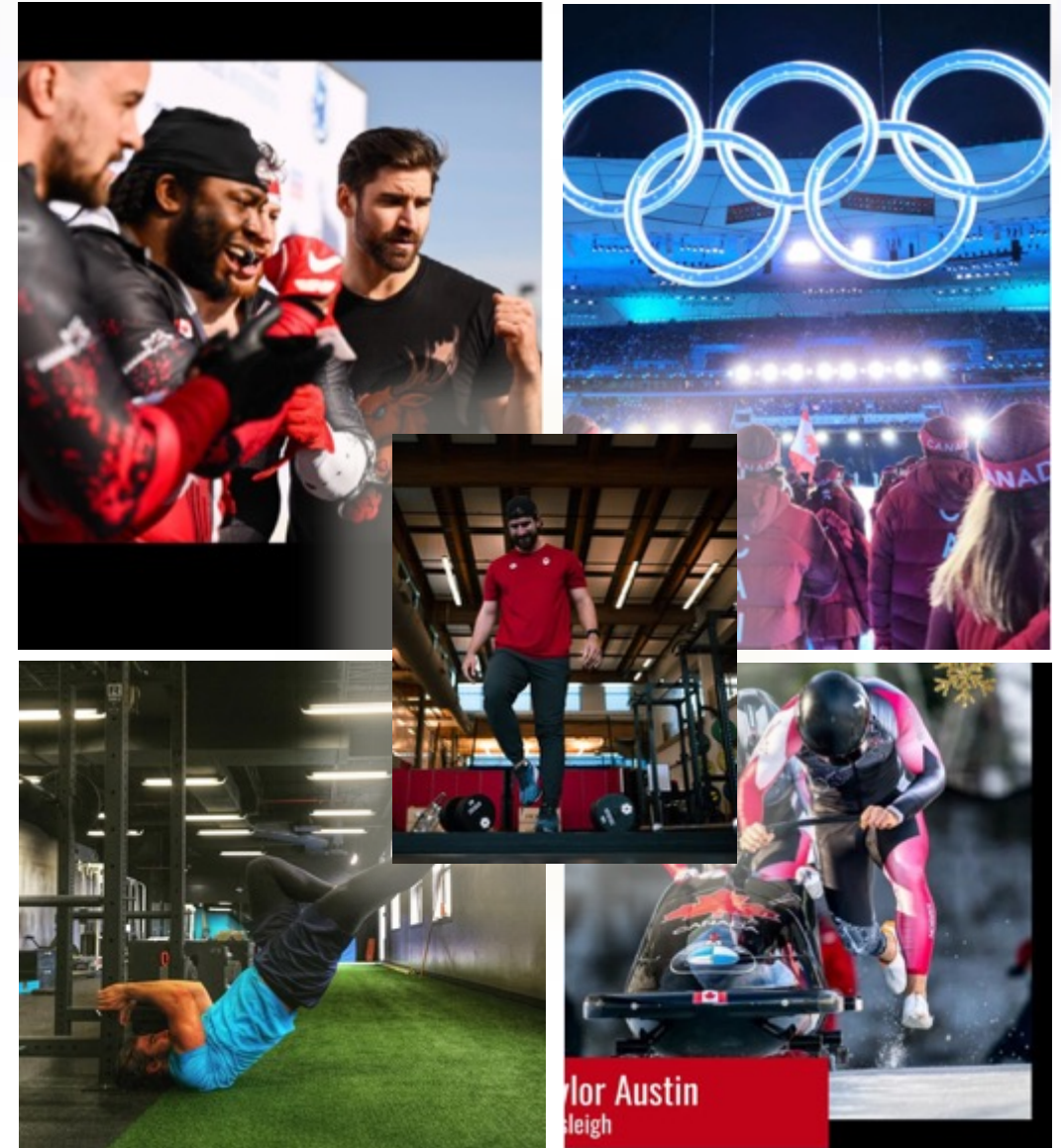


DIGITAL MARKETING PLAN

JOURNEY TO THE OLYMPIC GOLD

CONTENT PILLARS

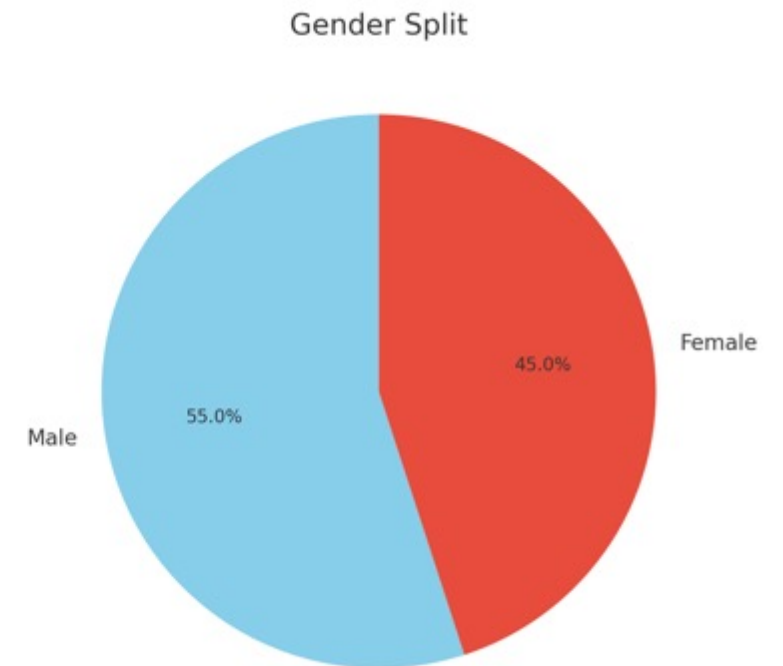
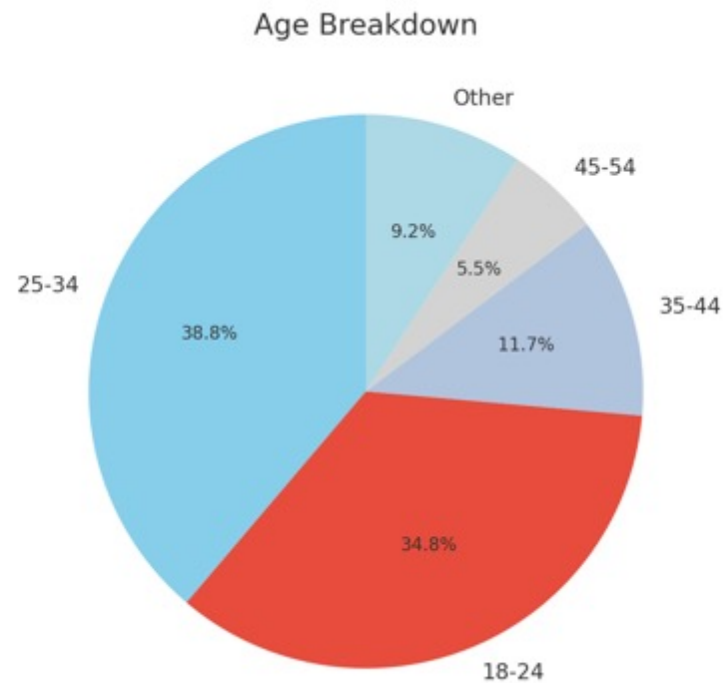
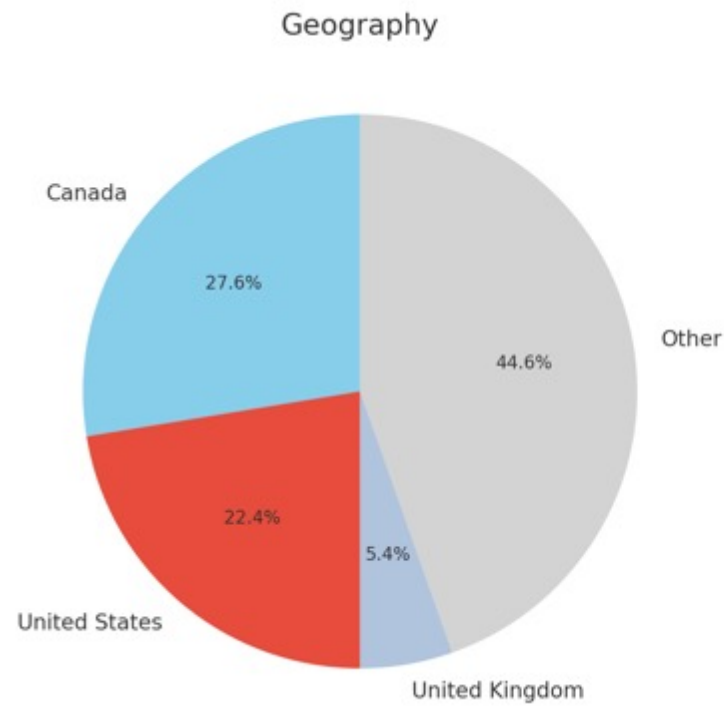
1. **Road to 2026** - weekly updates, race results, countdown to Games.
2. **Behind the Helmet** - athlete stories, personal insights, team life.
3. **The Edge Within**- ADHD IS MY SUPERPOWER, showcasing how Taylor's ADHD fuels hyperfocus, creativity, and resilience on the track, reframing it as a performance edge and inspiration for kids.
3. **Sponsor Spotlights** - creative branded posts, athlete shoutouts, takeovers.
4. **Fan & Community Engagement** - contests, school visits, grassroots activations.
5. **Sponsor-led challenges & employee activations** Fun, shareable content that connects partners directly with the journey.



DIGITAL MARKETING PLAN

JOURNEY TO THE OLYMPIC GOLD

Audience Demographics – Team Austin Digital Reach



TV SERIES

LAUNCH OF NEW TV SERIES WITH TAYLOR AUSTIN

Title: *Redemption Run*

A CBC / CBC Gem Documentary Series

Premiere: January 2026 (Winter)

Format: 3 × 60-minute episodes

Story Focus: Canadian men's & women's bobsleigh teams, their quest for Olympic qualification and personal redemption

Redemption Run brings viewers inside the high-stakes world of Canadian bobsleigh as Team Taylor and the national men's and women's squads battle to redeem themselves, with an Olympic berth for Milan-Cortina 2026 on the line. From training tracks in Whistler and Calgary to the icy curves of European World Cup circuits, the series captures the personal struggles, rivalries, comebacks, and hopes behind each push.

DIGITAL MARKETING GROWTH OPPORTUNITY Teasers, athlete features, interactive social content, promos, behind the scenes, fan campaigns. With a **Countdown social series** leading into the premiere.

Estimates:

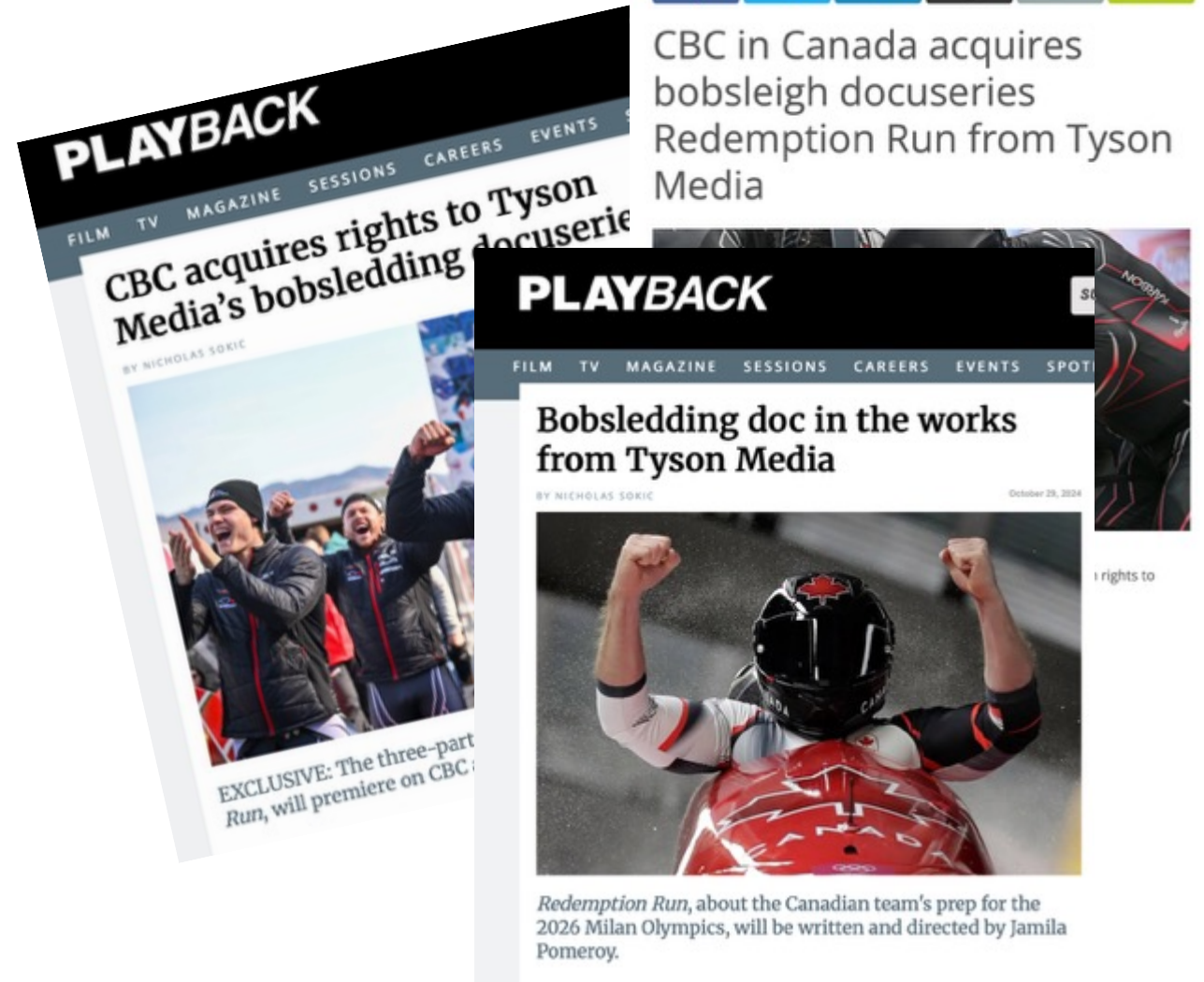
Strong national interest / good promotion

Modest / niche interest

500,000 – 1,000,000+ per episode

200,000 – 500,000 per episode

JOURNEY TO THE OLYMPIC GOLD



SPONSORSHIP PACKAGES & BENEFITS

A photograph of two luge athletes in Canadian racing gear, including helmets and suits with the Canadian maple leaf logo, sitting on their blue and white luge sled. The sled has the number 16 and the word CANADA on it. They are positioned on the left side of the image, looking forward.

WHY SPONSOR *Now?*

ROAD TO THE OLYMPIC MOMENT

COUNTDOWN TO 2026 The Milano-Cortina 2026 Winter Games are less than **4 months away**. Millions of global viewers. Limited sponsor windows. *The time to act is now.*

PROVEN OLYMPIAN CONTENDER From dominating the North American Cup to achieving Canada's first men's World Cup 4-man podium in years (Whistler 2022), Taylor is already delivering results on the world stage.

REDEMPTION RUN Launch of a 3-part CBC series following Team Austin's Olympic journey. National broadcast + digital push = amplified sponsor visibility.

ADHD IS MY SUPERPOWER Taylor is opening up about ADHD, reframing it as a strength. This creates authentic, family-friendly storytelling with wide resonance.

BUSINESS IMPACT Sponsorship = exposure across broadcast, digital, and community channels. More than a logo, it's integration into content, media, and a story fans care about.

LEGACY BUILDING Support a 1-year Olympic run or secure a 5-year legacy partnership leading into the 2030 Games. *Be remembered as the brand that fueled Canada's next Olympic medal.*

Sponsorship Categories	Friends \$1K	Community \$2.5K	Bronze \$5K	Silver \$15K	Gold \$25K	Builder of Olympians \$75K
Website name/logo	✓	✓	✓	✓	✓	✓
Thank-you mention in season recap	✓	✓	✓	✓	✓	✓
Logo on sponsor wall at selected events		✓	✓	✓	✓	✓
Social media post		✓	✓	✓	✓	✓
Logo in monthly team newsletter		✓	✓	✓	✓	✓
Sponsor hashtags integrated into community posts		✓	✓	✓	✓	✓
Logo on select training gear			✓	✓	✓	✓
Dedicated sponsor posts			2	4	8	10
Pinned sponsor Instagram/TikTok			✓	✓	✓	✓
Signed memorabilia (<i>team photo, thank-you card</i>)			✓	✓	✓	✓
Logo on official team apparel (<i>see Appendix 1</i>)				✓	✓	✓
Athlete video shoutout				✓	✓	✓
Logo in YouTube credits				✓	✓	✓
Mention in press releases				✓	✓	✓
Watermarked sponsor logo on race highlight clips				✓	✓	✓
Co-branded reels (e.g., “Presented by Sponsor”)				✓	✓	✓
Sponsor employee engagement day invite (<i>sled push demo</i>)				✓	✓	✓
Athlete appearances				1	4	4
Logo on sled & crates (visible in broadcast & travel) (<i>see Appendix 1</i>)					✓	✓
Athlete blogs/vlogs “brought to you by Sponsor”					✓	✓
Sponsor booths, team signature or activations at events (<i>depending on events</i>)					✓	✓
Logo on helmets/race suits (non-Olympic) (<i>see Appendix 1</i>)					✓	✓
Integration into sponsor-driven content series					✓	✓
Co-branding at watch parties & post-Games gala					✓	✓
Co-branded LinkedIn, Facebook, Twitter & YouTube thought leadership						✓
Naming rights for community clinics						✓
Exclusive sponsor dinners & networking receptions						✓
Naming rights on sled (non-Olympic) (<i>see Appendix 1</i>)						✓

CORPORATE HOSPITALITY & EXPERIENCE IDEAS

CUSTOM PACKAGES AVAILABLE. PLEASE REACH OUT TO DISCUSS
*Sponsorships processed through Bobsleigh Canada & Skeleton
may be eligible for official tax receipts*

VIP ACCESS & RACE DAY EXPERIENCES

- Premium seating and behind-the-scenes tours at World Cup races.
- Pit-lane access to watch sled prep and meet the crew.
- Photo opportunities with athletes and sleds.

MEET AND GREETs & NETWORKING

- Private receptions with Taylor and team.
- Access to Canadian Olympic alumni and special guests.
- Sponsor-only dinners with athletes and coaches.

TEAM-BUILDING ACTIVATIONS

- "Push Like a Pro" sled push experiences for employees/families.
- Motivational talks and leadership workshops delivered by Taylor and the whole team.
- Sponsor staff days at training camps (Whistler, Calgary, Lake Placid).

OLYMPIC VIEWING PARTIES & CELEBRATIONS

- Exclusive co-branded Olympic watch parties for clients and employees, with a live video call with Taylor and the Team.
- Opportunity to host brand activations during celebrations (*keeping in mind Rule 40*)
- Post-Games gala event with recognition of sponsor partners.

COMMUNITY ENGAGEMENT

- CSR tie-ins: school visits, youth clinics, and grassroots sport programs.
- Sponsor-branded community events that build goodwill locally and nationally.
- As a Sponsor you get exposure to our team's community partners (listed on page 20).

SPONSORSHIP PACKAGES OVERVIEW

TIER	INVESTMENT	KEY BENEFITS	EST. REACH
FRIENDS	\$1,000	Digital: Website name/logo, thank-you post Community: Mention in recap	• ~5,000 Broadcast Impr. • 2,000 Social Media Reach
COMMUNITY	\$2,500	Sponsor wall, social thank-you, grassroots mentions	• ~15,000 Broadcast Impr. • 6,000 Social Media Reach
BRONZE (10)	\$5,000	Logo on training gear, 2 social posts	• ~30,000 Broadcast Impr. • 12,000 Social Media Reach
SILVER (6)	\$15,000	Apparel logo, 4 social features, athlete shoutout	• ~75,000 Broadcast Impr. • 30,000 Social Media Reach
GOLD (4)	\$25,000	Sled logo, 8 social features, 4 athlete appearances	• ~150,000 Broadcast Impr. • 60,000 Social Media Reach
BUILDER OF OLYMPIANS (2)	\$75,000	Category exclusivity, sled naming rights, legacy CSR	• ~500,000 Broadcast Impr. • 200,000 Social Media Reach

OLYMPIC SPONSORSHIP ADVANTAGES

1 Year (2025–26)

Direct impact: fund Team Austin's Olympic push

Visibility during the Olympic season when it matters most

Marketing boost tied to TV series and Road to the Games
(not during the Games unless pre-approved)

Be the difference-maker: helping remove self-funding burden for athletes

All figures and reach estimates are based on current projections and may change without notice.

LEGACY SPONSORSHIP ADVANTAGES

5 Years (2025–30)

Locked-in rates: secure today's sponsorship rates for 5 years

Exclusive positioning: stand with Team Austin through the two Olympic moments and one full Olympic cycle

Deeper recognition: sustained media & storytelling presence

Shared success: build a legacy into the next Games

Custom marketing campaigns and events available to Legacy sponsorship

OLYMPIC SPONSORSHIP

1-YEAR SPONSORSHIP COMMITMENT (2025–2026)

FUELING THE JOURNEY TO THE GAMES.

This is your chance to make an immediate impact on Canada's Olympic future. By committing today, you'll help Team Austin train, compete, and qualify in the 6 months leading up to the Games, and continue the momentum with 6 months of post-Olympic visibility and celebration.

Your support provides the critical resources needed now; equipment, travel, coaching, and performance support, so the team can focus fully on making it to the podium. Partner with Team Austin now and be celebrated as the sponsor who made their Olympic dream possible.

WHY COMMIT TODAY?

Lock in Before the Podium

Sponsorship pricing will rise once Team Austin reaches the podium. Early partners benefit from secured rates through the full Olympic cycle.

Exclusive Legacy Positioning

Stand beside Team Austin not only during the Olympic Games, but across all major training, competitions, and community impact initiatives leading up to 2030.

Deep Recognition

Build sustained visibility across media, branding, CSR storytelling, and digital campaigns, proving long-term commitment to Canadian athletes.

Be the difference-maker

Without corporate backing, athletes must self-fund. Your support ensures Team Austin represents Canada at the highest level without that burden.

LEGACY SPONSORSHIP

5-YEAR LEGACY COMMITMENT (2025–2030) .

LONG-TERM VISIBILITY. LASTING LEGACY.

This sponsorship tier is more than just a partnership, **IT'S A FRONT-ROW SEAT TO HISTORY IN THE MAKING**. By securing a 5-year sponsorship today, you lock in at today's rates and become part of the full journey: from training camps and world competitions, to the Olympic podium and beyond.

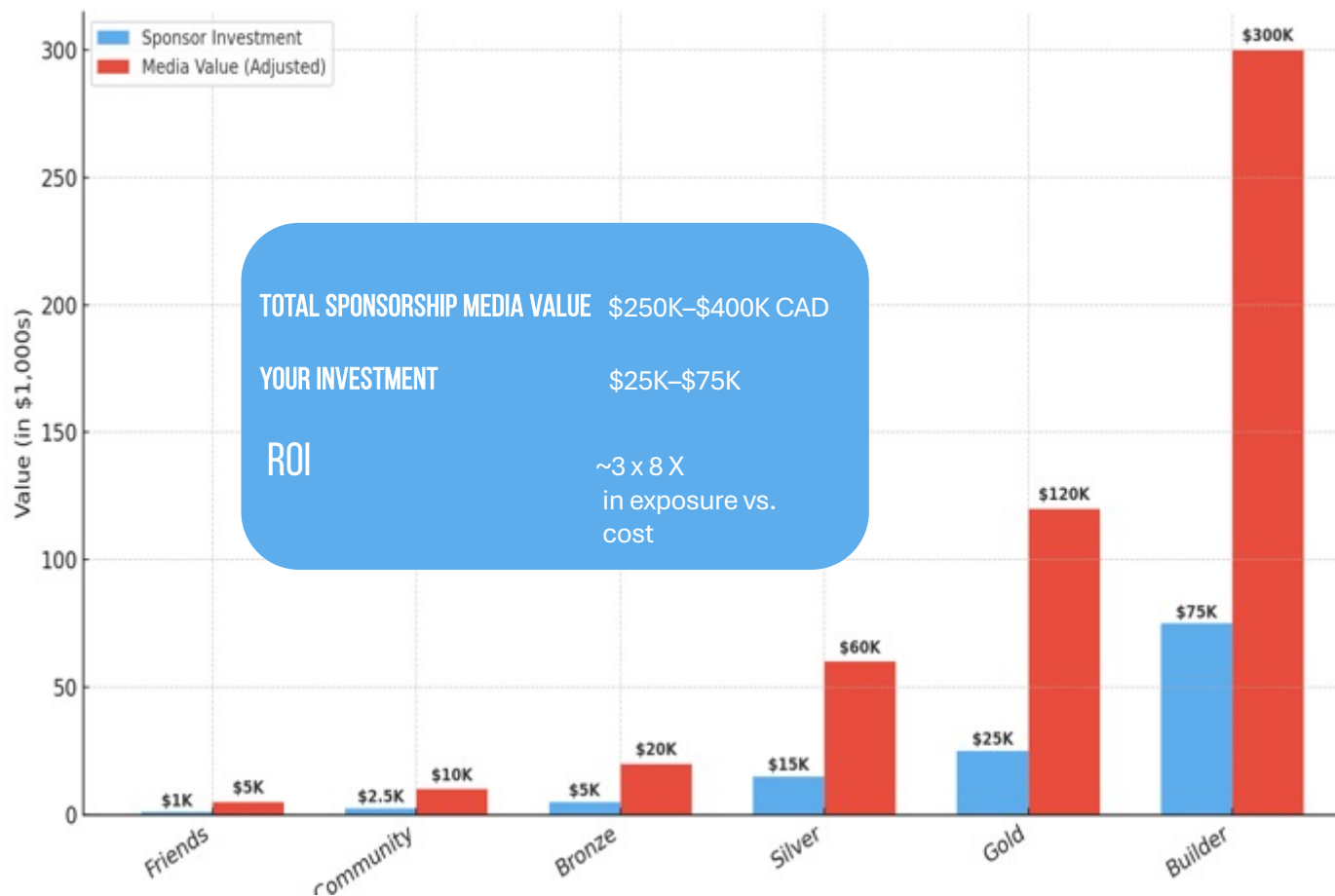
ADVANTAGES OF COMMITTING NOW FOR THE 5 YEARS .

Locked-in sponsorship dollars	Secure your sponsorship at today's rate for the full 5-year term, even when the podium is won.
Exclusive legacy positioning	Stand alongside Team Austin through every step; training, world competitions, and ultimately the Olympic Games.
Deeper impact & recognition	Build a sustained presence across media, branding, and storytelling, showing your company's long-term support for Canadian athletes.
Shared success	Early partners will always be recognized as the brands who believed first, creating a legacy story that carries into future Olympic cycles.

Note: Commitment thresholds are based on current cost projections. Should registration fees or equipment costs rise significantly, sponsorship tier amounts may be subject to proportional adjustment, maintaining the same percentage share.

ESTIMATION OF YOUR ROI

EST ROI / MEDIA VALUE SNAPSHOT



*What your estimated sponsorship delivers
vs. equivalent ad spend*

BROADCAST & STREAMING EXPOSURE

- ~65M+ total global viewers across the 2025–26 World Cup circuit
- Taylor's sled may get ~5–10% of total coverage (heat runs, replays, mentions).
- Equivalent ad value: **\$75K–\$150K CAD** in primetime sports media buys

DIGITAL & SOCIAL REACH

- Current team reach: 23K followers
- Targeted growth: ~+200% by Games
- Projected impressions (organic + boost reach): **1M–2.5M across IG, TikTok, FB, YouTube**
- Equivalent ad value: **\$15K–\$50K CAD** (benchmarked at \$20 CPM)

REDEMPTION RUN – CBC DOCUMENTARY - JAN 2026

- 3×60 min episodes, est. **500K–1M viewers per episode**
- Assume 20%-25% spotlight share
- Integrated storyline
- Equivalent ad value: **\$75K–\$150K CAD**

COMMUNITY, PR & EXPERIENTIAL VALUE

- Grassroots reach, Employee engagement events, Fan contests
- Estimated PR/earned media impact: **\$25K - \$50K**

All figures and reach estimates are based on current projections and may change without notice.

RULE 40 GUIDANCE

Helps sponsors feel safe activating



RULE 40

THINGS YOU NEED TO KNOW ABOUT THE OLYMPICS

DURING OLYMPIC DO'S

1. Post generic good-luck/support messages (no commercial slogans).
2. Taylor can do call-outs from the Olympics
3. Use pre-approved athlete photos (provided by Team Austin, none Olympic media).
4. Say “We’re proud to support Taylor Austin on his Olympic journey” (no mention of Olympics in a commercial sense).
5. Schedule posts in advance of the Rule 40 freeze period begins January 30, 2026, and runs through February 24, 2026
6. **Key Deadline. October 29, 2025**
All posts must be pre-approved and scheduled before this date.

DURING OLYMPIC DON'TS

1. Use Olympic intellectual property (rings, mascots, “Team Canada”, “Milano-Cortina 2026”).
2. Run paid ads featuring Taylor during the blackout window.
3. Claim official Olympic affiliation unless authorized by the IOC/COC.
4. Post new sponsor announcements during the blackout.

**CANADA BOBSLEIGH
PARTNERS**

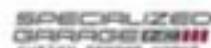
CANADA OLYMPICS BOBSLEIGH

TEAM AUSTIN '26

SPONSORSHIP DECK

2025/26 PARTNERS

Trusted by top brands



CANADA OLYMPICS BOBSLEIGH

TEAM AUSTIN '26

SPONSORSHIP DECK

COMMUNITY PARTNERS

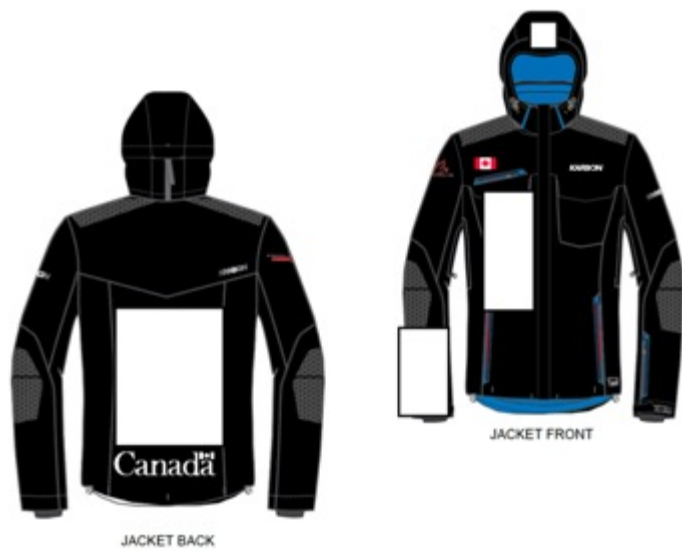
Align your brand with Taylor's trusted network of grassroots programs, charities, and community initiatives across Canada.



APPENDIX 1

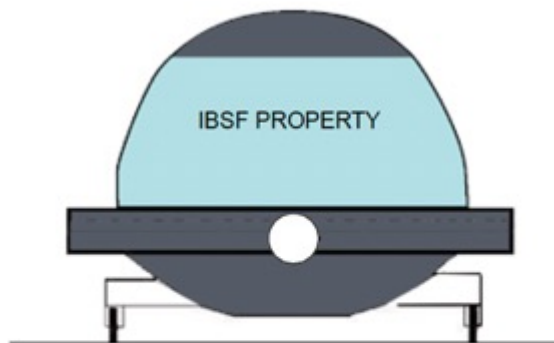
SPONSOR LOGO PLACEMENT EQUIPMENT

white boxes and circles



TOQUE





BOBSLED FRONT



HELMET FRONT

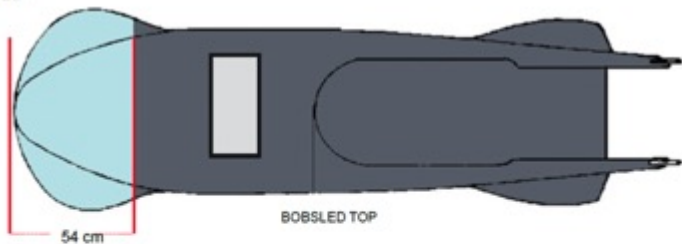


HELMET BACK

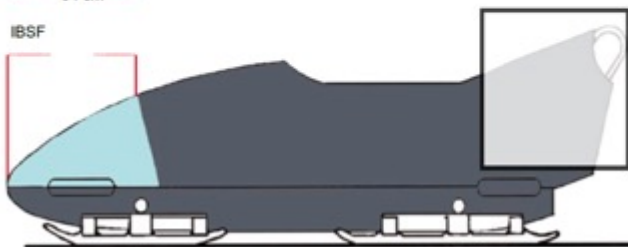


HELMET SIDE

UNLIMITED



IBSF



BOBSLED SIDES (LEFT & RIGHT)

THIS IS A CANADIAN OLYMPIC MOMENT
BE PART OF IT!



**This is a Canadian
Olympic moment.
Be part of it!**

info@bobteamaustin.ca
bobteamaustin.ca

Shannon Bienvenue
514.588.0753

Custom packages available, let's
build something unforgettable
together.