



## December 2021 Update from Black Tusk Nordic Events Society

### Merry Christmas and All the Best for a Happy and Healthy New Year!

Black Tusk Nordic Events Society has had a very busy year despite the challenges of holding large events during COVID. In preparation for hosting the 2023 World Junior Nordic Championships at Whistler Olympic Park (WOP) and the Directors, Organizing Committee Members, Race Committee Members, Skiers and Coaches all want to **Thank You So Much** for making this possible!

COVID has made life difficult, but we have gone ahead with all our organizational activities on the assumption that we will prevail! We have just hosted a very successful Coast Cup race and will be hosting a BC CUP Race January 19<sup>th</sup>. Most importantly, are hosting the 2022 Canadian National Nordic Championships, which will be combined with the US Super Tour Finals and a Continental Cup Ski Jumping and Nordic Combined. This 11-day event will take place March 17-27<sup>th</sup>, is expected to have athletes from 10+ countries and is expected to involve approximately 1,100 athletes, 400 coaches and officials and approximately 400 volunteers. We anticipate far more spectators and media interest. In fact, it will be the largest winter sporting event in Canada since the 2010 Olympics and have a substantially more intensive schedule than the much higher profile and more important 2023 World Junior / U23 Championships we will be hosting in 2023. The 2022 Nationals Event will act as the key preparatory event for the 2023 World Junior / U23 Nordic Championships to be held at WOP. As you can imagine, we are staying awake at nights making sure we are getting prepared.

### What We Have Been Up to

We have now created an Organizing Committee filled with competent and experienced players as well as all the necessary sub-committees complete with budgets and project plans. John Aalberg, one of the most experienced Nordic event organizers in the world, has now joined the leadership of the Organizing Committee and is bringing excellent leadership and momentum to all tasks. As a result, we are now highly confident that we can stage and hold truly World Class events! Whistler Sport Legacies (WSL) have been excellent partners in all of our planning and preparation and we are confident that the planned events will result in modernization and refurbishment of the already well-maintained legacy 2010 facilities – including snowmaking with the first guns and water distribution network already in place!

### Our Sponsors are Critical to Our Ability to Host these Events

The 2022 Continental Cup/Nationals event has a total budget of \$570,000 with the 2023 World Junior/U23 Championships having a total budget of \$1.84 million. While we confess that these amounts keep us awake at night, we have made excellent progress. The Provincial and Federal governments have committed \$375,000 with grants for the 2023 event still to be committed. The regional governments have committed \$170,000 to date. Our corporate sponsors have committed \$110,000 and the Canadian Nordic sport organizations (non-profits) have committed \$35,000. Impressively, our non corporate private sponsors have committed \$450,000. Yes, we have a long way to go but we are confident that, with your help, we will be successful!

### Communications Website and Social Media

In addition to the many organizational activities (e.g., organizing accommodation, meals, travel, on-site services, venue preparation, etc.) we have also been working to ensure we have a well established presence in social media (Instagram, Facebook, Twitter, etc.) to reinforce our increasingly well populated webpage ( <https://www.blacktusknordic.com/> ). We plan to roll out stories with increasing frequency as we introduce our many ambassadors including up and coming



athletes and historic household names in the sport (e.g., Alex Harvey, Becky Scott, Devon Kershaw, Horst Bulau and many others). We are fully live with our social media presence include websites, FaceBook, Instagram, Youtube and Twitter.

The Black Tusk website – [www.blacktusknordic.com](http://www.blacktusknordic.com) is complimented by event specific websites as these websites provide competitors, teams and fans details on the competitions, accommodation, travel, celebrations, etc.:

- [www.whistlercontinentalcup2022.ca](http://www.whistlercontinentalcup2022.ca)
- [www.skinationals2022.ca](http://www.skinationals2022.ca)
- [www.wjc2023.ca](http://www.wjc2023.ca)
- Facebook (@BlackTuskNordicEvents): <https://www.facebook.com/BlackTuskNordicEvents>
- Instagram (@black\_tusk\_nordic\_events): [https://www.instagram.com/black\\_tusk\\_nordic\\_events](https://www.instagram.com/black_tusk_nordic_events)
- Youtube (BTNES Ski TV): <https://www.youtube.com/channel/UCsCWhTGvmYMhDdqe8ILNKkA/channels>
- Twitter (@BlackTuskNordic) <https://twitter.com/BlackTuskNordic>

We have just produced (thanks to Buzz Harries, our Communications Lead) a one minute intro video to garner excitement about the March 2022 Continental Cup-XC Nationals. Check it out here:

<https://www.youtube.com/watch?v=dgnJtTJRBq4>

### **Canada's Nordic Industry will be Showcased at Our Events**

In addition to Ski Jumping, Nordic Combined and every Cross Country ski event you can think of, we have partnered with the major Nordic Sport brands to have a *Village MarketPlace* on site adjacent to the Stadium finish line. This outdoor marketplace includes Rossignol, Salomon, Fischer, Madshus, Swix, Coast Outdoors, KV++, Julbo, Kaltire/Nokian, Bliz, Kintek, etc. In addition to sales, many of these companies will also sponsor key races and/or days of racing in addition to showing off their upcoming models and allowing demonstration use. The awards podium will be centered in this marketplace adding to the buzz!

### **We Want YOU to participate in the Excitement**

BTNES has been very fortunate to benefit from the generosity of our many corporate and personal sponsors! We want all our supporters to be confident that the planned events will be exciting, will further the development of Nordic Sports and youth athleticism and rekindle the spirit of the 2010 Olympics. For the 2022 Continental Cup, Canadian Nationals/US Super Tour final to be held between March 17-27<sup>th</sup> we are currently planning three VIP Events that we hope you will participate in:

- Saturday March 19<sup>th</sup> Ski Jump and Nordic Combined finals (VIP 10:00-2:00pm)
  - To include a trip to the top of the jump followed by jumping observation, appetizers, and hot and cold drinks
- Monday March 21<sup>st</sup> Coach, Organizing Committee and VIP Ice Breaker at Sea-to-Sky Gondola 5:00 – 7:00 pm
  - A fun social for Coaches, FIS officials, Organizing Committee and Sponsors
- Saturday March 27<sup>th</sup> XC Finals (VIP 11:00-3:00pm)
  - Stadium viewing of all category distance races on 5 km and 7.5 km lap courses with appetizers, and hot and cold drinks.

In addition to the VIP viewing events, Blackcomb Snowmobiles has volunteered to organize and lead a local VIP snowmobile tour prior to one or more of these planned events! As we move forward in organizing these events, we will reach out to you, our Sponsors and work with you to confirm all the parties you would like to see included in any or



all these events. We are open to any other way we can work with you to make sure your generosity is fully acknowledged during our events! In the meantime, if any of our Partners has any questions at all, please feel free to contact me at ([reid@reidcarter.ca](mailto:reid@reidcarter.ca)) or either of our very able Event Organizers Cynthia Sully ([ccsully@hotmail.com](mailto:ccsully@hotmail.com)) or Tabitha Toy ([tabithatoy@shaw.ca](mailto:tabithatoy@shaw.ca)).

Thank you so much for generously supporting Black Tusk Nordic Events Society in hosting the 2022 and 2023 events!

All the Best for a Happy Holiday Season and Happy and Healthy New Year!

Reid Carter  
Co-Chair. Fundraising and Sponsorships



2020 Silver Medalists at World Juniors Relay, Germany. - Xavier McKeever (Canmore, Alta.); Olivier Léveillé (Sherbrooke, Que.; also the Bronze Medalist at World Juniors 2021, Finland), 18; Tom Stephen, 17 (Calgary); and 19-year-old Remi Drolet (Rossland, B.C.). All will be competing at 2022 Canadian Nationals and 2023 World Juniors at Whistler!