



CANADA SNOWBOARD
Presents

ATHLETE HANDBOOK



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WELCOME TO THE TEAM!

Dear Athlete,

We are thrilled to welcome you to the Canada Snowboard family! Your journey with us is about to begin, and we couldn't be more excited to have you as part of our team.

Canada Snowboard is not just a team; it's a community of individuals committed to a common goal. We're united by our passion of sliding downhill sideways and our determination to achieve excellence in every aspect. As you embark on this next chapter, we want you to know that you are joining a team with a rich history of world success.

In this handbook, you'll find valuable information that will guide you through your time with us. It contains the principles, expectations, and values that define who we are and how we work together. It's our roadmap to success, and we encourage you to read it thoroughly and embrace its teachings.

At Canada Snowboard, we are about supporting athletes towards Paralympic/Olympic success. We believe in your potential, as an athlete and as a person, and we are committed to helping you achieve your goals both on and off the snow. We are about fostering a culture of respect, dedication, and personal growth.

Our team is not just your teammates and coaches; it's your support system, your mentors, and your second family. Together, we will face challenges, celebrate victories, and grow stronger with each step of this incredible journey.

As you start this adventure, remember that you have not only joined a team but a legacy. We are honored to have you as part of our story, and we are confident that you will leave your own mark on it.

Welcome to Canada Snowboard, where we believe in the power of teamwork, the pursuit of excellence, and the joy in the ride. Let's make history together!

Sincerely,

Kim Krahulec
High Performance Director Speed
Canada Snowboard

Tyler Ashbee
High Performance Director Park & Pipe
Canada Snowboard

Lucinda Jagger
Vice President of Sport
Canada Snowboard



OUR CREDO

At Canada Snowboard, we believe embracing the culture of snowboarding combined with a commitment to excellence is the foundation of who we are. Performance at the highest level comes from an athlete-focused approach to training, programs and coaching. Our athletes are amongst the best in the world, and our goal is to continue to provide them the means to achieve their goals.

Our members are our Provincial and Territorial Associations. They are the backbone of the competitive snowboard pathway. From a young rider's first event, to joining a club, to progressing to the national team, our Provinces and Territories are key to developing our future high performance athletes. Our goal is to support our members to work together to provide the best possible system for organized snowboarding on the planet. From coaches to officials, judges to events, sport development to high performance, creating strong alignment from coast to coast in each area will allow us to offer the best possible experience to each participant from park to podium.

We believe our strategic plan encompasses the values and strategies that will allow us to build on our past success to reach future excellence, all through staying true to our core.

OUR STRATEGY

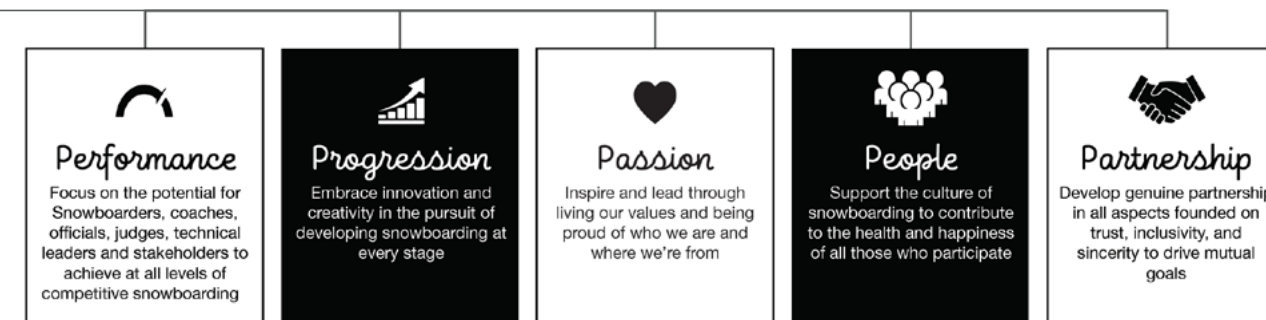
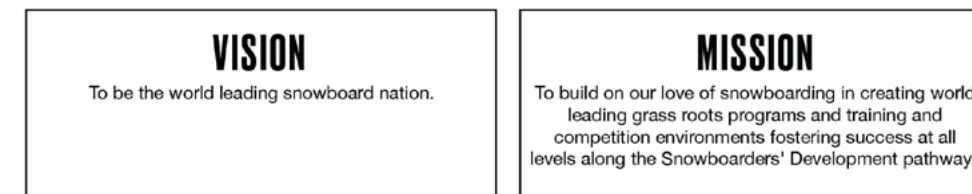
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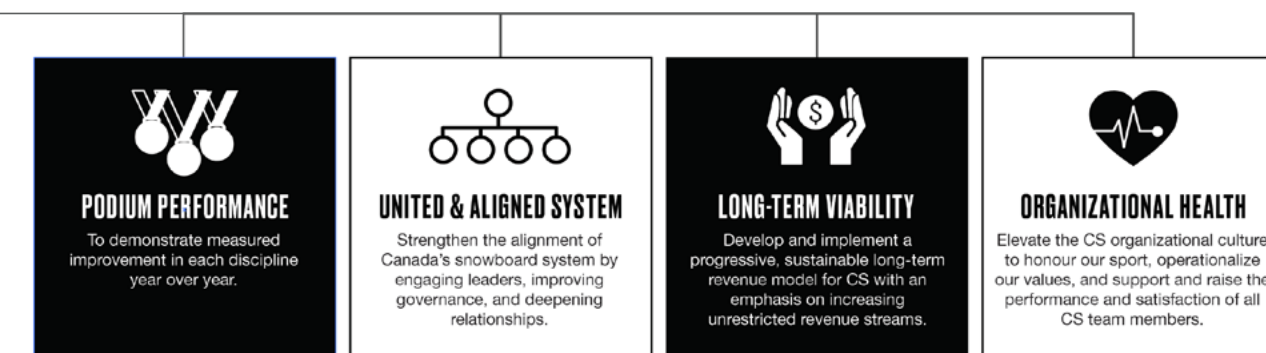
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VALUES

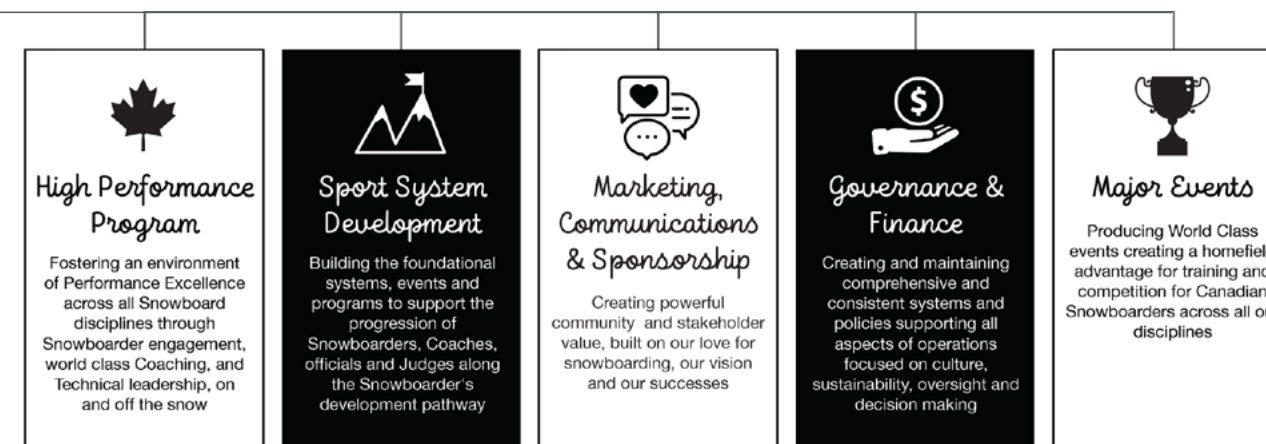
Our values are founded on INTEGRITY. A snowboarder-centered, honest, consistent and transparent approach to everything we do. Our Values are uncompromising and everyone in our community will be held accountable in living them day in day out.



LONG TERM STRATEGIC GOALS



5 OPERATIONAL PILLARS





HIGH PERFORMANCE OVERVIEW & COMMUNICATION

CPR (Character, Process, Results)

The Canada Snowboard High-Performance Program (HPP) members, (athletes, technical experts, and support staff), prioritize values-based behaviors and strive to be the world leaders in sport by winning well. The team works together, supporting athletes in their progress towards their performance goals while creating environments that nurture and develop everyone's personal and performance potential.

As part of the CS HPP snowboarders further develop their character and core performance competencies of motivation, resilience, and confidence. These support training processes and performance outputs.

This approach to high performance in Snowboarding can be summarized in three main categories: Character, Process, and Results.

Character – is observable. These are the behaviors and attitudes we bring to ourselves and the team. Character traits and behaviors of many world leading athletes and snowboarders include:

- Accepting and cultivates curiosity and a growth mindset.
- Accepts responsibility for current performance
- Accepts responsibility to put in the effort towards goal and performance progress.
- Commits to purposeful training aligned with defined objectives and performances.
- Commits to practices that support performance, health and wellbeing (Movement, Mindset, and medicine)
- Takes the action needed to get better
- Competitive fire, ambition; applying an 'always getting better' philosophy.

Process – is observed in the time and effort that an athlete puts towards improving the skills and capacities crucial in achieving elite performances. This is observed in an athlete's:

- Determination to continuously improve
- Commitment to and execution of training plans, activities and benchmarks.
- Effective use of resources to close performance gaps.

Results – are defined by an athlete's achievement (at their LTD stage) compared to world leaders and sport norms. This includes:

- Position on World Rank List (FIS) and rate of improvement over time.
- Event Results, % off the leader, and improvement over time
- Percentage of time reaching performance targets (top 1/2, top 1/3, top 8, top 3)
- Completion of training quantity and quality compared to performance plans.



HIGH PERFORMANCE OVERVIEW & COMMUNICATION

Canada Snowboard Team Structure

Includes the following:

- Board of Directors
- Athlete's Council
- High Performance Staff
 - Coaches
 - HAP
 - High Performance Team
- Canada Snowboard Staff
- Business Development Team
- Events and Engagement Team
- Finance Team

[Canada Snowboard High Performance Organization Chart](#)



HIGH PERFORMANCE OVERVIEW & COMMUNICATION

Key Contacts & Communication

The HPP Admin Staff and Technical Experts are the main contacts and first line of communication for athletes, parents and stakeholders. If needed, they are able to connect other parties.

High Performance Directors

Park & Pipe: Tyler Ashbee (tyler@canadasnowboard.ca)

Speed/Para/Alpine: Kim Krahulec (kim.krahulec@canadasnowboard.ca)

Contact High Performance Directors for information or questions about:

- Team and Event Eligibility & Selection requirements
- Event logistics
- Athlete Agreements and Paperwork
- Points freezing (due to injury)
- Website/Bio updates
- Anti-Doping questions
- Contacting non-Daily Training Environment Staff (eg, Chief Medical Officer)

Coordinator: Chelsea Williams (chelsea.williams@canadasnowboard.ca)

Contact Chelsea for information or questions about:

- Nor-Am Event registrations
- Athlete Billbacks
- Discounted resort access
- Membership services help
- Athlete packages and gear



HIGH PERFORMANCE OVERVIEW & COMMUNICATION

Technical Experts

SBS National: Elliot Catton, Chris Witwicki, and Sam Weston

HP National: Bud Keene

SBX National: Maëlle Ricker and Simone Malusa

SBX NextGen: Simone Malusa

Alpine National: Hannes Mutschlechner

Alpine NextGen: Ingemar Walder

Para National & NextGen: Greg Picard and Mark Fawcett

Contact the Technical Experts for information or questions about:

- Technical Gaps
- Season Planning and logistics
- The Daily Training Environment

If after contacting the HPP Admin staff, or Technical Experts, you have unresolved questions, please contact the Vice President of Sport, Lucinda Jagger lucinda.jagger@canadasnowboard.ca | (604) 932 -0864

Canada Snowboard issue regarding Harassment/Abuse, Code of Conduct, Moral or Ethical:

Ombudsman Brian Ward

safesport_wwdrs@primus.ca | (613) 761-8469



ATHLETE RESPONSIBILITIES & AGREEMENTS

You can find selection protocols in our [Document Centre](#). Selection Protocols are comprehensive guidelines and criteria published in the High Performance Program (HPP) Document Center. These protocols cover major events, World Cups, Team selections, and Athlete Assistance Programs (AAP) etc.

Athlete Acrobat Sign

In order to save time (and paper) Canada Snowboard does the majority of contract signing online. In fact, this is how you will review and sign your Athlete Agreement and paperwork. An email will appear in your inbox when your agreements are ready to be signed. You do not need to create an account with Adobe Acrobat Sign, please visit their website: <https://www.adobe.com/ca/sign.html>.

Athlete Agreement

To accept a position with the HPP, each athlete must read, understand, agree, and sign the Athlete Agreement. This agreement outlines in detail the responsibilities of both the athlete and Canada Snowboard. This is a binding document, please read it carefully and ask questions about anything that is unclear.

Code of Conduct and Ethics

The Code of Conduct and Ethics is included at the end of your Athlete Agreement. Please review the [Code of Conduct and Ethics](#) carefully as you are now representing your country and Canada Snowboard around the world at every major event you attend. You can also access the document by going to the CS website > Document Centre > Universal Code of Conduct to Prevent and Address Maltreatment in Sport. Alternatively, you can refer to this [interactive resource](#) available on the [OSIC](#) website.

ATHLETE RESPONSIBILITIES & AGREEMENTS

General Policies

Canada Snowboard has several policies in place for various matters such as Appeals, Code of Conduct and Ethics, Discipline and Complaints, Dispute Resolution, Helmets, Official Languages, Equity and Access, Concussions and return to play, Club Registrations and Anti-Doping.

It is required that you review these policies in order to understand your rights as a member of the HPP. The policies can be accessed on the Canada Snowboard website at:

www.canadasnowboard.ca/en/about/our-credo/governancepolicies/

Anti-Doping

Doping is an important issue with serious consequences. Taking prohibited substances or using prohibited methods is cheating, and can be very damaging to an athlete's health. Doping undermines the fundamental spirit of sport and severely damages the integrity, image and value of sport.

Canada Snowboard works closely with the [Canadian Centre for Ethics in Sport \(CCES\)](#) and runs its programs in accordance with the rules and policies outlined in the Canadian Anti Doping Program. Please review the Canada Snowboard Anti-Doping Policy and if you have any questions, please contact the HPP Director.

Athlete Council Survey

The Canada Snowboard Athletes Council represents the interests of the current athletes and is composed of current and former National Team athletes, nominated by their peers.

At the conclusion of each season, the AC will send out a survey in April to collect *anonymous* feedback about your season, your experience with the team, and your suggestions to make the team better for everyone. Issues and comments brought to the Athletes Council through the survey are discussed with the Board of Directors during a CS Board meeting.

Completion of the AC survey is mandatory for all NT and NG athletes as outlined in the Athlete Agreement.





ATHLETE RESPONSIBILITIES & AGREEMENTS

Membership & Sport Accident Insurance Plan (SAIP)

As a member of the High Performance Program, it is your responsibility to purchase your annual provincial membership with an advanced competitor's license, which is your annual Canada Snowboard membership, a FIS license and sport accident insurance (SAIP) Level 1 (NextGen may purchase Level 2 if they will not be attending World Cups this season). Please refer to [Athlete Assistance Program](#) section for more information. (AAP)

Your Athlete Agreement and subsequently AAP funding will be on hold until the proper membership and SAIP insurance is purchased for the 2024-2025 season. The SAIP insurance is required by FIS for all national team athletes in each winter sport. All purchases must be made after July 1st, 2024, to be valid for the 2024-25 season. Make sure you know when your SAIP is valid, and when you'd need your own insurance coverage for traveling and riding. You can find more details on our website regarding memberships here: www.canadasnowboard.ca/en/ms/membership/ and for insurance click here: <https://www.canadasnowboard.ca/en/ms/insurance/saip/>

For assistance with purchasing provincial and national memberships, FIS licenses and SAIP insurance please contact:

Sam Dunkley, Manager, Events and Engagement:
sam.dunkley@canadasnowboard.ca



ATHLETE RESPONSIBILITIES & AGREEMENTS

Finance

Athlete Deposit: As part of the HPP Athlete Agreement, you will be required to maintain a \$1000 deposit on account with Canada Snowboard to cover your team expenses. This is required prior to the beginning of the season.

Invoices + Payment: Athletes will receive invoices by email from Canada Snowboard's QuickBooks Online accounting software. Payment is due within 30 days of receiving the invoice. If at any time the athlete's outstanding balance exceeds \$5,000 overdue or if an agreed upon payment plan is breached, a notification of an outstanding account past due will be emailed with a warning requiring payment before the next month end in order to avoid consequential action being taken.

Any athlete who has outstanding balances owed to Canada Snowboard is considered "not in good standing" and may suffer consequences such as not being permitted to compete in future events or having their Sport Canada AAP carding put on hold.

Contact email : accounting@csf.ca

Office

Canada Snowboard office has gone remote (July 2021), please note that storage has been moved from Vancouver to Calgary. If you require an address for mailing please reach out to chelsea.williams@canadasnowboard.ca



SUPPORT & RESOURCES

Safe Sport

Canada Snowboard is extremely committed to providing a safe, harassment and abuse free learning and training environment for all our members. As an organization, we will continue to provide our members and partners with the proper tools and training to ensure we continue to live and enact our values with integrity.

With this top of mind, Canada Snowboard will continue to work extensively on this FOUNDATIONAL area with all of you in the coming weeks, months and years so that you continue to have the knowledge and understanding of what creating a safe environment should involve.

All Canada Snowboard Staff, Contractors, Coaches, Officials, Judges, Support Staff and National Team Athletes are required to complete ongoing Safe Sport education which is conducted through our nationally recognised education partner, Respect in Sport Group. These programs educate leaders, coaches, officials and participants to recognise, understand and respond to issues of bullying, abuse, harassment and discrimination. Canada Snowboard is dedicated to continuing to be one of Canada's leading organizations in the Safe Sport Solution and continues to keep up to date with the latest requirements and best practice standards.

Canada Snowboard will be actively working on an ongoing basis with the Canadian Sport System Leaders, Canada Snowboard Leadership Staff, and all of you on how we can ensure demonstrable leadership and implementation of these Safe Sport Initiatives.

More information:

<https://www.canadasnowboard.ca/en/about/Safesport/>

Athlete Protection Policy

The Athlete Protection Policy describes how Persons in Authority shall maintain a safe sport environment for all Athletes. Please review the policy in the [Safe Sport](#) manual on the CS website (CS Site > About Us > Safe Sport > Prevention / Policies / Resources).

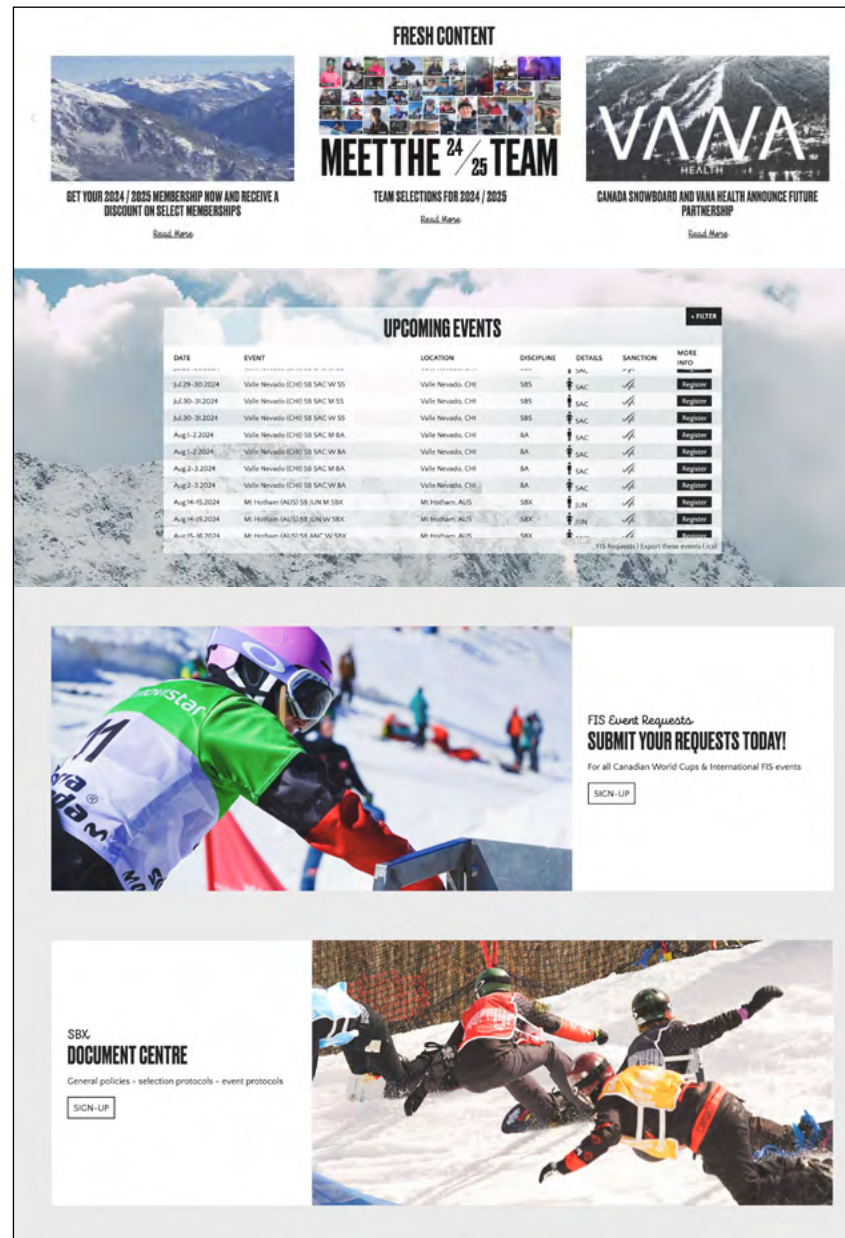
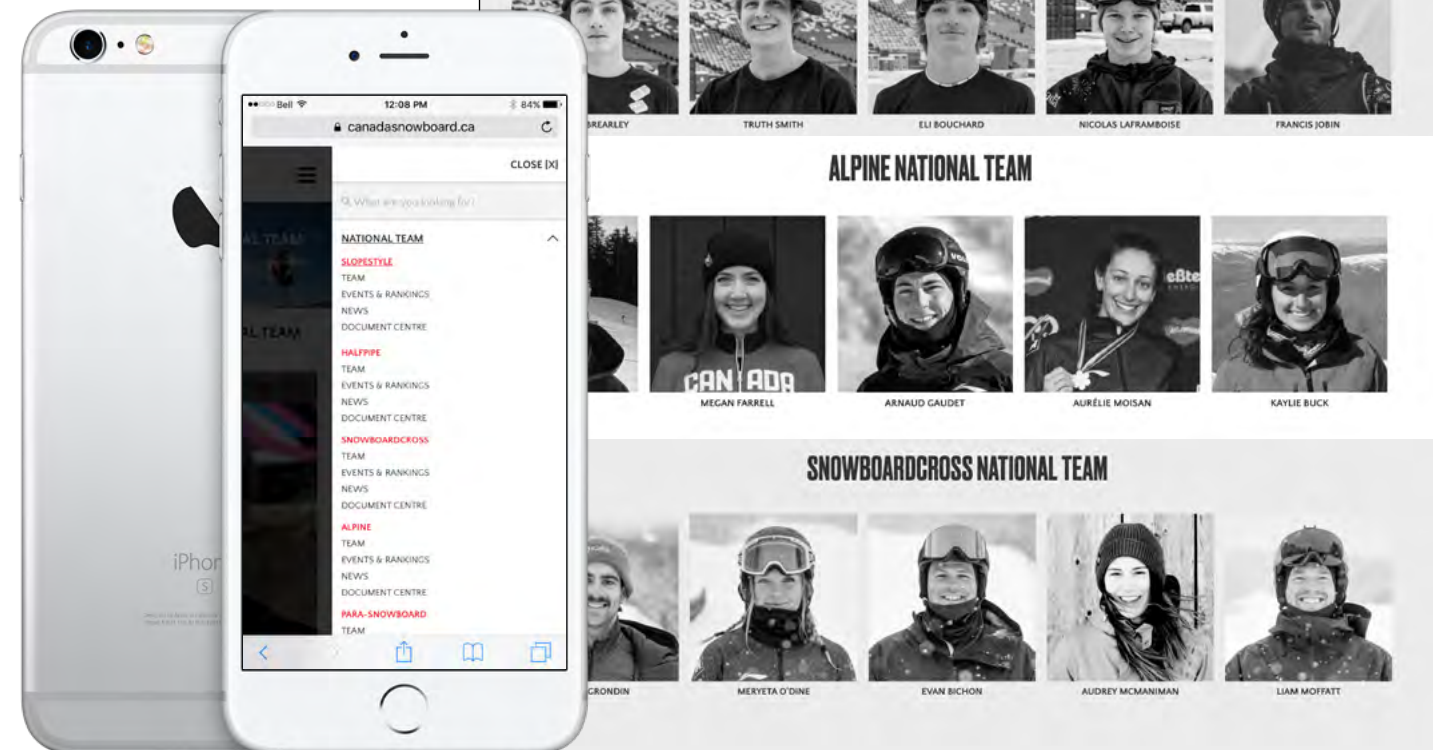
CANADIAN SPORT HELPLINE

To report an incident, or to refer to available recourses to help navigate a variety of issues please click the link below that will take you directly to the Call Triage Process Infographic.

<https://www.canadasnowboard.ca/en/about/Safesport/#safesport>

WEBSITE

The Canada Snowboard website (www.canadasnowboard.ca) is your source for the most up to date information including selection protocols, application forms, general policies and other information and documents. Please familiarize yourself with the website, especially the “Document Centre”, which appears as a link at the bottom of each discipline’s page, as well as under “National Team” in the drop down menu.



The Athlete Section includes several important sections:

1. **Fresh Content** – Discipline specific news can be found on that disciplines page, located under “National Team”. This includes team selections, press releases and news.

2. **Upcoming Events** – A full list of upcoming events are provided on each discipline specific page on the website. All events link to further details about that specific event.

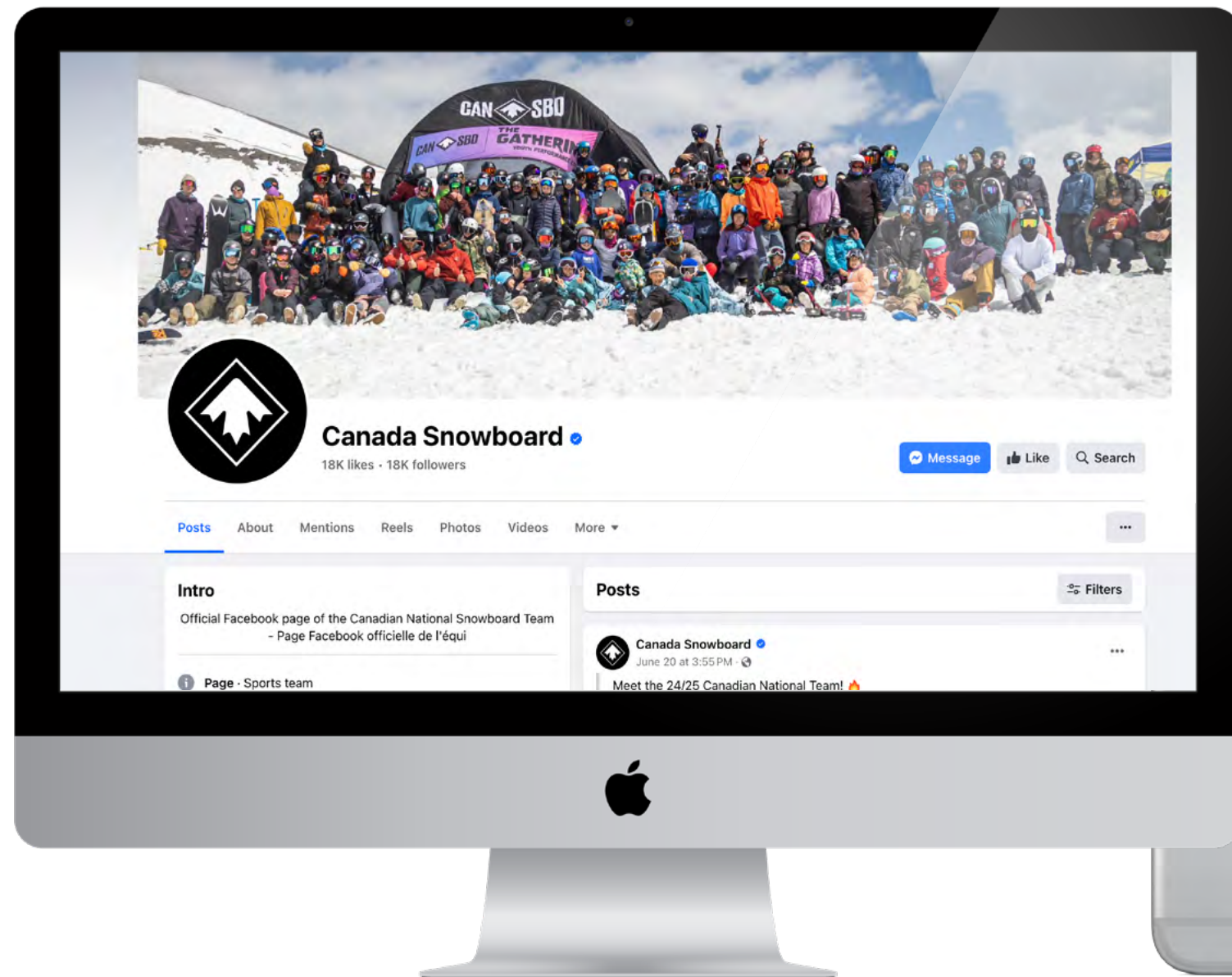
3. **International Events Registration** – Registration is taken care of for you once you are on the national team, but all Development/ NextGen team athletes need to register themselves for all international events. You can do this from your disciplines page or in the navigation, under “Resources” by selecting “Participation Request for FIS International Events” and completing the form.

4. **Document Centre** – This section contains all the important documents you will need to familiarize yourself with from the high performance department. Documents include Selection Protocols, Application Forms, General Policies and SAIP Insurance Documents. A link to the Document Centre can be found on your discipline page under “National Team”.

CS SOCIAL MEDIA & NEWSLETTER

As national team riders, we encourage you to tag Canada Snowboard on the day to day. Training, riding for fun, competition – we want to show you some love all year round. We are always looking for unique and captivating ways to showcase you and your riding to Canadians everywhere.

If you'd like to know some industry best practices, you have a cool idea for a social media campaign, you want to get your pics featured on our social channels or if you have any questions or comments, please email – julia.thrift@canadasnowboard.ca.



@CanadaSnowboard



@CanadaSnowboardTeam
 @CanadaParaSnowboardTeam
 @CanadaSnowboard
 @Shred.the.North



@CanadaSnowboardVideo

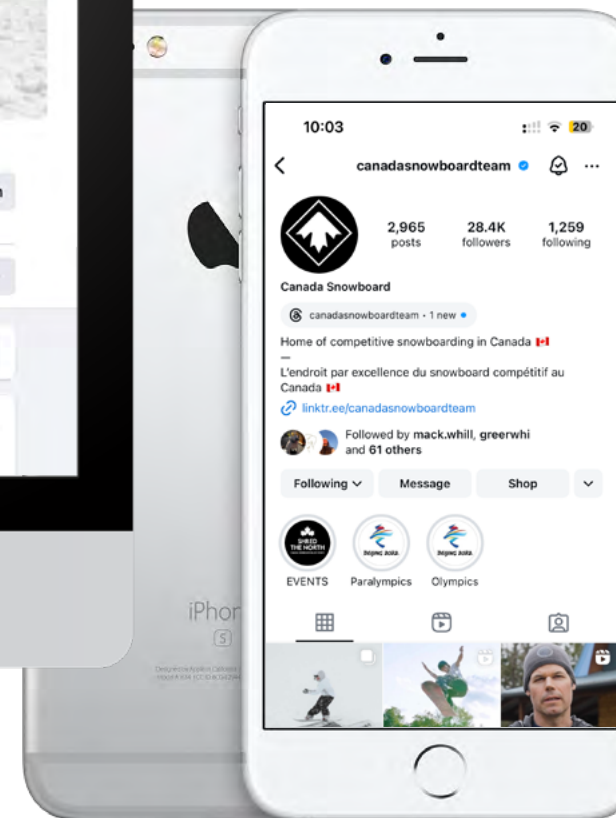


CanadaSnowboard
 ShredTheNorthCanada



Sign up for the
[CS Newsletter](#)

If you or your friends & family want to keep your finger on the pulse of what's going on with Canada Snowboard events and programs, sign up for our newsletter.





SUPPORT & RESOURCES

Canadian Sport Institutes

As an HPP athlete, you may be eligible to services offered by the Canadian Sport Institutes. The Institutes offers **FREE** services for athletes such as Strength & Conditioning, Sport Psych, Nutrition, Biomechanics, Career Guidance, etc.

BC: Canadian Sport Institute

Eligibility/Registration: <http://www.csipacific.ca/athletes/eligibility/>

Services: <http://www.csipacific.ca/services/>

Alberta: Canadian Sports Institute Calgary

Eligibility/Registration: <http://csicalgary.ca/en/athletes>

Saskatchewan: Sask Sport

Services: <https://sasksport.ca/athleteSupport.php>

Ontario: Canadian Sport Institute

Services/Registration: <https://csiontario.ca/our-programs>

Quebec: Institut National du Sport du Quebec

Services/Registration: <http://www.insquebec.org/services/athletes/>

Atlantic: Canadian Sport Centre Atlantic

Services: <https://csiatlantic.ca/>

GamePlan

Game Plan takes a holistic approach to prepare you for the job of being a national team athlete during the formative stages, the prime of competitive life and what comes after the peak performance days are over.

<https://www.mygameplan.ca/>

Please reach out to Candice Drouin cdrouin@csipacific.ca Game Plan Advisor, CSI Pacific for questions.

WHAT IS GAME PLAN?

Game Plan takes a holistic approach to prepare you for the job of being a national team athlete during the formative stages, the prime of competitive life and what comes after the peak performance days are over.



GAME PLAN
PLAN DE MATCH



Game Plan Operates under 5 pillars:



Mental Health

Discover health resources and confidential mental health services to support you.



Skill Development

Learn new skills that will help you manage life outside of sport.



Education

Earn a degree or take specialized courses that fit within your hectic training and competition schedule.



Community

Develop your network, find mentors and like-minded individuals to support you.



Career

Explore your non-sport interests and career opportunities in advance of retirement.

MEET THE ADVISORS



GAME PLAN
PLAN DE MATCH



Dominique Bosshart

- **Game Plan Advisor - CSI Ontario**
- dbosshart@csiontario.ca
- “Any questions you have! I will work to help you find the answers you need. Anything from supporting inquiry around your options, next steps or goals, formulation of your plan, and guidance on academics, career, mental health and overall life balance.”



Candice Drouin

- **Game Plan Advisor CSI - Pacific**
- cdrouin@csipacific.ca
- “To use a sports analogy, I like to think as an advisor I am your quarterback. Sometimes I might run with the ball or I’ll find the right person to pass to. The name of the game here is to support you with anything you might need help with.”



Lisa Hoffart

- **Game Plan Advisor - CSC Saskatchewan**
- lhoffart@mygameplan.ca
- “I can help you with mental health, mental wellness, counselling, and determining the next step in your path.”



Sarah Kiengersky

- **Game Plan Advisor - CSI Atlantic**
- skiengersky@mygameplan.ca
- “I can help you with researching and understanding the opportunities available in education and career, and can ask you the questions that will help guide you in planning for the next step. Using my in depth knowledge of the Canadian Sport System, I can assist with advising and connecting you to the many available resources for athletes. I can also explore with you your unique approach to achieving sport life balance.”



Sophie Brassard

- **Game Plan Advisor INS Quebec**
- sophie.brassard@fondationaleo.ca
- “I can help you with decisions regarding your future, your sport and school balance as well as your professional transition.”



Amy Van Buskirk

- **Game Plan Advisor - CSI Calgary**
- avanbuskirk@csicalgary.ca
- “I can help you with whatever is keeping you up at night. If I don’t know the answer, I will find someone who does”



SUPPORT & RESOURCES

AthletesCAN

The association of Canada's national team athletes, is the only fully independent and most inclusive athlete organization in the country and the first organization of its kind in the world. As the collective voice of Canadian national team athletes, AthletesCAN ensures an athlete centered sport system by developing athlete leaders who influence sport policy and, as role models, inspire a strong sport culture.

<http://www.athletescan.ca>

Exclusive AthletesCan discounts and partner programs:

<https://athletescan.ca/membership/exclusive-discounts-partner-programs/>

Medical & Dental Plan:

<https://athletescan.ca/bbd-health-and-dental-plan/>

Athlete Assistance Program (AAP)

As a HPP athlete, you can now qualify for AAP. AAP is athlete funding used to go towards your travel and training expenses, paid directly to you from Sport Canada:

- Living and training allowance
- Athletes nominated for carding will have to sign their CS athlete agreement, and complete the CCES e-learning course sent by Sport Canada before their carding payments are released.*

Supplemental AAP Support:

- Tuition and deferred tuition support
- Special needs assistance
- Retirement Support

For more information on the supplemental AAP support please refer to section 8.4 of the AAP Policies and procedures located here:

<https://www.canada.ca/en/canadian-heritage/services/funding/athlete-assistance/policies-procedures.html#a9d>

To be nominated for AAP support next season you must meet the Canada Snowboard AAP Nomination Criteria which is updated here:

<https://www.canadasnowboard.ca/en/docs/?category=High+Performance>



SUPPORT & RESOURCES

Athlete Insurance (SAIP)

The Sport Accident Insurance Program – insured under AIG Insurance covers athletes who purchase a policy for medical and disability in Canada with all classes of SAIP.

All National Team members of the High Performance Program and athletes attending World Cups are required to purchase Level 1 coverage as they compete in more high-risk competitions than provincial level athletes. Level 1 provides 60 consecutive days of out of country coverage. This coverage is mandatory in order to compete in any FIS level event. Level 2 is mandatory for Development & NextGen athletes and provides 30 consecutive dates of out of country coverage. In both cases, an extension of dates can be requested. For more information on extensions contact Canada Snowboard directly.

The policy includes mountain rescue, repatriation and coverage for competitions, which are generally not covered by standard Healthcare. Please note that coverage is only provided for Canada Snowboard sanctioned competitions and training while under the supervision of a licensed coach provided that you are wearing a certified helmet and you meet and hold the requirements of your provincial/territorial health care coverage. In the event of a medical emergency, which may require treatment, hospitalization or emergency repatriation, please follow these steps:

1. Call the appropriate number below immediately prior to receiving treatment, quote the policy number GTP 9425873A to Report a Claim
US & Canada AIG Assist (24 hour) 1-877-207-5018, Worldwide AIG Assist (24 hour / call collect) 0-819-566-3940
2. The Claim Form must be immediately completed by a coach or support staff. *Please note an injury report must be submitted by a coach or member of your support staff whether a SAIP claim is made or not.

To further understand the AIG policy used by Canada Snowboard or for any questions around injury reporting, please contact Sam Dunkley, Manager, Events and Engagement: sam.dunkley@canadasnowboard.ca



SUPPORT & RESOURCES

Funding Grants & Bursaries

There are a number of funding opportunities for high performance athletes. A few of the opportunities are listed below. In addition to these, athletes should contact their post-secondary institution (if applicable) to find out about scholarships for athletes competing for a university or college, as well as academic scholarship options. Many Provincial Sport Organizations and National Sport Organizations also have internal scholarships established as “memorial” tributes to past members or Directors, or scholarships supported by corporate sponsors. Athletes should contact the appropriate sport organization to investigate this possibility. Various Service Clubs such as Rotary International, Kin Canada, the Lions Clubs or the Royal Canadian Legion offer scholarships and bursaries. The clubs in the athlete’s town or city should be contacted for information and deadlines.

National Funding

Canadian Athletes Now Fund (CanFund)

<http://canadianathletesnow.ca/application/>

Petro-Canada Fueling Athlete and Coaching Excellence (FACE)

<https://www.petro-canada.ca/en/about-petro-canada/olympic-and-paralympic-sponsorship/face-program>

Sport Canada Athletes Assistance Program (AAP)

<https://www.canada.ca/en/canadian-heritage/services/funding/athlete-assistance.html>

Wise Fund Grant - Canadian Women & Sport

<https://womenandsport.ca/2022-wise-fund-grant-recipients-announced/>

Olympic/Paralympic Athlete Funding Opportunities

RBC Olympians

<https://www.rbc.com/community-social-impact/athletes/olympic-sponsorship.html>

Snow Athletes Canada

<https://www.snowathletes.ca/>

SUPPORT & RESOURCES

Provincial Funding

Alberta

Podium Alberta

<https://www.alberta.ca/podium-alberta.aspx>

British Columbia

[BC Athlete Assistance Program](#)

Manitoba

Athlete Assistance – Sport Manitoba

<https://www.sportmanitoba.ca/resources/athlete-resources/>

Canadian Sport Centre – Manitoba Athlete Centre Fund

<https://cscm.ca/service-delivery/eligibility/>

New Brunswick

New Brunswick Athlete Assistance Program

https://www2.gnb.ca/content/gnb/en/services/services_renderer.201010.Sport-Athlete-Assistance-Program.html

Newfoundland

Athletic Assistance

<https://www.gov.nl.ca/tcar/recreation-and-sport/financial-assistance/>

Nova Scotia

Support 4 Sport - Athlete Assistance

<https://sportnovascotia.ca/support4sport-awards/>

Ontario

Quest for Gold—Ontario Card

<https://www.ontario.ca/page/quest-gold>

Prince Edward Island

PEI Amateur Sport Support Program: Elite Athlete Assistance

<https://www.princeedwardisland.ca/en/information/fisheries-tourism-sport-and-culture/elite-athlete-assistance-program>

Québec

Équipe Québec

<http://www.education.gouv.qc.ca/athletes-entraîneurs-et-officiels/soutien-financier-et-services/programme-equipe-quebec/>

Saskatchewan

Saskatchewan Program for Athletic Excellence

<https://www.csc-sask.ca/for-athletes/financial-support/>





Zoe Bergermann
Chairperson
Snowboard Cross



Mercedes Nicoll
Halfpipe



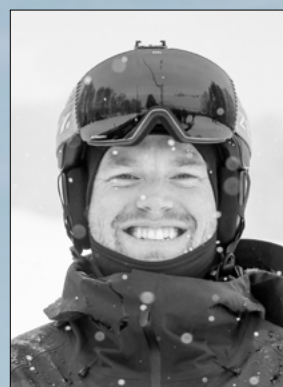
Jules Lefebvre
Alpine



Kaylie Buck
Alpine



John Leslie
Para



Liam Moffatt
Snowboard Cross



Lisa Dejong
Para



Liam Gill
Halfpipe

SUPPORT & RESOURCES

Athlete Council (AC)

The Athlete Council (AC) makes sure the athlete voice is heard and valued at a board level. The AC is a sub-committee of the board of directors for Canada Snowboard (CS). Athlete representatives on the AC are a diverse group of active and retired athletes representing all disciplines of CS. The Athlete representative with a seat on the CS board is usually the chair of the CSAC, this athlete brings the athlete voice to the board meetings, for the athletes by the AC.

Please reach out to Zoe Bergermann, Canada Snowboard Athlete Council Chairperson for questions: zoe.bergermann@gmail.com

SPONSORSHIP & BRANDING

National Team Sponsors

Canada Snowboard would be unable to deliver programming, run the national team, host events such as NorAm, nationals and world cups without our sponsors. As a national team athlete, the brands that have exclusivity while you're representing Canada are our tier 1 sponsors. *We encourage all riders to tag these sponsors whenever possible on social media.* It goes a long way to encourage existing and future sponsors, and is a huge help for servicing our partners. If you're interested in working on projects directly with sponsors, participating in athlete appearances, or having them share your personal social channels, we're happy to work together to build new ideas.

New partner announcement coming soon.



@KalTire
 @KalTire



toyotacanada
 @toyotacanada
 @toyotacanada

Partner until Dec. 1, 2024



@vanahealth
 @vanahealth



@RedBullCanada



@Skullcandy
 @Skullcandy



@LiNing_Official
 LiNing.Official



SPONSORSHIP & BRANDING

Athlete Sponsorship Decks

As a national team athlete, we look to support our athletes in securing personal sponsors and partners.

Canada Snowboard can assist you in the following areas:

- Helping create and update your individual or team sponsorship decks
- Introducing you to athlete agents
- Providing you advice on and reviewing contracts
- Social media best practices and advice
- Offer overall support with team fundraising initiatives.

Contract reviews/agent introductions:

brendan@canadasnowboard.ca

Branding and graphic design:

samantha.scull@canadasnowboard.ca

Social Media best practices and advice:

julia.thrift@canadasnowboard.ca

Sponsorship decks:

julia.thrift@canadasnowboard.ca

teddi.whillans@canadasnowboard.ca

CS Programs

Canada Snowboard is proud to offer inclusive programming such as RIDERS, Kindred Collective, the Indigenous Snowboard Program, and more.

If you would like to get involved with or become a spokesperson for one of our programs, please email: austin.white@canadasnowboard.ca

To learn more about CS programs, please visit our website at :

<https://www.canadasnowboard.ca/en/programs/>



ATHLETE BENEFITS

Athlete Team Kit

In the fall you will receive a team kit that includes Team outerwear, clothing and accessories plus items from our various partners. Please be sure to fill out your sizes and your shipping address in your Athlete Agreement. If you have any questions reach out to chelsea.williams@canadasnowboard.ca.

Pro-forms & Suppliers

Canada Snowboard continually seeks to find new partners that are willing to offer their products at a discounted pro-form price. If you let us know specific brands you're looking for, we can make the ask on your behalf and the team. The ordering process for each company is different. Please understand that all orders should be for personal use only, not for family and friends. Please contact chelsea.williams@canadasnowboard.ca if you would like any.

Burton Pro-Form - If you are looking for a Pro-Form, we have access to some through our partnership at 40% off. Reach out to your HPP Coordinator chelsea.williams@canadasnowboard.ca

Burton Hard Goods - (boards, boots, bindings, helmets, goggles), reach out to Tyler Ashbee.

Scott and Kona Bikes - if you're looking for a new bike, we can typically get them for 30% - 40% off - but you're looking at at least a 2023 model with how nuts the bike world is.

Current partners include:

Intuition Liners	Stoko	Breg
Kuu	ATB Lab	Vana Health
Li-Ning	Burton	Skullcandy
SuperFeet	Bauerfiend Braces	Carrot
Ride	K2	



ATHLETE BENEFITS

Shred Hookups

Another benefit of your national team status and PTSA membership is your access to the Shred Hookups program, where a slew of brands are ready to offer you a discount on some great gear for on the hill or off it.

Simply log in to <https://www.canadasnowboard.ca/en/ms/shredhookups/> with your MEMBER access code and you're good to go!

Register here to become a MEMBER <https://www.canadasnowboard.ca/en/ms/membership/>

Current Shred Hookups:

Swany	Garmin	Nixon
Biosteel	Yunika Snowboards	Enterprise/National
Outdoor Research	Mammut	Oakley
Cotopaxi	LifeProof	Helly Hansen
Smith	686	Black Diamond
BN3TH	Niche Snowboards	and many more.

Resort Access

As a member of the high performance program, you will be issued a digital Canada Snowboard ID card, to be presented at guest services, which can allow you discounted or complimentary access to mountains across the country. The mountain can change their status at any time without notice. Please do not complain or make a scene if you are having trouble getting a ticket, contact chelsea.williams@canadasnowboard.ca to see our current status with the mountain and for any help. You will receive this years mountain partners list in the fall.

Last years resorts that offered discount or complimentary access were:

Apex	Hudson Bay	Mt. Sima	Sunridge
Banff Sunshine	Lake Louise	Owls Head	Val-Saint-Côme
Beaver Valley	Le Relais	Revelstoke	Winsport
Blue Mountain	Mont-Sainte-Anne	Silverstar	Whitewater
Bromont	Mt. Washington	Ski Saint Bruno	
Dagmar	Mt. Norquay	Sun Peaks	

Resort Partners list will be available this fall, your coaches will receive the Resort list once it has been confirmed for the 2024-25 season. If you would like us to contact any other resorts for complimentary access let Chelsea know before October.



ATHLETE BENEFITS

CSA Whistler Passes

Canada Snowboard is able to nominate National Team athletes for Whistler (Vail) Epic Passes, this program is a legacy from the 2010 Olympic Winter Games and may be cancelled by Vail when they choose to do so.

National Team = Free Pass

NextGen Team = Discounted Pass

If you have access to CanWest passes and do not require the full list of epic resorts then you likely do not need the NextGen Pass, but please make your own decision based on your individual needs.

Bell Phone Plan

Available to National Team athletes only (who compete at a World Championships/OWG level for Canada) you will be provided the opportunity to get a free Bell cell phone and plan. The Athletes Connect program offers comprehensive telecommunications services to Canada's senior national team athletes currently training to compete and competing at the Olympic, Paralympic, Pan American, Commonwealth and senior world championship levels.

Please apply by visiting this link:

[www.bell.ca/Bell Athletes Connect Program](http://www.bell.ca/Bell_Athletes_Connect_Program)

