

DECISION PAPER



December 5, 2017

Tahoe Donner Association Sponsorship of Mark Engel

Issue: Seeking approval for 2018 US Ski Team athlete sponsorship

Background:

Mark Engel, a past resident of Tahoe Donner who learned to ski at TD Downhill Ski Resort, is in final qualifications to the 2018 Winter Olympics for Alpine Skiing. He has approached Tahoe Donner with a sponsorship opportunity request for 2018. This sponsorship would cost the association \$15k for the year. In exchange for the sponsorship Mark would be required to endorse Tahoe Donner across various channels (Exact specifics TBD) that includes Tahoe Donner logo placement on his helmet during the games. A benefit of this sponsorship would also be the Tahoe Donner Community supporting a local Truckee and past Tahoe Donner resident.

Disclaimer: Mark is one of 5 people competing for 4 spots on the team. He will know in January if he will secure a spot. He will be racing in all World Cup races leading up to the Olympic games. Committing now will guarantee the sponsorship and price of sponsorship. Sponsorship will need to abide by the Olympic Rule 40.

Options:

1. Approve the 2018 Athlete sponsorship in the amount of \$15,000.00.
2. Hold on sponsorship until the Olympic placement is secured (January) and then approve sponsorship. Price and timing of another sponsor would impact possible sponsorship.
3. Do nothing, at this time.

Recommendation:

1. Staff recommends the Board consider approving Option 1: Approve the 2018 Athlete sponsorship in the amount of \$15,000.00.

Prepared By: Christina Schwartz, Director of Marketing and Member Relations

Reviewed By: Miguel Sloane, Director of Operations and Michael Salmon, Director of Finance



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& Accounting

Board Meeting Date: December 16, 2017

