

# Bringing the World to WIRTH!

THEODORE WIRTH PARK, MPLS



A FIS CROSS COUNTRY WORLD CUP

FEBRUARY 17-19, 2024

# A WORLD CLASS SKI EXPERIENCE IN THE HEART OF A CITY



## MEETING THE MOMENT

Minneapolis is arguably becoming the hub of nordic skiing in North America. World class ski trails are woven throughout our urban landscape, setting the stage for one of the only World Cups held in a major metro area.

It is our intent that Minneapolis will become a permanent stop on the World Cup Tour!

## LOCAL IMPACT + GLOBAL REACH

This is an opportunity for Minneapolis to host a world-class sporting event on an international stage.

Likewise, it is an opportunity to highlight the global reach of premier home-grown organizations. We're excited to use this event to boast the strength and resources of Minneapolis, and greater Minnesota.

We look forward to helping you leverage the Cross Country World Cup to achieve your marketing goals!

## SUPER STAR POWER

We're thrilled to offer the opportunity for Olympic Superstar and fellow Minnesotan Jessie Diggins to compete at home, in front of friends, family, and fans. The ability to maximize Jessie's current celebrity star power to create even further media exposure and engagement surrounding this event is priceless.



# FIS World Cup: The Pinnacle of Cross Country Skiing



## WHAT IS A WORLD CUP SKI RACE?

The FIS (Federation of International Skiing) Cross-Country World Cup Tour is an annual competition, comprised of a series of distance and sprint races over the course of a winter season. World Cup races are held primarily in Europe. This is the first U.S. World Cup in over 20 years!

## WE CAME SO CLOSE!

In March 2020, the Loppet was slated to host the first World Cup hosted on U.S. soil in over 20 years. We now have a second chance, and the entire North American ski community will have its eyes on Minneapolis.

## ENGAGEMENT + EXPOSURE

- 152M Live, 780M Overall - 2021/22 World Cup Season Global Viewership.
- 59M - Total Media Impressions for 2020 Minneapolis World, even with cancellation.
- 13.6K - Projected ticket holders for 2020 Minneapolis World Cup.

## SCHEDULE OF EVENTS

OPENING CEREMONIES.....FEB 16  
FREESTYLE SPRINT.....FEB 17  
FREESYLE DISTANCE.....FEB 18  
COMMUNITY SKI CELEBRATION....FEB 19





# THE LOPPET ADVENTURE



## OUR GIFT TO THE CITY OF MINNEAPOLIS

It is our utmost priority to keep our local community at the center of this event...which is why it will be predominantly free and open to the public. A celebration in the heart of Minneapolis!

In partnership with the Share Winter Foundation, our leading funder, we are committed to creating a diverse and accessible outdoor winter sports community. The World Cup will allow us to showcase the important work that we are doing here in Minneapolis to a global audience.

## FREE COMMUNITY SKI DAY!

We're leaving the race course up, and inviting the public to a President's Day Free Ski. Minnesotans (and our visiting guests from across the nation and world!) will get the chance to see what it feels like to ski in Jessie's tracks!



## JOIN US ON THIS JOURNEY!

Learn how your organization can be involved, and where your investment will take you. Start the conversation with Sponsorship Director, Abby Delaney, [delaney@loppet.org](mailto:delaney@loppet.org)