

We are hosting Fredericton's first national cross-country ski Championships!

Event

The Bill Gairdner Canadian Masters Championships are coming to Killarney Lake Park in Fredericton in 2026! This event will be Fredericton's first national cross-country ski championships and will draw skiers aged 30 and older from across the country. The Championships will take place over four days, from February 19 to 22, 2026. Total combined participation is expected to include 150 to 200 skiers, along with over 100 volunteers and spectators. A strong presence is anticipated from Fredericton's and New Brunswick's masters skiing community, alongside participants from across Canada.

Hosts

Wostawea Cross Country Ski Club and the City of Fredericton are hosting the event. Wostawea is an inclusive cross-country skiing community in the Fredericton area that provides facilities, programs, and social events aimed at fostering a life-long love of the sport. Our club offers a wide variety of programs for all skiers including lessons for youth, adults, and new Canadians, as well as ski tours and races. Wostawea has over 600 members and is able to field over 100 volunteers in support of ski related activities and events. The City of Fredericton is a valued partner, grooming an extensive trail network and committed to continuous improvement of these trails.



Source: pauljordanphotography.smugmug.com

Sponsorship opportunities

This event presents an unparalleled opportunity to enhance your visibility both locally and across Canada. We are seeking sponsors to ensure our high-profile event is a huge success. Your support will enable us to supplement Killarney Lake Park's infrastructure with specialized facility requirements including timing, ski waxing, as well as other participant and spectator requirements. Publicity for the event will be through the Wostawea website and newsletter, Facebook, the City of Fredericton, the Province of New Brunswick, regional, provincial and national ski

organizations, mainstream media, and by direct email to master's skiers across the country. Sponsorship may be in the form of financial or in-kind support.

Financial support

Sponsorship visibility	Platinum \$5000	Gold \$2500	Silver \$1000	Bronze \$500
Logo on event website	✓	✓	✓	✓
Exhibit booth during races	✓	✓	✓	✓
Mention at opening and closing events and in social media posts	✓	✓	✓	✓
Primary brand placement in all event's promotion	✓			
Primary brand for event banquet	✓			
Primary brand for a social event		✓		
Primary brand for a 20 km race		✓		
Name brand for a 5 km race			✓	
Primary brand for the wax station				✓
Primary brand for a feed/hydration station				✓

In kind support:

Wostawe also welcomes in-kind contributions that would best promote sponsor products and services while at the same time provide some key support required for the event. Please contact us with your ideas and to explore a suitable match between your organization and our event requirements.



Source: pauljordanphotography.smugmug.com

Contact

To learn more about sponsorship opportunities please contact: wostaweaski@gmail.com.