



2026

ANNUAL FESTIVAL

SPONSORSHIP GUIDE

WWW.CADS.SKI





CADS is a non-profit organization that supports over 2,200 people living with a disability through on-snow programs across Canada. Our goal is to offer people with disabilities the opportunity to remove the barriers that prevent them from experiencing the joy and freedom of snow sports. Not only in a fun, inclusive environment that embraces diversity, but also in an accessible community that treats everyone with respect.

OUR PRIORITIES

CADS supports and encourages over 2,200 participants living with a disability to be active for life and to develop as athletes over the long term. CADS also supports over 3200 certified instructors and volunteers to participate fully and develop their skills for maximum impact.

OUR VALUES

FUN

Indicated and measured... by smiles.

Inclusion

Providing opportunities and support for everyone to glide on the snow and feel a sense of belonging.

Respect

Working together to achieve acceptance, dignity, consideration and care for all.





WHAT IS THE ANNUAL FESTIVAL?

Each year, CADS organizes a week of adaptive skiing and snowboarding, where students of all levels and certified volunteer instructors from programs across Canada come together for a week of on-snow instruction, training, games, fun activities, competitions, social evenings, team-building and camaraderie. This year's CADS 2026 Festival will take place in Kimberley Alpine Resort, British Columbia, from March 8th to 13th. During this very special week, over 300 athletes, family members and friends will gather to enjoy the festivities.

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« I LOVED MEETING ALL KINDS OF DIFFERENT PEOPLE AND GETTING TO KNOW MY CADS SKI INSTRUCTORS AT THE FESTIVAL. THEY WERE SO KIND, HELPFUL AND FUN TO BE AROUND. »

- KATE GIBBS, PANORAMA MOUNTAIN, BC PARTICIPANT.





SPONSORSHIP PACKAGES

PACKAGE

BRONZE

1 500 \$

The **\$1,500** sponsorship will cover the cost of food and activities during an après-ski evening. We'll be sure to promote your organization in the following ways before and/or during our annual festival.

Inclusions

Banner on your Après-ski
(if provided by your organization)

2 mentions on our social media
networks (Facebook, Instagram or
Linkedin)

Acknowledgements during your
Après-ski

PACKAGE

SILVER

5 000 \$

For a sponsorship of
\$ 5,000 or more, we will promote
your organization in the following
ways before and/or during our
annual festival.

Inclusions

Banner during 6 Après-ski
(if provided by your organization)

4 mentions on our social media
networks (Facebook, Instagram or
Linkedin)

Acknowledgements at the opening
ceremony

Logo on our official festival poster

PACKAGE

GOLD

10 000 \$

For a sponsorship of
\$ 10,000 or more, we will
promote your organization in the
following ways before and/or
during our annual festival.

Inclusions

Banner during 6 Après-ski
(if provided by your organization)

8 mentions on our social media
networks (Facebook, Instagram or
Linkedin)

Acknowledgements at the opening
and closing ceremonies

Logo on our official festival poster

Logo featured in the partners
section of our website

Logo featured in all
communications and official
documents in the form of a festival
partner banner



FESTIVAL@CADS.SKI



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1-604-813-7607



1100-1200 WEST 73RD AV.,
VANCOUVER BC, V6P 6G5



EXHIBITOR PACKAGES

PACKAGE

STANDARD

600 \$

For an exhibitor package of **\$600**, a special place will be reserved for you for a 2 days during our Festival so that you can promote your organization.

Inclusions

A dedicated space in the Festival zone

2 days of showcases in the Festival zone

1 mention on our social media networks (Facebook, Instagram or LinkedIn)

PACKAGE

PREMIUM

1800 \$

For an exhibitor package of **\$1800**, a special place will be reserved for you throughout our festival so that you can promote your organization.

Inclusions

A dedicated space in the Festival zone

6 days of showcases in the Festival zone

2 mentions on our social media networks (Facebook, Instagram or LinkedIn)



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DETAILS OF OUR OUTREACH

- 27,125 subscribers to our monthly newsletter
- Website with over 25,000 monthly visits
 - 75% Canada
 - 6% United States
 - 2% France
- 857 people and organizations follow us on Facebook
 - 60% is visitor engagement
- 700 people and organizations follow us on Instagram
- For the 50th anniversary, over 300 people will take part at the festival.

NATIONAL PARTNERS AND COLLABORATORS

