

Looking for a fast way of increasing your company's exposure?



Look no further.



Introduction



Alain Baxter – Professional Skier and Athlete.

Now a household name in the UK, 31-year-old Alain's success has been the culmination of years of dedication, determination and hard work. His profile has reached a level never before seen in the field of Winter Sports.

He has steadily climbed the ranks in the World Cup with 9th, 8th and 7th placings, finishing the season with 4th place in the World Cup Finals.

Alain made history at the 2002 Winter Olympics, winning Britain's first ever skiing medal, then faced the agony of a controversial decision which saw the eventual return of the medal to the

IOC. However, with his name cleared and competition bans lifted, Alain has continued undeterred in his mission to become best in the world of Alpine Skiing.

In 2004, Alain was the winner of BBC Superstars. He is committed to continuing in international competition.

Alain is a consummate professional who excels not only in his main sport of skiing, but is also an all-round athlete. He has an amiable personality and is comfortable in almost any setting. His natural composure and charm never desert him, making him attractive to media and sponsors alike.



Achievements



Just a few of the noteworthy moments in Alain's career.

- British Land Alpine Ski Team member for 12 years.
- Winner of BBC Superstars 2004
- Winner of French Slalom Championship 2004
- Runner-up in BBC Superstars 2003
- Won Britain's first ever skiing medal at 2002 Winter Olympics.
- Ranked 30th in the world for Slalom, the highest-ever Briton.
- Ranked 11th in the Slalom Season 2000-01
- Ranked 15th in the world for Slalom 2001
- First British skier to score World Cup points in the Modern Day Slalom
- Scored a string of top 20 finishes and ended the 2001 season with 4th place in the World Cup Finals
- Competed in over 500 international races
- Has helped to develop new dynamic techniques and tactics demanded by extreme sidecut slalom skis.
- Olympics 2006 – Torino Slalom, 16th



Past Activity



Examples of previous sponsorship and charity involvement.

Never known for being media-shy, Alain has promoted numerous companies including: **T&T, Audi, British Land, Morgan Stanley, Vist, Head, Aviemore Brewery, Hanson & Robertson, Carlsberg, Drambuie and Peugeot.**

He has also been involved with various charities over the years, giving his time to support these organisations and help raise awareness.

■ **Back-up Trust** – supporting people with spinal cord injuries.

■ **Chest, Heart & Stroke Association**

■ **Highland Hospice** – featured in a charity calendar.

■ **Heartbeat Appeal** – a campaign to raise £750,000 for a dedicated cardiac research unit.

■ **The Tadpole Club** – for children with diabetes, helping to organise days out and other activities.

■ **St Vincent's Nursing Home, Kingussie**



The benefits.

- Alain becomes the Brand Ambassador of the sponsor
- Promotional appearances and therefore brand visibility, both at home and abroad
- Links with sponsor's corporate hospitality programme
- World Cup, World Championship and Olympic venue access to VIP and privileged areas
- Sponsor logo and links to website included on athlete website

Why sponsorship?



Because it works.

Sponsorship is one of the means open to a company to bring itself or its products to the attention of consumers and present them in a favourable light. Advertising is the most frequently used marketing tool and speaks to the consumer in a direct way. It announces the availability of a product and creates an image for a brand. It can also provide information on product quality, characteristics, price and performance.

Sponsorship seeks to enhance these messages by association with an event, team or individual that shares similar image qualities and values as the brand. This association can be very powerful

because it is perceived as an endorsement of the brand by an independent third party. Consumers are aware of the costs of sponsorship, but the message retained is more subtle than that from the more overtly paid-for advertisement.

Sponsorship is a popular and well-tested marketing tool, bringing your company to the attention of customers through name awareness and visibility. Becoming a sponsor of Alain means your company will gain brand exposure via media coverage of sporting activities, both international and domestic.



Sponsorship options

Some ways of increasing your company's exposure.

We can individually tailor sponsorship packages to meet the needs of your company, whatever the size. Some examples of activity are:

- Display of the brand name on kit, banners, advertisements in programmes and other merchandise
- Use of Alain in advertising and other promotions undertaken by your company
- Personal endorsement of the sponsor by use of their products, kit or equipment
- Links to sponsor's website from Alain's website

Examples of sponsorship opportunities are as follows:

Exclusive sponsorship of Headwear (sponsor's logo on all competition and training headgear)..... (neg)

Exclusive vehicle supporter Partnership with vehicle manufacturer..... (neg)

Please get in touch to discuss the options which would suit your company – contact details are on the following page.



Interested?

If you'd like further information on how Alain could benefit YOUR company, please contact Sheila Baxter:

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