



## DASHA (DARIA) GIAZOVA



**I'M TRAINING WITH A SINGULAR GOAL OF WINNING AN OLYMPIC MEDAL IN SOCHI, AND I NEED YOUR KIND SUPPORT TO GET THERE.**

**OBJECTIVE: FIND \$ 20 000 IN ADDITIONAL ANNUAL FUNDING TO OFFSET EXPENSES ASSOCIATED WITH BEING A FULL TIME ELITE SKI RACER.**





## **THE PROJECT**

Win Cross-Country Ski World Cup medals and an Olympic medal in 2014. Become one of the best cross-country ski racers in the world.

## **HOW TO GET THERE**

Through following a comprehensive training plan, with guidance and coaching from knowledgeable and highly committed training staff at B2ten and the Centre d'Entrainement Pierre Harvey.

## **TIMELINE**

One and a half years, culminating in February 2014.

## **ABOUT ME**

My real name is Daria Gaiazova, but everyone calls me Dasha.

Canadian National Ski Team member  
2010 Vancouver Olympian  
9-time Canadian National Champion  
Centre d'Entrainement Pierre Harvey athlete  
B2ten athlete

Active KidSport Alberta ambassador and volunteer  
Long-time volunteer with the Banff Seniors Walking Program

B.Sc from University of Waterloo (graduated in 2008)  
B.Comm from McGill University (incomplete)

## **WHY INVEST INTO MY RACING?**

There are only two women in Canada who have achieved top-10 World Cup results over the past two years. I am one of the two. I am absolutely sure I have the talent to be one of the best in the world and this year I feel like I finally got the best resources available, and a chance to bring my racing from great to something truly spectacular.

Dasha Gaiazova : From here to Sochi

I am one of a few very lucky Canadian athletes to be invited to train with the B2ten organization in Montreal. The goal of B2ten is to turn the athletes with medal potential into Olympic Champions and Canadian heroes. Every day I train with unwavering determination to make it to the podium in Sochi. You can help me get there by alleviating the financial burden associated with fully dedicating oneself to the world of sports excellence.



I am fluent in Russian, French and English and think of myself as one very proud Canadian. My family immigrated to Canada when I was only 15 years old, so there is no conflict of interest in me competing for Canada. On the other hand, I am able to relate and understand Russia's cultural specifics. Racing in Sochi Olympics will be just as special for me as it was racing in Vancouver Games in 2010, and I am in the unique situation where I can help maintain the positive image and exposure for your company in both Russian and Canadian media moving towards the Olympics.

Imagine watching the Games in Sochi and knowing that your support has been translated into an Olympic success of an athlete and shared by millions of fans around the world?

### **Breakdown of the personal advertising space**

(as defined by Cross-Country Canada Ski Federation and the Canadian National Ski Team)

#### **Main sponsor 10 000 \$ +:**

1. Logo advertising on the collar of the racing suit.
2. Training clothing branding (logos on jackets, t-shirts, casual wear).
3. Web exposure on [www.skidash.ca](http://www.skidash.ca), twitter, and Facebook.
4. Exposure at the Quebec City World Cup and Canmore World Cup events in December 2012. Exposure on the World Cup circuit in Europe and Scandinavia for nearly 5 months of winter season (Eurosport, various european and canadian print media).
5. Logo on custom-made fan cards.
6. 3 visits to your company and 2 photo sessions. May be combined with interviews.
7. Pin worn at all related media and social events.
8. Only two endorsement opportunities available.

#### **Supporting sponsor 7 000 - 3 000 \$:**

1. Training clothing branding (logos on jackets, t-shirts, casual wear).
2. Web exposure on [www.skidash.ca](http://www.skidash.ca), twitter, and Facebook.
3. Logo on custom-made fan cards.
4. 2 visits to your company.

Please consider this opportunity to support and share in the athletic journey of excellence of an amateur athlete. It would be an honor to represent your company leading up to the 2014 Olympic Games in Sochi, Russia.

Sincerely,

A handwritten signature in black ink that reads "DASHA GAIAZOVA". The signature is written in a cursive, slightly slanted style.

Dasha Gaiazova