

SKAÐI Nordic

July 22, 2010

Hello!

I would like to invite you to compete in the 2011 Skaði Nordic contest. Skaði is a company focused on designing and manufacturing cross country skiing accessories. We produce the BootBuddy—for protecting the soles of your ski boots (and for keeping the snow out!) and the BootMate—the convenient solution for carrying and storing your ski boots. You can find more information about our products at www.SkadiNordic.com.

Skaði supports and encourages individual skiers and teams to make skiing an enjoyable, lifelong pursuit. We understand that training for and competing in a sport as demanding as Nordic skiing requires a high level of commitment and a tremendous amount of hard work. We want to reward that commitment and hard work by outfitting select junior and High School teams with Skaði Nordic products.

We want to give you the option to make your team a Skaði team! Let us know that you are interested by filling out and submitting a complete application. The most important portion of the application is the response to “Why we want BootBuddies.” Any media is accepted for this response as long as it is something that we can share on our website or other media forms.

We are excited about the approaching season, about our new products, and about the potential to partner with your ski team. We look forward to reviewing your application!

Train hard; train smart.

Laura Valaas

FAQ

- What teams are eligible?
 - Any formal entity of skiers, the majority of which are in school or under 18 years old. For example: High School teams, Junior Nordic teams, other community clubs.
- How many pairs of BootBuddies will we receive?
 - It will depend on your team size and be decided on a case by case basis.
- Can we choose our colors?
 - Yes, from our stock colors. There may be the option to customize your products if your team has a logo or wants something printed on the products.
- What types of projects can we do for our response?
 - Anything that we can display on our website or other media. For example: essay, video, song, artwork, edible artwork, interpretive dance...
- Why do I have to sign a release?
 - The release lets us use parts of your application on our website or in other published formats. All we want is to share your brilliance with the world. If there are parts of your application that you do not want published, for whatever reason, please sign the release and note restrictions.
- Will we get credit for our work?
 - Yes, there is a spot on the application to indicate how you would like to be credited if we use your work.
- Is there anything that will disqualify my team?
 - Incomplete applications or egregious grammatical errors will go straight to the paper shredder.
- How many teams will receive this prize?
 - To be decided. If you take the time to submit a quality application we will do our best to get you rewarded!
- Where do we send the application?
 - Digital applications should be sent to laura@skadinordic.com. Paper applications should be mailed to: Skaði, Attn: Contest, PO BOX 5000, Wenatchee WA 98807 or faxed to 509.210.5282. Please note that digital applications need to be signed and scanned or faxed.
- When is it due?
 - The first deadline is August 31st. The second deadline is December 31st.
- Is there an advantage to making the August 31st deadline?
 - Yes. Not only will you get your free products earlier, we will probably accept a higher percentage of the earlier submissions because it signifies to us that your team is thinking about skiing even in the off-season. And that's what we like!
- How will we know if we've won?
 - We will contact you directly.
- Is this contest open to team outside of the US?
 - Yes, of course!



Skaði Nordic Sponsorship Contest Application

Please fill out completely, accurately, and neatly and return to: Skaði, Attn: Contest, PO BOX 5000, Wenatchee WA 98807 – OR – email to laura@skadinordic.com – OR – fax to 509.210.5282. A first batch of applications with a deadline of August 31, 2010 will be reviewed in September and a second batch of applications with a deadline of December 31, 2010 will be reviewed in early January 2011.

Thank you for your submission. Skaði wishes you the best of luck and the best of times this winter!

Team Name: _____
Team Location: _____
Type of Team: (i.e. High School, Club) _____
Approx. # of athletes: _____ Age Range: from ___ to ___
Percentage using NNN bindings: (Alpina, Madshus, Rossignol) _____
Percentage using SNS bindings: (Atomic, Salomon) _____

Top three performance results from last season:

- 1. _____
2. _____
3. _____

Top three reasons it's good to be on your team:

- 1. _____
2. _____
3. _____

Contact Name: _____ Phone: _____
Contact Email: _____ Alt. Phone: _____
Contact or Team mailing Address: _____
City, State, Zip: _____

Creative Response to "Why we want BootBuddies:" _____

(Please note: the above two lines are a great place to write: "see attached.")

Your Creative Response will primarily be judged on originality, impact, & relevancy.

Credit Line: _____
(How you would like to be credited if we use your Creative Response. For example: Johnny Klister – or – Cable High School Ski Team, Cable, WI – or – Skiville Ski Education Foundation.)

PO BOX 5000 WENATCHEE, WA 98807 T 509-470-7373 F 509-210-5282

Release & License

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I release, and hereby agree to indemnify, defend, and save harmless Skaði, its agents, employees, licensees and assigns (collectively, "Released Entities") from any and all claims I, or any third party, may have now or in the future for invasion of privacy, right of publicity, copyright infringement, defamation or any other cause of action arising out of the use, exploitation, reproduction, adaptation, distribution, broadcast, performance or display of the Materials.

I waive any right to inspect or to approve any Works that may be created using the Materials and waive any claim with respect to the eventual use to which the Materials may be applied. The Materials may be used at Skaði's sole discretion, with or without my name or with a fictitious name, and with fictitious or accurate biographical material, alone or in conjunction with any other material of any kind or nature except that Skaði will not use the Materials for any criminal or illegal purposes or in a manner inconsistent with community standards of decency.

I understand and agree that Skaði is and shall be the exclusive owner of all right, title, and interest, including copyright, in the Works, and any commercial, informational, educational, advertising, or promotional materials containing the Materials.

I am of full legal age and have read this release and am fully familiar with its contents. By their signature below, a minor's parent(s) or legal guardian(s) indicate, on behalf of their minor child, their full and unqualified consent to the terms of this Release & License.

Name: _____ Age (if Minor): _____
Signature: _____ Date: _____
Name of Parent/Guardian(s) if Minor: _____
Signature of Parent/Guardian(s) if Minor: _____ Date: _____
Address: _____ Ph: _____

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