



Team up with Luge Canada.

**Funding the Pursuit of the Podium
Sponsorship, Partnership, and Donor Opportunities**

The background image shows a luge track at dusk or dawn. A luge sled is visible on the track, moving towards the viewer. The track is illuminated by overhead lights. A red sign with the word 'HARGASSNER' and a logo is visible on the side of the track. The sky is dark blue, and there are trees and mountains in the background.

We Are Luge Canada

It may be argued that more Canadians participate in luge than play hockey. Crazy, we know! But, with the sport's beginnings being deeply rooted in community tobogganing hills in all corners of the country, each winter hundreds of thousands of Canadians of all ages grab their sleds and head out for an afternoon of sliding on snow and ice.

Luge Canada is the governing body for luge racing in the country tasked with the responsibility of recruiting young sliders who enjoy the speeds of going downhill on snow and developing them into high-performance athletes with the ultimate goal of climbing to the international podium.

We are committed to growing the next generation of lugers through training on and off the track, fast starts training, and the most innovative technology that will make an impact on our results.

Vision

- THRIVE DAILY & COMPETE GLOBALLY
- INSPIRE THROUGH EXCELLENCE
- PRIORITIZE SAFETY & GROWTH
- EMPOWER ATHLETES & STAFF
- ELEVATE LUGE IN CANADA

Values

- INTEGRITY
- COMMUNICATION
- HARD WORK
- EXCELLENCE
- TEAMWORK

Our Goals

1 RECLAIM A SPOT ON THE OLYMPIC PODIUM
BY 2030

2 PRIORITIZE SAFETY FOR ATHLETES, STAFF,
STAKEHOLDERS

3 FOCUSED ON HP PROGRAM GROWTH,
TALENT, INNOVATION, AND ADVANCEMENT



Results 2024-2025 Success

Luge Canada 2024-2025 Season Highlights

National Team Achievements:

- World Championship BRONZE Medal, Team Relay
- 4th Place, Women's Singles World Championship
- 8th Place, Women's Doubles World Championship
- 6 athletes in top 16 World Championship
- SILVER & BRONZE in Women's Singles U23 World Championship
- BRONZE in Women's Doubles U23 World Championships
- 6/7 athletes finishing Top 6 U23 World Championships

Junior National Team Achievements:

- Five (5) Jr World Cup Medals
- Four (4) 2030 Olympic Track Jr World Cup Medals

These successes are key to re-establishing Luge Canada as a leading nation in the sport.



2025-2026 Performance Goals

**Qualify all 4
disciplines,
maximizing
potential
quotas, incl.
Team Relay**

**One Top 6 +
Two Top 8
at OWG Milan
Cortina**

**Achieve
multiple Top 6
"WC" "E"**

**2
athletes/teams
Targeting 2030
Beijing Milano**

Road to the Olympics & Fund the Future Sponsorship

Become a Title Partner with Luge Canada for 2 seasons by Investing and enjoy exclusive partnership assets / benefits.

- / **Title Sponsorship** on all Luge Canada Assets
- / **Prime Logo Placement** on Team Uniforms
- / **Media Exposure** national and international coverage
- / **Corporate Engagement** access to athletes and coaches
- / **Social Media Features** content captures
- / **Exclusive Rights** title & activation opportunities
- / **Milan Cortina 2026 Family and Friends Access** tickets and exclusive experiences

Join us in our journey to the 2026 Olympics and gain premium exposure and an unforgettable partnership!



CAN Sled 2030 Project

Partner with Luge Canada in building the world's fastest luge sled and be part of the team aiming to win a medal at the 2030 Olympic Games. Your investment will directly impact our success and offer, but not limited to, the following exclusive benefits for 5 seasons:

- / **Title Sponsorship** on all Luge CAN Sleds
- / **Logo Placement** on Team Uniforms
- / **Media Exposure** national and international coverage
- / **Corporate Engagement** access to athletes and coaches
- / **Social Media Features** content captures
- / **Exclusive Rights** title & activation opportunities

Be part of our journey to Olympic victory and gain unparalleled exposure and unique experiences!



Head to Sled. Single season Sponsorship



Be part of the most visible assets on our world-class luge athletes and join them on their journey to the podium. Showcase your brand on key gear, including helmets, suits, and sleds, with additional visibility on training gear, headwear, and leisure wear.

Sponsorship & Branding Options:

- / Jacket Logo
- / Racing Suit Logo
- / Helmet Logo
- / Sled Logo

Align your brand with Olympic success and tell your story through our athletes!

Head to Sled. Team Uniform Logo Sponsorship



TEAM HAT/TOQUE

TEAM JACKET LOCATION A

TEAM JACKET LOCATION B

TEAM JACKET LOCATION C

TEAM JACKET LOCATION D

Head to Sled. Race Suit & Helmet Logo Sponsorship

RACE SUIT UPPER ARM

RACE SUITE LOWER ARM

RACE HELMET & HEADWEAR

RACE SUIT THIGH







We never stop #ChasingFast

From toboggan hills to the international podium.