



# THE ART AND IMPORTANCE OF COLLABORATIONS AND STRATEGIC PARTNERSHIPS

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**ARE YOU ON YOUR OWN?**

**Club success often relies on the club contributing to the larger community...and vice versa.**



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**ARE YOU ON YOUR OWN?**

**Collaborations and strategic partnerships can:**

**↑ enrollment numbers**

**↑ funding**

**↑ community support**

**😊 solve problems**



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# COLLABORATION EXAMPLE 1

## Sun Valley Ski Education Foundation



U.S. OLYMPIC  
AND PARALYMPIC  
TRAINING SITE  
SUN VALLEY SKI EDUCATION FOUNDATION



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# COLLABORATION EXAMPLE 1



## Sun Valley Ski Education Foundation Core Values

Underlying our vision, mission and purpose is a shared commitment by all members of the SVSEF Community to the following core values:

**Passion & Perseverance:** We will strive to bring our best effort forward each day in all of our athletic and academic pursuits.

**Sportsmanship:** We will exhibit ethical behavior in all facets of our lives.

**Citizenship:** We will serve our community for the betterment of all.

**Teamwork:** We will work together and support each other as athletes, coaches and parents in our quest to realize our potential.

**Creativity:** We will strive to innovate beyond traditional methods in our efforts to attain our best performance.

**Character:** We will engage all of our endeavors with a positive attitude that will insure our highest level of success.



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# COLLABORATION EXAMPLE 1



## Vested Participants

Blaine County Recreation District

- Usage - promotion and marketing increased usage of trails and facilities

Sun Valley Company

- Facility and Development - recognition and marketing

Sustain Blaine

- Organizational and Development - encourage diverse economic development

Wood River Ability program

- Adaptive Nordic and Alpine programs which needed additional locations to train and compete



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# COLLABORATION EXAMPLE 1



## Partnership Plan

- Draft business plan
- Required approvals from U.S.O.C. and USSA
  - Present vision
  - Gain acceptance
- Evaluation
  - Both internal and external



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# COLLABORATION EXAMPLE 1



## Current Status

Operational training venues managed and maintained by the operator. Facilities used by recreational district, Sun Valley Company, Wood River Ability program and other community members.

A win-win success story!



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# COLLABORATION EXAMPLE 1



## Ongoing enhancements

- Increase usage to a wider base, not just elite programs
  - Widen scope to generate broader appropriate facility usage, working with USSA and other partners

*“We are excited to see what the future holds for the SVSEF as we evolve into our role as an Olympic / Paralympic Training Site!”*



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# COLLABORATION EXAMPLE 2




**Blackhawk Ski Club**  
Middleton Wisconsin

## Community Outreach



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## COLLABORATION EXAMPLE 2



Low pressure snow sports program for kids without access

- Get outdoors in the winter
- Provide positive influence and good choices for kids in at-risk age range
- Curriculum of Nordic skiing & winter appreciation



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# COLLABORATION EXAMPLE 2



## Vested Participants

Principal donor

- Capitalized the program, double required funding

Community Centers and Schools

- Increased after school programs and activities

Volunteer Lead & support

- Coordinate activities, on-snow teaching

Blackhawk members

- Provide winter clothes, additional help



MADISON METROPOLITAN  
SCHOOL DISTRICT



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# COLLABORATION EXAMPLE 2



## Partnership Plan

- Lead and Board of Directors created program plan
- Equipment
- Curriculum
- Transportation
- Schedule
- Approval from lead donor, club B.O.D., community centers & schools
  - Several revisions later the deal was inked



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# Obstacles

- Skis, Boots and outerwear
  - 40+ ski sets, retailer and Rossingnol provided equipment at reduced cost
  - Club member contributed \$ to finance
  - Clothes provided by members and Goodwill
- Transportation
  - Comm. Centers with access to group transportation
  - Schools “found” budget for busses
- Additional volunteers needed on snow
  - Club members responded to last minute request



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# GROUP EXERCISE



## Your challenges and desires

Increased participation - more users to participate in programs



Improve Infrastructure - facility, equipment, etc.



Need Funding



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## PRESENT GROUP EXERCISE

# Walk Through process with group

- Picture of final implementation
- Steps to achieve goals
  - Partners
  - Collaboration
  - Short list of activities
  - Anticipated time frame



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## Wanna talk?

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