

# N E N S A

New England Nordic Ski Association



## Welcome to NENSA

*Celebrating winter in New England since 1995*

The New England Nordic Ski Association (NENSA) is the umbrella organization for Nordic skiing in New England, and recognized by the United States Ski and Snowboard Association (USSA), as the organization governing Nordic skiing in the New England States. Members hail from Massachusetts, Maine, New Hampshire, Vermont, Connecticut, Rhode Island, and New York. Through the generous support of our loyal members and sponsors, NENSA hosts dozens of events - educational and competitive - for skiers of all ages and abilities. The sport of cross-country skiing, or Nordic skiing, is a lifetime activity firmly rooted in the New England tradition of enjoying and preserving our natural environment.

NENSA is focused on expanding Nordic skiing through robust youth, wellness and racing programs in every season. The future for NENSA and our partners is bright, as US Nordic skiing and our community continue to grow, with increased membership and heightened national and international recognition.



# NENSA: Built on a Platform of Excellence

## Youth Focus

NENSA is a family-centric organization with a rapidly growing youth segment. Programs balance a talent development pipeline with a healthy lifestyle focus. The Bill Koch League (BKL) youth program focuses on family inclusion and empowers a community-based club system to engage skiers and parents in the lifestyle throughout the year. Young athletes gain valuable leadership and teamwork skills and grow to become lifelong Nordic skiers and environmental stewards.



## Developing Champions

As the Community Olympic Development Program (CODP) for Nordic skiing in the Northeast, NENSA is successfully focused on athlete development, talent identification, coaches' education, and taking our athletes from our youth programs to the Olympics. NENSA coaches have been distinguished as both USSA Domestic and International Coaches of the Year. NENSA hosts four two-day Eastern Cups events annually where athletes score points for national (USSA) and international (FIS) rankings. The New England Junior National Team has brought home the Alaska Cup (National Title) for the past three years. NENSA fosters a tradition of excellence in a sport in which we are always striving for the next level of performance. Many of our current USST members started in our NENSA youth programs, and came up through the NENSA pipeline, to the international success they are achieving today.



## Fostering Community through Wellness

NENSA provides a strong link to a vibrant, inclusive, socially-responsible community. Nordic skiing is an excellent demonstration of wellness and nature appreciation: a pursuit that is active, healthy and accessible to anyone. As a board-governed, community-driven non-profit organization, our grassroots charter and mission hinge on the involvement of the very community we serve. In the Marathon series, touring class participants enjoy the scenic beauty and frequent food stops of the course, while veteran competitors race for titles and season-long series honors. The Women's Day annual gathering unites over 200 female novice skiers and Olympians to celebrate the sport and one another.



# NENSA Demographic Snapshot

With highly-engaged, loyal members representing a demographic of well-educated and influential community leaders, NENSA can further help expand your company's footprint into a valuable segment of the Northeast. Sponsorship allows you to tell your story of excellence, brand awareness, community development, corporate wellness, environmental stewardship and social responsibility through NENSA.

## Youth Membership with a Family Focus

Over half of NENSA members are youths, bringing their families into the sport and into the market. NENSA members are potential consumers seeking to identify with a brand. Sponsors like L.L. Bean and Swix enjoy the benefit of engaging young people and parents in outdoor activities relevant to their product line through event banners and tents, clothing & gear, racing bibs and extensive digital advertising.

## Active, Travel-Ready Families

40% of NENSA members take several multi-day trips during ski season, 52% take multiple ski-oriented day trips with overnights mixed in. NENSA's keystone events and camps include 7-10 multi-day events each winter and summer. Sponsors reach NENSA members who purchase high-quality vehicles with good fuel economy to demonstrate their year-round focus on safety, reliability, and preserving our natural environment.

## Socially-Responsible, Affluent Buyers

Of NENSA's adult members, 25% are in their twenties and thirties, 25% are in their forties. 87% of adult members are homeowners. Half of NENSA members are spending \$1,000 - \$3,000 annually on active outdoor clothing and gear with 15% spending over \$3,000. 84% of adult members shop regularly for organic products and are dedicated to environmental sustainability. 88% are willing to spend extra for brands they trust. Sponsors gain valuable access to NENSA's healthy members who seek out nutritious foods & snacks and are stewards of our natural resources.

## Attentive Audience

Members remain engaged when they're not skiing, as evidenced by a 36% open rate for our eNewsletter to 5,922 subscribers. NENSA communication, including our website containing sponsored links, serves as a valuable resource for everything related to Nordic skiing. 52% of NENSA members cite "online" as their primary news source.



### Nordic Skiing Across the United States

- 4.6 Million Participants
- 63% Adult Nordic Skiers Hold a Bachelor's Degree or Higher
- 48% Nordic Skiers Over Age of 35
- 50/50 Gender Split