



CANADIAN
SPORT
INSTITUTE



INSTITUT
CANADIEN
DU SPORT

— PACIFIC / PACIFIQUE —

PARTNERSHIPS IN ACTION

A woman with short dark hair and glasses, wearing a black polo shirt with a small red and white logo on the chest, stands in a gym. She is looking directly at the camera with a neutral expression. The background is slightly blurred, showing gym equipment and a bright light source. A large, bold, white text overlay is positioned in the lower half of the image.

***POWERING
PERFORMANCE.***



CANADIAN
SPORT
INSTITUTE

THE IMPACT OF PARTNERSHIP



At Canadian Sport Institute Pacific, we are extremely proud to deliver world-leading benefits, programs, and individual support services to Canada's high performance athletes and coaches.

We invite leading local businesses like yours who share in our vision to ***Collaborate. Serve. Innovate.*** to better support athletes and coaches training in British Columbia.

These partnerships help us create a competitive advantage in the daily training environment. We provide these advantages at our three campuses in Vancouver, Victoria and Whistler, as well as at our five affiliated regional centres throughout the province (The four PacificSport centres - Fraser Valley, Interior BC, Okanagan & Vancouver Island - and Engage Sport North).

Canadian Sport Institute Pacific and all of our partners team up to support high performance athletes so they can succeed internationally. Together, we are ***Powering Performance. Inspiring Excellence.*** among the athletes of today and tomorrow; our next generation of podium performers!

Yours in sport,

Wendy Patten.





THE INSTITUTE ADVANTAGE

THE CANADIAN SPORT INSTITUTE PACIFIC PROVIDES WORLD-LEADING OLYMPIC AND PARALYMPIC DAILY TRAINING ENVIRONMENTS TO ELITE ATHLETES AND COACHES IN BRITISH COLUMBIA. WITH THE SUPPORT OF OUR PARTNERS, OUR TEAM OF EXPERTS DELIVER SPORT SCIENCE AND MEDICINE, COACHING AND LIFE SERVICES TO POWER PODIUM PERFORMANCES AND HELP CANADA WIN MORE MEDALS.

MEDAL RUSH IN RIO:

British Columbia-affiliated athletes won 50% of Canada's medals at the Summer Olympics and 34% at the Summer Paralympics at Rio 2016. These numbers reinforce the fact that Canada's top athletes come to BC to train.

LUCKY SEVEN:

The Canadian Sport Institute Pacific team of sport science and medicine experts are spread across seven disciplines: Performance Analysis, Physiology, Strength & Conditioning, Sport Nutrition, Mental Performance, Health Services and Game Plan.

EXPANDING RESEARCH EXCELLENCE:

Collaboration between Canadian Sport Institute Pacific and post-secondary institutes around the world continues to grow. In 2016 alone, 64 projects were completed with another 74 new projects being initiated.

ON THE GROUND AT THE GAMES:

Canadian Sport Institute Pacific sent its largest ever contingent of staff to the 2016 Summer Games, with 12 staff members from six different disciplines – with one in the broadcast booth – serving national sport partners in Rio.

THE INSTITUTE NETWORK:

Canadian Sport Institute Pacific is one of seven institutes and centres that make up the Canadian Olympic and Paralympic Sport Institute Network (COPSIN), which is committed to supporting excellence in sport and achieving a clean sport environment for Canadian athletes.

VANCOUVER CAMPUS



THE UNIVERSITY
OF BRITISH COLUMBIA

VICTORIA CAMPUS



WHISTLER CAMPUS



WHERE CANADA COMES TO TRAIN

THE CANADIAN SPORT INSTITUTE PACIFIC IS THE ONLY INSTITUTE IN THE COPSI NETWORK WITH THREE DISTINCT CAMPUSES. WITH CAMPUSES IN VANCOUVER, AT VICTORIA'S PACIFIC INSTITUTE FOR SPORT EXCELLENCE AND THE WHISTLER ATHLETES' CENTRE, THE INSTITUTE IS ABLE TO PROVIDE SUPPORT TO A WIDE ARRAY OF ATHLETES ACROSS BRITISH COLUMBIA.

FACILITIES AT CANADIAN SPORT INSTITUTE PACIFIC INCLUDE

HIGH PERFORMANCE TRAINING CENTRES:

Each of Canadian Sport Institute Pacific's campuses hosts a state of the art gym accessible exclusively by registered athletes and national team training groups.

PHYSIOLOGY LABS:

Labs in Vancouver and Victoria are home to the Institute's sport science and sport medicine experts as well as some of the most elite testing equipment available in Canada, including the AlterG Anti-Gravity Treadmill.

RECOVERY ROOMS:

Custom built facilities to support athletes after intense training sessions or to rehabilitate injuries.

CLINIC:

Chief Medical Officer & Lead of Health Sciences Dr. Paddy McCluskey oversees Canadian Sport Institute Pacific's Health Services team and offers support to athletes through the Athletic and Exercise Therapy Clinic in Victoria.

ATHLETE SPACES:

Canadian Sport Institute Pacific offers open spaces at all three campuses for athletes to relax after training, meet with teammates and coaches, or have lunch.





***INSPIRING
EXCELLENCE.***

CANADA'S BEST IN BC REGISTERED ATHLETES



2100+
TOTAL ATHLETES

54% MEN 46% WOMEN

IN OVER

60

SPORTS

BC ON THE WORLD STAGE

11 **50%**
OLYMPIC
MEDALS OF CANADA'S
TOTAL MEDAL COUNT



8 **32%**
OLYMPIC
MEDALS OF CANADA'S
TOTAL MEDAL COUNT



10 **34%**
PARALYMPIC
MEDALS OF CANADA'S
TOTAL MEDAL COUNT



7 **44%**
PARALYMPIC
MEDALS OF CANADA'S
TOTAL MEDAL COUNT



TRAINING NEAR YOU

CHRISTINE SINCLAIR



SOCCER
TWO-TIME OLYMPIC
BRONZE MEDALLIST

MARK MCMORRIS



SNOWBOARDING
BRONZE MEDALLIST AT
2014 SOCHI OLYMPICS

MARIELLE THOMPSON



FREESTYLE SKIING
GOLD MEDALLIST AT
2014 SOCHI OLYMPICS

STEFAN DANIEL



PARATRIATHLON
SILVER MEDALLIST AT
RIO 2016 PARALYMPICS

THE NEXT GENERATION

THE CANADIAN SPORT INSTITUTE PACIFIC IS COMMITTED TO SUPPORTING NATIONAL SPORT ORGANIZATIONS IN THE IDENTIFICATION AND DEVELOPMENT OF THEIR FUTURE NATIONAL TEAM ATHLETES WHO ARE FOUR TO EIGHT YEARS AWAY FROM COMPETING AT THE OLYMPICS AND PARALYMPICS.

600+ ATHLETES PARTICIPATED IN TALENT DEVELOPMENT PROGRAMS THROUGH CANADIAN SPORT INSTITUTE PACIFIC IN 2016

NEXTGEN PROGRAMS

Canadian Sport Institute Pacific works hand-in-hand with local National Sport Organizations in BC to help deliver their NextGen programs, creating a progressive stream of athletes who are trained to the standards required to win Olympic, Paralympic and World Championship medals in their sport.

CANADIAN SPORT SCHOOL

The Canadian Sport School helps to alleviate the pressures experienced by high performance secondary school athletes. The program ensures that future Olympians and National Team members have all the skills and resources needed to continue to progress as high performance athletes, while excelling both on the playing field and in the classroom.

RBC TRAINING GROUND

RBC Training Ground is a program designed to help sport officials uncover athletes across Canada with Olympic podium potential in sports they may not have considered. It is operated in partnership with administrators and sport science experts from Canadian Sport Institute Pacific.



CAROLINE CROSSLEY
CANADIAN SPORT SCHOOL GRAD
NATIONAL RUGBY SEVENS PLAYER

FOSTERING LEADERSHIP IN SPORT

PROVIDING ACCESS TO PROGRAMS & SERVICES TO

OVER 200 COACHES ACROSS BC



“Coaching is leadership and we ensure that our registered coaches are among the highest qualified in the sport system. A coach can have exponential impacts on athletes where one coach can engage multiple athletes over years of coaching. We believe that supporting our coaches through unique benefits we provide at Canadian Sport Institute Pacific not only enhances their own product use, but also influences the choices of the hundreds of athletes who they coach over the years.”

- David Hill - Canadian Sport Institute Pacific, Director, System Excellence



SUPPORTING ATHLETES ACROSS BC

CANADIAN SPORT INSTITUTE PACIFIC COLLABORATES WITH FIVE AFFILIATED REGIONAL CENTRES TO DELIVER HIGH PERFORMANCE PROGRAMS THAT PROVIDE ATHLETES AND COACHES ACCESS TO TRAINING FACILITIES, INNOVATIVE SPORT SCIENCE TECHNIQUES, EQUIPMENT, AND SUPPORT SERVICES TO FURTHER THEIR OVERALL ATHLETIC DEVELOPMENT.



CSI PACIFIC VANCOUVER CAMPUS 700+

CSI PACIFIC VICTORIA CAMPUS 450+

CSI PACIFIC WHISTLER CAMPUS 150+

PACIFICSPORT FRASER VALLEY 315+

PACIFICSPORT OKANAGAN 175+

PACIFICSPORT VANCOUVER ISLAND 135+

PACIFICSPORT INTERIOR BC 100+

ENGAGE SPORT NORTH 75+

TOTAL 2100+

A photograph of three people standing outdoors in front of a wooden building. On the left is a man with a beard wearing a red baseball cap and a red jacket with a Canadian flag patch. In the center is a woman with long dark hair wearing a black jacket with 'HH' on the chest. On the right is a man wearing a black baseball cap and a red jacket with 'CAN' and a Canadian flag patch. The man on the right is holding a framed plaque. The background shows a lush green garden with a wooden deck and a swimming pool.

WHY PARTNERSHIPS WORK



CANADIAN
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INSTITUT
CANADIEN
DU SPORT

PACIFIC / PACIFIQUE




IN APPRECIATION

OF YOUR SUPPORT OF BC'S ATHLETES

PRESENTED TO

Scandinave Spa


Rick Regel
Chair, Canadian Sport Institute



CANADIAN
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MAKING A BIG IMPACT

CANADIAN SPORT INSTITUTE PACIFIC STRIVES TO BUILD PARTNERSHIPS THAT ENHANCE THE DAILY TRAINING ENVIRONMENT IN BC AND HAVE A MEANINGFUL AND BENEFICIAL IMPACT FOR ATHLETES, COACHES AND PARTNERS, ALIKE.

PAYING THE PRICE - CANADIAN ATHLETES ANNUALLY



"Very few people know the struggle Olympic athletes deal with outside of the gym and the daily grind that's required just to make ends meet. We put in our all because of the love for our sport and the dream to one day represent our country. The community partners that have teamed up with Canadian Sport Institute Pacific share that same passion and have helped countless athletes throughout their journey to the top. From products to services, their support has given me the edge and motivation to train harder and reach my goal of competing on the world's largest stage."

- Scott Morgan - Men's Gymnastics, Rio 2016 Olympian





**ATHLETE ADVANCE
150+
ANNUAL GUESTS**



**139 GRADUATES OF
ADVANCED COACHING
DIPLOMA**



**15+ EDUCATION
& NETWORKING
EVENTS PER YEAR**













**30+ HOURS OF
ON-DEMAND VIDEOS**



**INTERNATIONAL COACHING SCHOOL
OVER 400 COACHES TRAINED
SINCE 2011**

HOW ATHLETES BENEFIT FROM YOUR SUPPORT

HIGH PERFORMANCE ATHLETES HAVE UNIQUE NEEDS COMPARED TO AVERAGE CANADIANS. TO MEET THESE NEEDS, ATHLETES WHO ARE REGISTERED WITH THE CANADIAN SPORT INSTITUTE PACIFIC AND PACIFICSPORT CENTRES TAKE ADVANTAGE OF BENEFITS PROVIDED BY COMMUNITY PARTNERS. HERE IS SAMPLE SCHEDULE OF HOW A REGISTERED ATHLETE MIGHT USE CANADIAN SPORT INSTITUTE PACIFIC'S COMMUNITY PARTNERS TO SUPPORT HIS OR HER TRAINING NEEDS IN B.C.

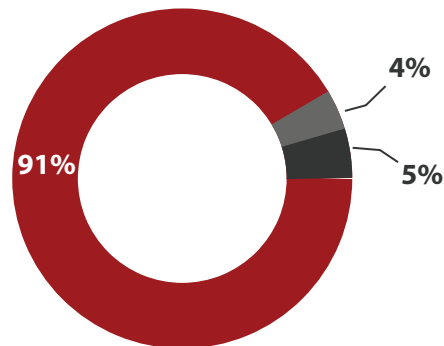
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
 5:30 PM Study for exam with help from Skooli	 7:00 PM Evening swim & workout at Saanich Commonwealth Place	 9:30 AM Workout before testing at VI Fitness  7:00 PM Order new compression gear with 2XU discount code	 5:30 PM Hot Yoga with team at Moksha Yoga	 11:15 AM Fix bike at Russ Hay's Bike Shop  12:00 PM Lunch at Pita Pit	 5:45 PM Check in to Sheraton in Vancouver	 10:00 AM Buy training shoes at FitFirst Footwear  2:15 PM Redeem first free class at YYoga

BETTER RETURN FOR PARTNERS

CANADIAN SPORT INSTITUTE PACIFIC SURVEYED OVER 100 REGISTERED ATHLETES IN THE SPRING OF 2017, ASKING THEM A SERIES OF QUESTIONS ABOUT THE INSTITUTE'S COMMUNITY PARTNERS AND THE SUPPORT HIGH PERFORMANCE ATHLETES NEED.

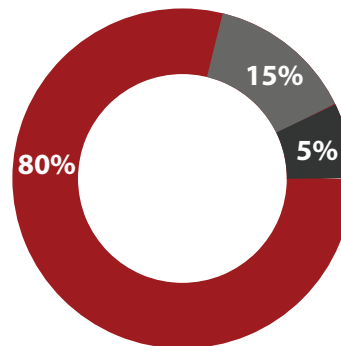
SUPPORTING CSI PACIFIC PARTNERS

Is it important to support partners of Canadian Sport Institute Pacific?



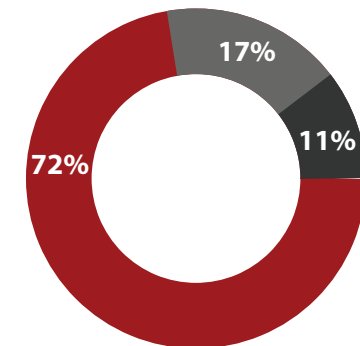
BUSINESS SUPPORT

I am more likely to purchase a product or access a service from a company because it is affiliated with Canadian Sport Institute Pacific.



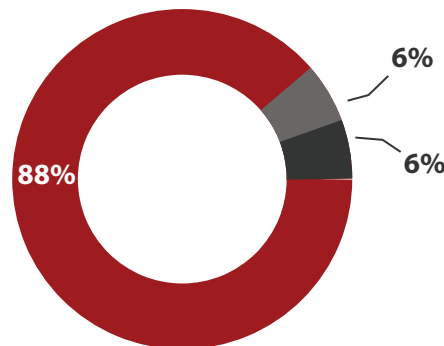
PARTNERSHIP IMPACT

Products and/or services offered by partners of Canadian Sport Institute Pacific have a positive impact on my daily training environment.



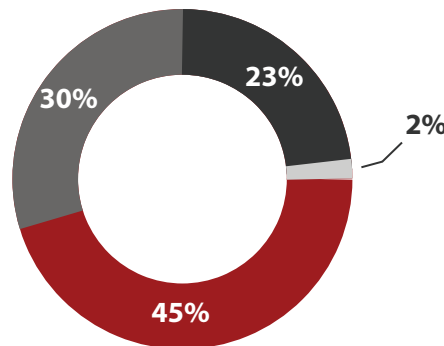
BRAND REACH

If you are happy with a product purchased, are you more likely to spread the word to family, friends, and/or teammates?



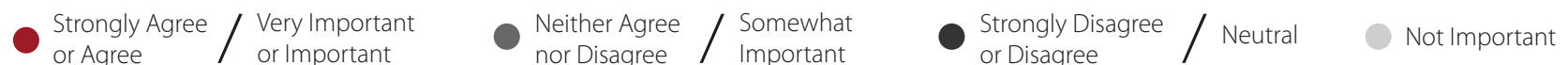
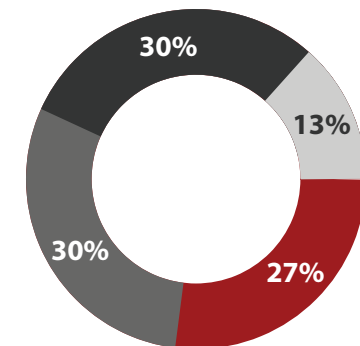
HIGH PERFORMANCE VALUES

When purchasing a product or service, how important is it that your values are similar to those of the company?



PEERS & TEAMMATES

When purchasing a product or service, how important is having peers/teammates who use the same product?



ALIGN WITH HIGH PERFORMANCE SPORT

- ✓ CONNECT YOUR BRAND WITH CANADA'S BEST ATHLETES AND COACHES
- ✓ BUILD YOUR BRAND & EXPAND YOUR REACH WITHIN HIGH PERFORMANCE SPORT
- ✓ USE OUR ATHLETE COACH SERVICES TEAM TO STRENGTHEN YOUR BUSINESS
- ✓ FEEL THE PODIUM RUSH & BE PART OF CANADA'S SUCCESS ON THE WORLD STAGE

CANADIAN TELEVISION EXPOSURE FOR RIO 2016




THAT'S
32.1 MILLION
PEOPLE!

TEAM CANADA SOCIAL MEDIA NETWORKS



900,000+
LIKES



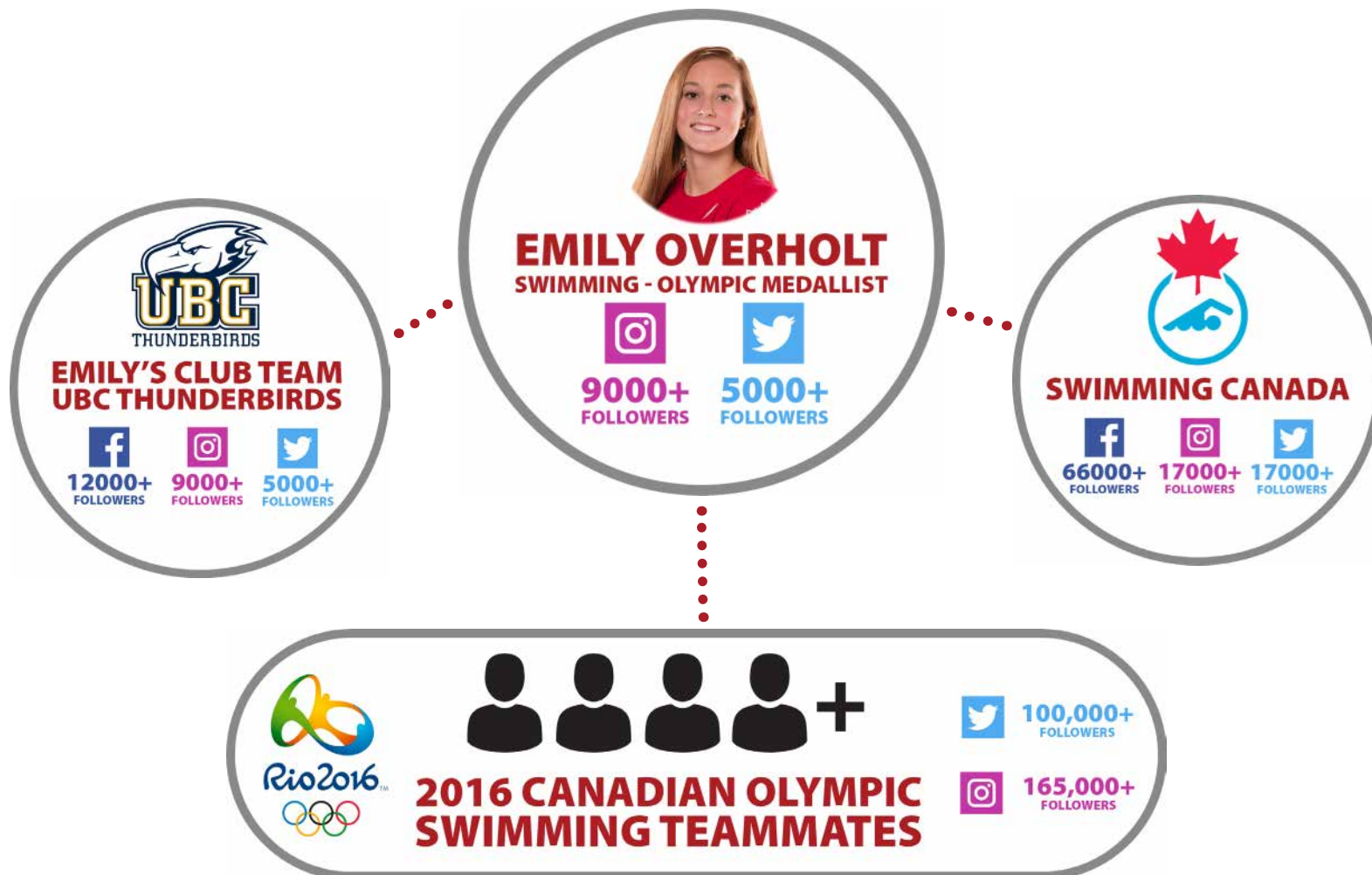
655,000+
FOLLOWERS



170,000+
FOLLOWERS

HELP ONE, REACH 1000's

ALIGNING WITH A HIGH PERFORMANCE ATHLETE PROVIDES ACCESS TO A MUCH LARGER NETWORK. CANADIAN SPORT INSTITUTE PACIFIC REGISTERED ATHLETES COMPETE ON CLUB TEAMS, PROVINCIAL TEAMS AND NATIONAL TEAMS, WHICH CONNECTS THEM WITH A LARGE NETWORK OF LIKE-MINDED PEERS LIVING ACTIVE LIFESTYLES. FOR EXAMPLE, AN ATHLETE LIKE EMILY OVERHOLT'S SOCIAL NETWORK INCLUDES OVER 400,000 FOLLOWERS ON FACEBOOK, INSTAGRAM AND TWITTER.



ATHLETE COACH SERVICES

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CANADIAN SPORT INSTITUTE PACIFIC IS PROUDLY SUPPORTED BY:

