



Dear Potential Sponsor,

I am writing to you as Executive Director of Waterski Wakeboard Canada (WSWC) to share an exciting opportunity to support a remarkable young Canadian athlete.

Matthew Baxter has been selected as one of only six athletes to represent Team Canada at the 2026 U17 Waterski World Championships, to be held this March in Argentina. This is a significant achievement and a testament to Matthew's talent, dedication, and commitment to excellence in our sport. Representing Canada on the world stage at this level is both an honour and a major milestone in an athlete's development.

Unfortunately, Waterski Wakeboard Canada has experienced significant funding cutbacks in recent years. These reductions have materially impacted our ability to financially support athletes attending international competitions. As a result, expenses that have traditionally been covered by WSWC—such as coach travel and salary, entry fees, and pre-event familiarization—are no longer funded and must now be borne directly by the athletes and their families.

The timing and location of this championship further compound these challenges. With the event taking place in March, Canadian athletes are unable to train domestically due to winter conditions. Florida is the only viable training location at that time of year, which significantly increases preparation costs. In addition, competing in Argentina requires long-haul international travel, adding substantial airfare and accommodation expenses.

When combined, these factors make athlete sponsorship not just helpful, but essential. Support from sponsors plays a critical role in enabling athletes like Matthew to properly prepare for competition and proudly represent Canada on the world stage.

On behalf of Waterski Wakeboard Canada, I thank you for considering support for Matthew. Your sponsorship would make a meaningful difference and directly contribute to the success of a young Canadian athlete at the highest level of international competition.

Sincerely,

Krista Jansen
Executive Director
Water Ski and Wakeboard Canada
On behalf of the Board of Directors

