



PARTNERSHIP PROPOSAL
SEASON 2026/27

ROAD TO THE FRENCH ALPS 2030

In February 2030, freeride makes its Olympic debut. We are looking for partners to ride the whole journey with us.



SKI · SNOWBOARD · FREERIDE WORLD TOUR QUALIFIER

🌐 czechfreerideteam.cz
📷 [@czechfreerideteam](https://www.instagram.com/czechfreerideteam)

FREERIDE IS GOING OLYMPIC. BE PART OF IT.

In twenty years, freeride has grown from a niche of mountain culture into an organised international sport with clear rules. The Olympic Games are the next logical step – and for a new sport and its partners, an opportunity that comes once in a generation.

7 JUL 2026

The International Olympic Committee confirmed freeride in the Alpes 2030 programme

44

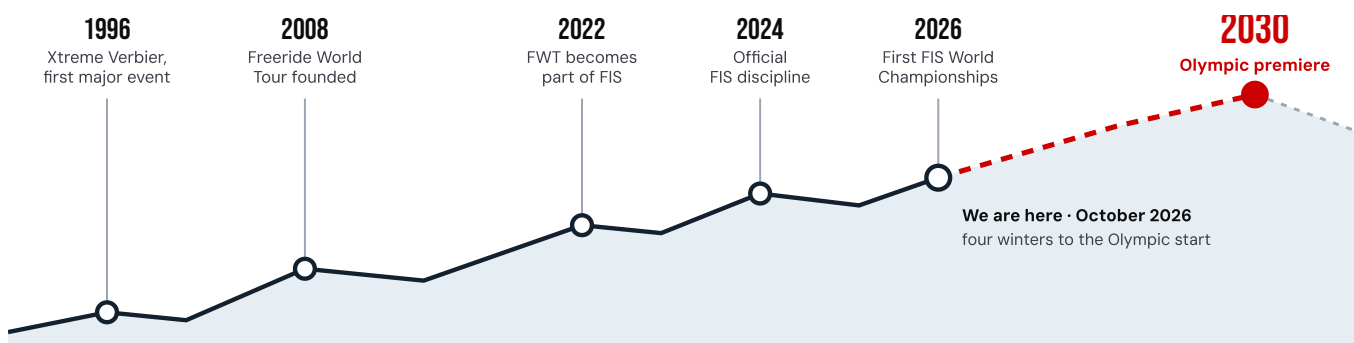
riders at the start:
22 women and 22 men

4

medal events:
ski and snowboard

1-17 FEB 2030

Olympic premiere in the French Alps



WHY THIS IS AN OPPORTUNITY FOR YOUR BRAND



New Olympic sport = open field

Unlike established sports, brands are only now claiming their place here. Join now and you are there from the start – and you will be seen.



A story spanning four seasons

The road to the Alps 2030 is an authentic story you can tell together with us all the way to the Olympic winter.



Growing media and public interest

Olympic inclusion is changing how fans, media, sports bodies and businesses see freeride.



Values worth standing behind

Courage, responsibility and respect for the mountains. A good decision beats a bold one.

ONCE IN A GENERATION

Every generation of athletes gets only a few chances to change its sport. Those who start building today will be ahead in a few years.

1998

Snowboarding

Nagano

2026

Ski
mountaineering

Milano Cortina

2030

Freeride

French Alps

OUR AMBITION

To put a Czech freerider on the start line of the 2030 Olympic Games – and build a path others can follow. **We don't just want to be the first. We want others to follow.**

CZECH FREERIDERS ON SKIS AND SNOWBOARDS

Czech Freeride Team is a team of Czech riders competing in the **Freeride World Tour Qualifier** – the international series that leads to the Freeride World Tour and now also to the Olympic Games.

The team was founded in 2024 so that Czech competitors no longer have to do everything on their own. We share experience, travel together and pass our know-how on to younger riders. Our roster ranges from seasoned competitors with dozens of starts to newcomers collecting their first points.

Most of us fund our own season and combine the sport with work or studies. After work we load the car, cross Europe overnight and stand at the start next to the world's best riders the next morning. **And we regularly stand on the podium.**

2024

year the team was founded

10

riders in the 2026/27 season

DISCIPLINES

Ski 6

Snowboard 4

CATEGORIES

Women 4

Men and juniors 6

OUR MISSION

A CZECH MARK

Leave a Czech mark on world freeride – on the FWT, at World Championships and at the Olympic Games.

THE NEXT GENERATION

Develop new riders and spare them the trial-and-error path we had to take.

MOUNTAINS FOR EVERYONE

Show the wider public the beauty of our sport and how to move safely in the mountains.



WHAT IS COMPETITIVE FREERIDE

ONE FACE. ONE RUN. NO PREPARED COURSE.

1 Face check

Riders study the face thoroughly in advance – through binoculars and from photos.

2 Line choice

Every rider plans their own line through rocks, couloirs and airs.

3 The run

One attempt, top to bottom – no gates and no second chance.

JUDGING CRITERIA

LINE

difficulty of the chosen line

CONTROL

confidence and stability

FLUIDITY

riding without hesitation

TECHNIQUE

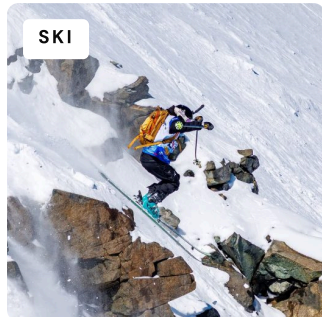
mastery of the terrain

AIR & STYLE

drops and style

TEN RIDERS, ONE TEAM

Ski and snowboard, women, men and juniors. Experienced competitors with several FWTQ seasons and newcomers we pass our experience on to.

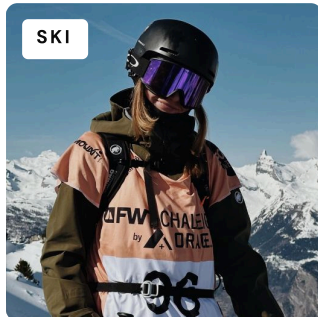


SKI

MONIKA NOVÁKOVÁ

FWTQ · WOMEN

- 4 FWTQ podiums in 2026 including a win in Les 7 Laux, also an FWTQ judge



SKI

TEREZA NOVOTNÁ

FWTQ · WOMEN

- 3rd place Baqueira Beret Qualifier 2026

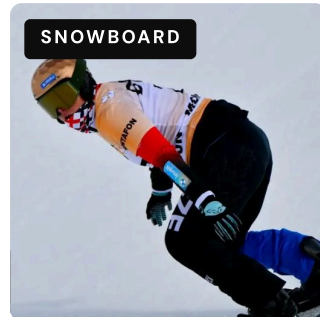


SNOWBOARD

ELLEN FRAISOVÁ

FWTQ · WOMEN

- 1st place Verbier Freeride Week Qualifier 2025

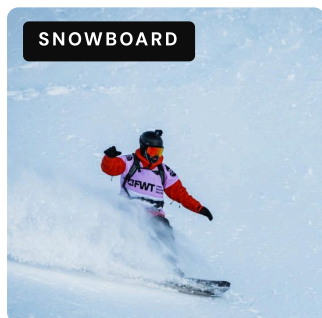


SNOWBOARD

SÁRA STRNADOVÁ

FWTQ · WOMEN

- 2021 junior world champion in snowboard cross, former national team rider, now in her first freeride season

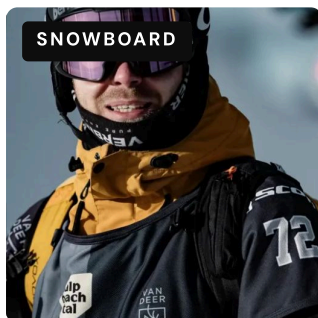


SNOWBOARD

ONDŘEJ RŮŽIČKA

FWTQ · MEN

- 2x 4th place Open Faces 2026 (Kappl, Kaunertal), FIS FWT certified coach

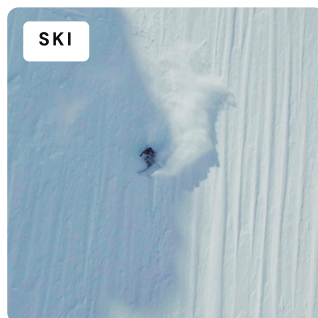


SNOWBOARD

TOMÁŠ OBZINA

FWTQ · MEN

- Seven FWTQ seasons (since 2020), based at Kitzsteinhorn, mentor to newcomers

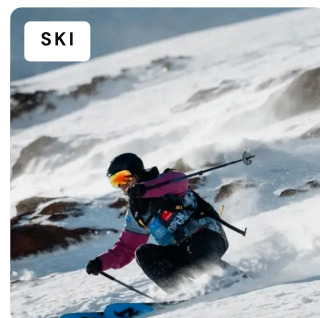


SKI

ONDŘEJ NOVÁK

FWTQ · MEN

- Five FWTQ seasons, competing from the Alps to Japan – and an adventurer who rode down Mera Peak in the Himalayas (6,476 m) on a bike

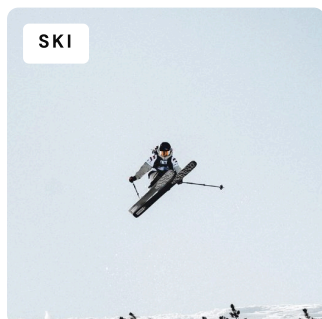


SKI

LUKÁŠ FRANZ

FWTQ · MEN

- Certified APUL ski instructor and four FWTQ seasons – passes on his experience at team camps

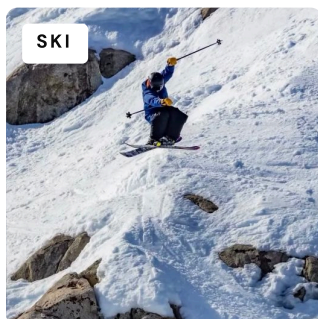


SKI

DOMINIK NOVÁK

FWT JUNIOR U16 · CANADA

- Sixteen-year-old junior based in Revelstoke, Canada



SKI

LUKÁŠ NOVOTNÝ

FWT JUNIOR U15 · USA

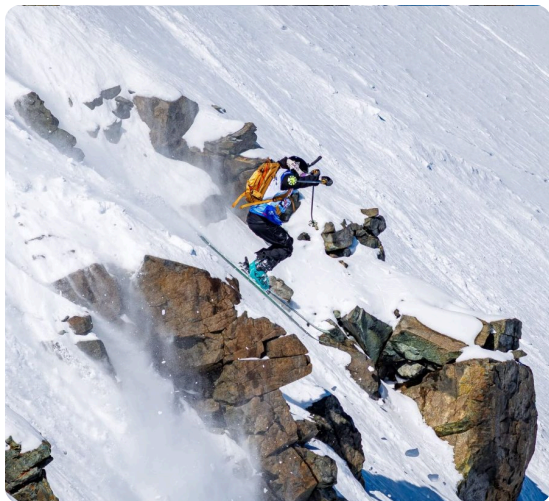
- Winner of Kirkwood IFSA Junior 2* 2026, North American junior championships

THE ELEVENTH TEAM MEMBER? YOUR BRAND.

Ride the whole season with us – at competitions, in our content and on the road to the Alps 2030.

THREE STORIES WORTH TELLING

Behind every result is a person and their journey. These three show where the team is heading – and what you can tell together with us.



SKI · FWT QUALIFIER

MONIKA NOVÁKOVÁ: FOUR PODIUMS IN ONE SEASON

In the 2025/26 season she stood on the podium four times, including a win in Les 7 Laux, France. She opened the new season with 5th place in Chile at a top-level 4* qualifier. She also knows competitions from the other side – as an FWTQ judge.

1.

Les 7 Laux 2026

4×

podiums in a season

SNOWBOARD · FWT QUALIFIER

SÁRA STRNADOVÁ: FROM WORLD CHAMPION TO FREERIDER

A junior world champion in snowboard cross and former national team rider, she ended her racing career on the course and is starting again – off-piste. She now brings her speed and race mindset to freeride faces.

1.

junior world
championships 2021

2026/27

first freeride season



SKI · FWT JUNIOR U15

LUKÁŠ NOVOTNÝ: FIFTEEN AND A WINNER IN THE USA

He won an IFSA junior event in Kirkwood, California, and qualified for the North American junior championships in Canada. The new generation we are building this whole road to 2030 for.

1.

Kirkwood 2026

15

years old



Open Faces Kappl · photo Mia Maria Knoll

05 · RESULTS

PODIUMS IN EUROPE AND AMERICA

6 PODIUMS

in the 2025/26 season at FWT Qualifier and FWT Junior events, plus two 4th places

1.

2×

wins

2.

1×

second place

3.

3×

third place

4.

2×

fourth place

EVENT	RIDER	DATE
5. Valle Arpa 4* · Chile	Monika Nováková	9/2026
1. Kirkwood IFSA Junior 2* · USA	Lukáš Novotný	1/2026
1. Les 7 Laux · France	Monika Nováková	1/2026
2. Bruson Freeride Week · Switzerland	Monika Nováková	1/2026
3. Bruson Freeride Week · Switzerland	Monika Nováková	1/2026
3. Baqueira Beret · Spain	Tereza Novotná	1/2026
3. Open Faces Kappl · Austria	Monika Nováková	1/2026
4. Open Faces Kappl · Austria	Ondřej Růžička	1/2026
4. Open Faces Kaunertal · Austria	Ondřej Růžička	4/2026
1. Verbier Freeride Week · Switzerland	Ellen Fraisová	1/2025
1. Evolution 2 Chamonix Grand Raid · France	Tereza Novotná	4/2025

In April 2026, Lukáš Novotný competed at the IFSA Junior Freeride Championships in Kicking Horse, Canada (the North American junior championships). The 2026/27 season has already started: in September we raced a top-level 4* qualifier in the Chilean Andes.

HOW FAR WE TRAVEL TO COMPETE

Approximate distance from Prague (rounded)

BY CAR

Kappl
Austria

600 km

Kaunertal
Austria

610 km

Verbier / Bruson
Switzerland

1 050 km

Les 7 Laux
France

1 200 km

Baqueira Beret
Spain

1 750 km

BY AIR

Arai
Japan

9 000 km

Kirkwood
USA

9 300 km

Valle Arpa
Chile

12 400 km

Travel, accommodation and entry fees are the biggest costs of the season – and exactly where your support helps most.

15 COUNTRIES - 5 CONTINENTS

Europe, Asia, North and South America, Australia and Oceania. We go where FWTQ and FWT Junior ranking points are scored – every trip comes with a start number.

Austria

Switzerland

France

Spain

Andorra

Norway

Slovakia

Bulgaria

Georgia

Kazakhstan

Japan

USA

Canada

Chile

New Zealand

CZECH FREERIDE TEAM · PARTNERSHIP PROPOSAL 2026/27

06

FOUR WINTERS TO THE OLYMPIC START

The Olympic Games are not the start of this journey. They are its first big goal. Every winter until 2030 has its task – and partners who join now will be part of the whole story.



SIX PROGRAMMES, ONE SYSTEM

The programmes build on each other – from the first contact with off-piste terrain to international competitions. They are not only for team members but for anyone who wants to develop Czech competitive freeride.



Freeride camps

Intro and preparation camps: technique, reading terrain, line planning, a simulated race day under FWTQ rules.



Athlete development

Technique, freestyle, trampoline and airbag, fitness, mental preparation and video analysis of decisions.



Safety and education

With mountain guides: avalanche prevention, snow and weather, emergencies, first aid.



Mentoring

Experienced competitors teach newcomers season planning, logistics, budgeting and mental preparation.



Community

Pre- and post-season meet-ups, joint training, workshops for the public and partners, mountain clean-ups.



Outreach and inspiration

Social media, videos, articles, talks and media. Freeride as it really is: its beauty and its challenges.

WHAT WE HAVE PLANNED AND WHERE YOUR SUPPORT GOES

SEPTEMBER 2026 · DONE

Season start in Chile

Valle Arpa 4*: Monika Nováková 5th place and 1,340 ranking points.

DECEMBER – APRIL

European FWTQ season

Competitions in the European part of the series.
Goal: climbing the ranking and starting at higher-level events.

WINTER 2026/27

First freeride camps

Intro and preparation camps for new riders,
launch of mentoring.

ALL SEASON

Content that explains

How the FWTQ works, how it is judged, behind
the scenes and moving safely off-piste.

ALL SEASON

Talks and workshops

For the public, schools and sports clubs.

SPRING 2027

Team video and partner report

A season edit and an overview of what your
support achieved.



WHAT WE USE YOUR SUPPORT FOR

With partners behind us, we can focus fully on competing and improving.



Entry fees

FWTQ events in Europe
and overseas.



Travel and accommodation

Thousands of kilometres
per season.



Training and camps

Preparation on and off the
snow.



Equipment and safety

Skis, snowboards,
avalanche gear.



Developing the next generation

Camps, mentoring and education so that future Czech riders
don't have to start from scratch.

THREE WAYS TO GET INVOLVED

We are not just looking for sponsors. We are looking for partners for the journey – and every kind of support counts.



FINANCIAL PARTNERSHIP

A contribution for one season or multi-year support for the whole road to 2030.

- entry fees, travel, training
- camps and developing young riders
- partner package based on the level of support



EQUIPMENT AND TESTING

Supplying or lending equipment for testing in competition conditions.

- skis, snowboards, bindings, boots
- helmets, goggles, protectors, clothing
- avalanche gear, nutrition, technology



SERVICES AND KNOW-HOW

Expertise and services that would otherwise cost us money.

- transport, accommodation, equipment service
- physiotherapy, fitness, sports psychology
- photo, video, media, legal, accounting



FOR EQUIPMENT BRANDS AND RETAILERS

WE TEST WHERE IT HURTS

FWTQ competition faces, rocks, drops, powder and ice. Your gear gets put through its paces in the Alps, Pyrenees, Andes, Sierra Nevada and Japan – and we tell you how it held up.



Feedback from the field
post-season test report, insights for development



Photo and video in action
authentic content for your website and social media



Seen at competitions
your gear at the start, in photos and videos



Brand ambassadors
at events, talks and group rides

WHAT WE WOULD LOVE TO TEST

Skis

Snowboards and splitboards

Bindings

Boots

Helmets

Goggles

Back protectors

Avalanche gear

Airbag backpacks

Clothing and gloves

Cameras and electronics

Nutrition

10

testers on the team

2

disciplines: ski and snowboard

2

categories: women and men

5

continents: Europe, Asia, the Americas, Oceania

WHERE YOUR BRAND WILL BE SEEN

At competitions, in our content and among people. We want the public to see freeride as a modern, responsible sport – and your brand as part of it.



At competitions

Riders' gear and clothing at FWTQ starts in Europe and overseas, in organisers' photos and in regional media.



Social media

Posts, reels and stories by the team and the riders. Content from competitions, training and behind the scenes.



Website in 3 languages

czechfreerideteam.cz in Czech, English and German. Your logo in the partner bar on every page.



Photo and video

Content featuring your product, free for you to use, a team season video, series on freeride and safety.



Media

Regional TV and newspapers at competition venues, news on our website and the team newsletter.



Events and talks

Workshops, discussions and talks for the public, schools and clubs. With your banner on display.

WHERE YOUR LOGO GOES

YOUR BRAND AT THE START AND THE FINISH



Helmet

side panel and goggle strap



Clothing

sleeves and pants (the start bib covers the chest)



Skis and snowboards

topsheet and base



Team cars

thousands of kilometres across Europe



Web and social

partner bar, posts, tags



After the season, you get a report. Views and clicks of your logo on our website (measured anonymously), an overview of published posts and a package of photos and videos featuring your brand.

A PARTNERSHIP THAT CAN TAKE YOU ALL THE WAY TO THE OLYMPICS

Indicative partnership levels for one season. We are happy to tailor any package to your goals.

	 BRONZE from €3,200 per season (CZK 80,000)	 SILVER from €6,000 per season (CZK 150,000)	 GOLD from €14,000 per season (CZK 350,000)	 ROAD TO 2030 PARTNER by agreement multi-year partnership
Logo on the website and in the partner bar on the homepage	✓	✓	✓	✓ in a prominent position
Thank-yous and mentions on Instagram	✓	✓	✓	✓
Post-season report: logo views and clicks	✓	✓	✓	✓
Photo and video content with your product or service	–	✓	✓	✓
Tagging and joint posts, reels	–	✓	✓	✓
Logo on equipment: helmets, skis, snowboards, clothing, cars	–	–	✓	✓
Banner at team talks and events	–	–	✓	✓
Invitations to team events and workshops (freeride, avalanche safety)	–	–	✓	✓
Joint campaigns and the story of the road to the 2030 Olympics	–	–	–	✓
Main partner position: your name next to the team name and in the team video	–	–	–	✓ by agreement

Equipment partner

You supply or lend equipment, we test it in competition terrain and showcase it. Benefits match the levels above according to the value of the equipment – and can be combined with financial support.

Support from individuals

Cheering for us but not a company? You can contribute as a fan too – every bit helps with entry fees and travel. More at czechfreerideteam.cz/en/podporte-nas.



RIDE WITH US TO THE ALPS 2030

Get in touch by 15 November 2026. Logos for helmets, snowboards and clothing have to be produced before the European season starts in December. A short email or call is all it takes – we will propose a tailored partnership.



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PROPOSAL ONLINE

Thank you to the partners we have already ridden with: **Pitcha · Wagner Ski Academy · Horsefeathers · POC · Kästle · Level Sports Konzept · Leki · Scott**

Photos: Czech Freeride Team and team riders, Mia Maria Knoll, Luca Jaenichen. Olympic programme facts: IOC, FIS and Freeride World Tour, as of October 2026. Results and calendar: freerideworldtour.com/qualifier.