

KÄSTLE SPONSORSHIP PROGRAMS

Our sponsorship programs have the goal of delivering the best ski models to address the needs of a variety of skiers through the continual evolution of our products. Improvements and advancements come through feedback from the rigorous field-testing from all of our sponsored athlete fields: Mountain Reps, Guides, Young Guns and Pro Team members.

To offer “quality vs. quantity” is much more than a mission, it is an expression of our passion, it’s how we built our skis. This basic principle is reflected in the KÄSTLE sponsorship mission: to advance the best skiers and young talents to top of the world athletes. To reach this goal we offer every single athlete individualized support in his or her focus.

KÄSTLE MOUNTAIN REP PROGRAM

MOUNTAIN – Where KÄSTLE is at home

REP – Ambassadors of the brand

What are the tasks of a Mountain Rep?

A KÄSTLE Mountain Rep supports their local KÄSTLE dealer at product demos, events, clinics and other promotional occasions. Mountain Reps represent KÄSTLE through using, wearing our product with product knowledge with the goal of elevating brand awareness at a local level. A KÄSTLE Mountain Rep is a supporting partner to their local KÄSTLE dealer as well as to the local Sales Rep; which they provide support for too, if necessary.

What are the requirements to become a KÄSTLE Mountain Rep?

A KÄSTLE Mountain Rep should operate in the ski industry in a role in which they can represent the brand (i.e. ski instructor, training supervisor, member of the mountain rescue) and will be able to support the local KÄSTLE dealer. As a KÄSTLE Mountain Rep one should be committed to the philosophy and values of KÄSTLE and be able demonstrate skills that compliment the brand in a manner that interests both KÄSTLE and the local KÄSTLE dealer.

How to apply for KÄSTLE Mountain Rep program?

Your application for the KÄSTLE Mountain Rep program starts with your local dealer. The first step is to approach the shop and let them know you would like to work as a supporter for them on the mountain. If your dealer feels confident, they inform their KÄSTLE Sales Rep, this results in a meeting, between you, the shop and Sales Rep, this is when the basic conditions of the partnership are established.

Contact information: use the KÄSTLE dealer search to find your local shop

KÄSTLE GUIDE PROGRAM

KÄSTLE Guide program is exclusively for UIAGM guides who are distinguishing themselves in the mountains.

What are the tasks of a KÄSTLE Guide?

- Consulting and product knowledge for clients
- Involvement in the company’s R & D process for relevant product

- Consulting for KÄSTLE Adventure Tours
- Strong partnership between KÄSTLE and guide operation (guide school & lodge)
- Advisory function for product development and supply of services (shows, demos)
- Sales: participation in promotional materials

What are the requirements to become a KÄSTLE GUIDE?

We ask for direct applications with complete documents: curriculum vitae (resume), letters of recommendation, and trip/expedition proposals. Because KÄSTLE is committed to guide program, it is only open to established professionals in this field; UIAGM certified individuals with strong personality, creativity and passion for the job are the basic requirements to becoming part of this program. After submission of your documents, we will contact you.

Contact information: info@kaestle-ski.com

KÄSTLE YOUNG GUNS PROGRAM

Young Guns is a support program for the best newcomers in the disciplines: freeski, ski mountaineering and freestyle (Big Air, Park, & Pipe).

Our vision is to support and improvement of all skills and talents as preparation for a professional career within our sport or facilitate integration into an industry job. To be member of KÄSTLE team means to be part of a compact, well-rehearsed team, which shares a common passion for skiing.

KÄSTLE does not support the disciplines of Randonnée and alpine racing.

Who are we searching for to join the Young Guns Program?

Skiers up to the age of 16 with standout talent.

How to apply for KÄSTLE Young Guns program?

How do I apply?

Do you aspire to become a pro in one of the designated disciplines and have exceptional talent? Then send your resume, your video or whatever platform you'd like to introduce yourself and convince us that you are right are for the KÄSTLE Young Guns program.

Contact Information: info@kaestle-ski.com

KÄSTLE PRO TEAM

The KÄSTLE PRO team consists of some of the best freeskiers in the world. The KÄSTLE PRO team reflects our commitment to quality and performance.

What responsibilities does KÄSTLE Pro Team athlete have?

- positive brand image transfer from athlete to the public
- involvement in product development
- testimonials for specific ski models
- integration into the company on multiple levels, such as: marketing, PR, Adventure Tours, & Sales

What are the requirements to become a KÄSTLE PRO?

- freeride, freestyle freeski mountaineering projects or competitions that support the brand character of KÄSTLE
- Top 3 results in the Freeride World Tour (FWT) and / or King of the Free World Tour
- respected figure in the scene and with opinion leaders
- clear, distinguished activities and personality
- KÄSTLE active integration into marketing and sales activities
- freeride coaching as part of KÄSTLE Adventure Tours

The KÄSTLE Pro Team is our highest sponsorship level.

Send us your application documents and persuade us as to why we should accept you onto PRO team: info@kaestle-ski.com