NWANA Partnership Materials

Nordic Walking Association of North America (NWANA) · From the NWANA Partnerships page · Generated as a PDF from nwaofna.org on November 22, 2026

Founding & Strategic Partnerships

Build Nordic Walking in North America with NWANA

NWANA is building the North American infrastructure for Nordic Walking: education, instructor certification, community groups, competitions, technology, media, athlete development, and future championships. A small number of Founding Strategic Partners will help build this system at the beginning and secure long-term category, visibility, and activation rights across the NWANA ecosystem.

The opportunity

This is not a logo on a single race

NWANA is building the North American infrastructure for Nordic Walking: education, instructor certification, community groups, competitions, technology, media, athlete development and future championships.

A small number of Founding Strategic Partners will have the opportunity to help build this system at the beginning and secure long-term category, visibility and activation rights across the NWANA ecosystem.

The central idea

One partnership. The whole system.

A Founding Strategic Partnership covers the entire growing NWANA system: education, competition, community, media, technology, and future championships.

The founding circle forms at the start of the system, and founding positions carry the founding record permanently.

Already built

You are funding a foundation, not an idea

The core of the system already exists and operates. Founding capital scales it.

Academy

Instructor and coach education for Nordic Walking, online and in person.

Instructor & Coach Certification

Defined certification and licensing pathways for professionals across North America.

NW Groups

Local group pathways for communities, clubs, employers, and public programs.

2026 Competition Series

Weekly verified Nordic Walking races across six distances and five fair performance levels.

Challenges

Virtual and team participation challenges that bring new people into the sport.

2027 Series

The next season of the NWANA competition calendar, now in planning.

Partner Network

Organizations across North America putting NWANA infrastructure to work.

NWANA Engine

The operating technology behind education, registration, licensing, groups, events, and communications.

Results & Athlete Infrastructure

Verified results, standings, rankings, and athlete development records.

Future Championships

The road to U.S. and North American Nordic Walking Championships.

The product

NWANA Founding Strategic Partner

Founding Strategic Partners secure a long-term position across the NWANA ecosystem, with rights designed around the partner. The founding circle is limited in size, with a founding record that belongs to its members.

A limited number of founding positions

Founding positions are strictly limited, and each position is entered in the NWANA Founding Registry.

Permanent founding record

Entry in the NWANA Founding Registry: the official historical record — website archive, headquarters recognition, and championship recognition.

Term architecture

Permanent recognition plus long-term activation rights. Horizons are fixed individually in each founding agreement.

Championships rights

Championship integration and rights are defined in each founding agreement.

Future properties

Rights involving future NWANA properties are defined in each founding agreement.

First-partner advantage

The earliest partners secure founding positions and the founding record.

Content and media activation

Storytelling, content, and media programs built around the partner.

Community, employees, and hospitality

Programs connecting the partner with local groups, participants, and employees, plus VIP hospitality at NWANA events.

Founding Strategic Partnerships

Custom, multi-year

Full founding position with ecosystem-wide rights. Investment levels are defined with each partner.

Major / Category Partnerships

Custom

Scoped per partner: category, properties, term, and activation designed together.

Investment levels are formed individually with each partner. Partnership terms are discussed individually and set out in a written agreement.

The second path

Philanthropic Founding Circle

Not all founding capital comes from sponsorship. The Philanthropic Founding Circle is a separate, equal path for individuals, families, and family offices who want to provide operating and growth capital for NWANA — motivated by honor, respect, and founder status, not by commercial rights.

Founder status

Permanent recognition as a founder of the North American Nordic Walking system — in the NWANA Founding Registry, the official historical record, headquarters recognition, and championship recognition.

Growth capital, directly

Circle gifts fund the operating core: the professional team, national expansion, technology, competitions, and the championship platform.

Charitable recognition

Gifts are charitable contributions to NWANA, a 501(c)(3) public charity. They carry recognition in the NWANA Founding Registry.

Separate by design

Commercial partnership rights and charitable recognition never mix. Each path has its own agreement, its own recognition architecture, and its own purpose.

Ways to give ->

The result

What your founding partnership makes possible

Founding capital creates outcomes: the system your name will stand on.

A professional operating team

A full-time professional team running the continental federation.

National expansion

NWANA operating in new states, provinces, and regions across North America.

Scalable technology

Systems that run competitions, education records, groups, events, and communications across the federation.

Major competitions

A real competition calendar: verified races, officiating, results, and rankings.

A North American championship platform

The road to U.S. and North American Nordic Walking Championships.

An instructor and community network

Trained instructors and local groups bringing Nordic Walking to communities across the continent.

National visibility

A national audience for Nordic Walking and for the partners who built it.

Next step

Start the conversation

Contact the President and the partnership team at info@nwaofna.org.

Discuss a Founding Partnership

Request the Partnership Brief

Looking for the Partner Network?

Organizations that want to distribute, deliver, or support NWANA programs through the network model can explore the NWANA Partner Network ->

Disclaimer. Submitting an inquiry does not create partner, sponsor, license, sanction, or endorsement status. Partnership scope is confirmed separately by NWANA.

Support the mission

Help build Nordic walking across North America

Your donation trains instructors, grows local groups, and powers verified competitions.

Donate to NWANA