NWANA Sponsorship Materials

Nordic Walking Association of North America (NWANA) · From the NWANA Sponsors page · Generated as a PDF from nwaofna.org on November 16, 2026

Sponsors

Sponsor the growth of Nordic Walking in North America

Nordic Walking is one of the most underdeveloped sport and wellness opportunities in North America. That is exactly why the sponsorship window is open now. NWANA is building the structure around a movement that already has global recognition: events, challenges, instructor education, licenses, teams, local groups, results, rankings, community programs, and future competition pathways. Sponsors who come in early are not just buying visibility. They are helping build the category.

Why sponsor NWANA

More than a logo on an event

Most sponsorships place a logo on an existing event. NWANA offers something different: the opportunity to support the growth of an entire movement while it is still being built. Nordic Walking connects multiple powerful audiences:

- active adults
- seniors and active aging communities
- families
- beginners returning to movement
- athletes and endurance participants
- health and wellness programs
- parks and recreation communities
- corporate wellness teams
- schools and universities
- local clubs and groups
- donors and community supporters
- future competitors and teams

A NWANA sponsor can be visible across education, events, challenges, teams, fundraising, community programs, sport development, wellness initiatives, and public outreach.

What makes NWANA valuable

A rare combination for sponsors

Nordic Walking is simple, accessible, outdoor, low-cost, social, and scalable. It does not require expensive facilities. It can happen in parks, neighborhoods, schools, trails, workplaces, senior centers, campuses, and community spaces. That gives sponsors a rare combination:

- sport visibility
- wellness relevance
- community impact
- active aging connection
- family-friendly positioning
- local and national growth potential

• public benefit alignment
• measurable participation
• strong storytelling
• room to become an early category leader

NWANA is building the platform that can connect these pieces into one recognizable North American system.

Sponsor the foundation

What sponsorship can support

NWANA is building the foundation for Nordic Walking in North America. Sponsorship can support:

• instructor and coach education
• NWANA Academy course development
• license and certification pathways
• local groups and clubs
• weekly and monthly challenges
• competition series
• youth and family programs
• senior and active aging programs
• adaptive and inclusive programs
• health and wellness initiatives
• RaceDay, timing, results, and ranking systems
• safety and policy development
• media and public awareness
• community access programs
• future regional and national events

Every sponsor helps NWANA move from scattered interest to organized growth.

Sponsorship opportunities

Eight sponsorship programs

National Sponsor

Support NWANA's overall growth and receive visibility across the organization, programs, communications, websites, events, and public initiatives.

Sport Development Sponsor

Support competitions, rankings, teams, RaceDay infrastructure, event systems, and future championship pathways.

Instructor Growth Sponsor

Support the development of trained instructors and coaches through NWANA Academy course credits, training pathways, and license programs.

Community Program Sponsor

Support local groups, public activity programs, beginner access, youth programs, senior programs, family programs, and community outreach.

Challenge / Series Sponsor

Support virtual challenges, monthly series, team competitions, city rankings, club rankings, and future event series.

Health & Wellness Sponsor

Support programs connected to active lifestyle, movement, wellness, active aging, and accessible outdoor activity.

Youth & Family Sponsor

Support youth participation, family activity, school programs, beginner pathways, and safe entry into Nordic Walking.

Event Sponsor

Support individual events, clinics, competitions, demos, awards, race materials, participant experience, or event operations.

Visibility

Visibility for sponsors

Depending on level and program fit, visibility may include:

- website placement
- event page placement
- challenge page placement
- donation campaign visibility
- sponsor recognition in emails
- social media recognition
- event announcements
- team or challenge recognition
- program page placement
- race or competition visibility
- sponsor messages in participant communications
- recognition in reports or impact updates
- logo placement where appropriate
- custom campaign alignment

NWANA will work with sponsors to match visibility with the right audience, program, geography, and level of support.

The difference

More than a logo

The best NWANA sponsorships are not just logo placements. They are stories. A company can help train instructors. A brand can help launch local groups. An employer can support employee wellness teams. A donor can help build youth access. A sponsor can help create competition infrastructure. A community organization can help bring Nordic Walking to a city, school, trail, or senior center. That is the difference between sponsoring an event and helping build a movement.

Corporate wellness and team sponsorship

NWANA can help companies and organizations connect sponsorship with participation. Sponsors may create employee teams, workplace challenges, umbrella groups, fundraising teams, or branded participation campaigns. This allows a company to support NWANA while also engaging its own employees, departments, offices, clients, families, or communities in a positive activity. Nordic Walking is accessible enough for beginners and meaningful enough to become a long-term wellness habit.

Impact

Sponsor impact

A sponsorship can help NWANA create real outcomes:

- more trained instructors
- more local activity
- more accessible programs
- more events
- more teams
- more public awareness
- more safe participation
- more opportunities for seniors, families, beginners, and athletes
- more structure for Nordic Walking in North America

Sponsors help make the system visible, credible, and scalable.

Why now

Nordic Walking is already established in many parts of the world, but North America is still early. That creates a rare opportunity for sponsors. The first serious supporters of NWANA can help shape the public identity of Nordic Walking in North America before the category becomes crowded. Early sponsors can be associated with the foundation: the first programs, the first instructor growth, the first challenges, the first teams, the first competition pathways, and the first national visibility. This is the moment to step in.

Who should sponsor NWANA

NWANA may be a strong fit for companies and organizations connected to:

- sport
- fitness
- wellness
- outdoor recreation
- active aging
- health promotion
- footwear and apparel
- equipment
- parks and recreation
- employee wellness
- insurance and prevention
- community health
- education

• tourism and trails
• events and timing
• media and public outreach
• local business and civic leadership

If your organization wants to be connected to movement, health, community, sport, and public benefit, NWANA is a strong platform to explore.

Sponsorship vs partnership

A clear distinction

Sponsorship and partnership are different. A sponsor supports NWANA through funding, visibility packages, campaign support, event support, program support, or brand alignment. A partner works with NWANA to build programs, host activities, reach communities, educate leaders, or develop long-term pathways. Some organizations may become both sponsors and partners, but sponsorship begins with support and visibility.

See also: Partner Network ->

Start the sponsorship conversation

Contact the partnerships office

NWANA is building sponsorship opportunities at several levels, from program-specific support to broader national visibility. If your company or organization wants to support the growth of Nordic Walking in North America, contact NWANA with a short description of your organization, your goals, your audience, and the type of sponsorship you want to explore.