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Top Canadian Snowboarder Baily McDonald Partners With Burton Sports & Entertainment Management Inc. (BSEMI) On Route To The 2022 Winter Olympic Games in Beijing China

BSEMI powers Baily McDonald's campaign to reach 2022 Winter Olympics; BSEMI to drive all brand management, corporate sponsorship, and fundraising campaigns.

Barrie, Ontario, December 30, 2019 - Burton Sports & Entertainment Management Inc. (BSEMI) of Barrie, Ontario is pleased to announce its partnership with Baily McDonald, a top Canadian women's snowboarder from Barrie, currently competing on the World Cup Snowboard Tour. Baily McDonald is currently ranked among the Top 50 women snowboarders in the world for both Slopestyle and Big Air events. BSEMI will be responsible for managing McDonald's sponsorship and fundraising campaigns in support of her efforts to qualify and compete in the 2022 Winter Olympic Games in Beijing China. The focus is to provide adequate funding required to enable McDonald to legitimately compete for a Gold Medal for Canada. All funds raised during the campaign will be used to support a rigorous and ongoing training program leading up to the Games in 2022. In addition BSEMI will provide development and professional management of McDonald's overall brand strategy and various business related initiatives.

Funding for elite level amateur athletes in Canada is often very limited. Canadian amateur athletes are generally required to pay their own way for training and development, equipment, and travel to national and international competitions during their campaign to qualify for the Olympics. Snowboarders from around the world compete at international events to earn the points and ranking necessary to qualify for the Olympics. Competing on an international level takes tens of thousands of dollars annually and can easily exceed \$100,000 for snowboarding when all costs are considered. Baily McDonald and BSEMI have recently launched the fundraising campaign *baily2022* designed to provide the funds necessary for McDonald to embark on a comprehensive training program, and qualify for the 2022 Winter Olympics as a legitimate contender to bring home Gold for Canada.

"I am so excited to work my hardest over the next two years to get to the Olympics, and do my best to bring home a medal for Canada. That would be my ultimate dream." said Canadian snowboarder Baily McDonald. "I have a full schedule of training and competitions lined up that will take me throughout North America, Europe, Australia, and New Zealand. Working with Burton allows me to stay focused on what I need to do as an athlete. It's a great partnership, another key piece to my overall support team."

BSEMI has launched the campaign *baily2022* designed to raise funds through local corporate sponsorships and individual contributions. Corporate sponsors can choose from one of three

levels of sponsorship including “Training Sponsor”, “Podium Partner”, and “Inner Circle Member”. Each sponsorship level comes with its own unique value proposition. Individuals may also sponsor McDonald by joining *baily2022* as a “Village Member”.

“I’m very proud to be part of such an amazing journey,” said Peter Burton, president of Burton Sports & Entertainment Management in Barrie, Ontario. “Baily is a remarkable person and athlete who I know will represent Canada on the world stage with the highest standards that we expect as Canadians. No matter where Baily goes, people know and love her, she’s much more than an athlete, she is truly an ambassador and symbol of what Canada is all about. Baily has an inspiring story of resilience after coming back from a serious crash that cost her a trip to the 2018 Winter Olympics. She is someone we as Canadians can all be proud of. It’s a privilege for me to represent her on this journey with her, her family, and her team.”

Those interested in supporting Baily McDonald on her quest to win Gold at the 2022 Winter Olympic Games in Beijing, whether corporately or as an individual, can learn more about *baily2022* by visiting www.bailymcdonald.com.

About Baily McDonald

Baily McDonald is a world class snowboarder from Barrie, Ontario who competes internationally on the World Cup Snowboard Tour representing Canada. Baily competes in both Slope Style and Big Air snowboard events. She is currently ranked among the Top 50 women snowboarders in the world. Baily is on route to qualify for the 2022 Winter Olympic Games in Beijing China. For more information about Baily McDonald, visit www.bailymcdonald.com.

About Burton Sports & Entertainment Management Inc. (BSEMI)

Burton Sports & Entertainment Management Inc. is a sports management company based in Barrie Ontario, specializing in maximizing the value of sports brands. The company identifies and strategically partners with sports brands to maximize their value through brand strategy and development, ideation, marketing, expert management, and collaboration on events and projects. We partner with sports professionals, product brands, and social influencers. For more information about Burton Sports & Entertainment Management Inc. visit www.burtonsports.com.

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