



MIKAEL HOLTER
— PERFORMANCE —

PARTNERSHIP PROPOSAL

2026 / 2027

ONE GOAL. WORLD CUP.

Building one of Norway's most ambitious independent alpine projects.

A PROJECT BUILT TO LAST.

Elite alpine skiing demands years of commitment, consistency and long-term investment. Mikael Holter Performance was created to build a sustainable World Cup project where elite sport, authentic storytelling and commercial partnerships reinforce each other.

The objective isn't simply to compete. It is to build something meaningful - on and off the mountain.

WHY NOW

THE STRONGEST PARTNERSHIPS BEGIN BEFORE SUCCESS.

**Every World Cup athlete once had someone who believed
before everyone else did.**

Partners joining today become part of the story from the beginning.

FOUR FORCES. ONE PLATFORM.

01

ELITE PERFORMANCE

02

PREMIUM CONTENT

03

AUTHENTIC PARTNERSHIP

04

INTERNATIONAL EXPOSURE

**STORIES.
EXPERIENCES.
TRUST.
VISIBILITY.**

The goal is not passive logo exposure. It is a partnership people can see, feel and remember.

THE VALUE CHAIN

TRAINING



COMPETITION



CONTENT



AUDIENCE



BUSINESS VALUE

Every training day creates authentic stories. Stories create attention. Attention creates relationships. Relationships create value.

HOW YOUR BRAND BECOMES PART OF THE JOURNEY.

SOCIAL MEDIA

EVENTS

CAMPAIGNS

CUSTOMER EXPERIENCES

PRODUCT TESTING

CONTENT PRODUCTION

SPEAKING

BRAND REPRESENTATION

PRECISION. PERFORMANCE. TECHNOLOGY. SPEED.

A premium international sport whose values naturally align with ambitious brands.

**INDEPENDENT.
PROFESSIONAL.
LONG-TERM.
ACCESSIBLE.**

**The project is built to
create continuous value
throughout the season - not
only on race day.**

THIS ISN'T ABOUT ONE SEASON.

**It's about building a platform that grows stronger
every year - in sport, content and commercial value.**

THREE EXAMPLES

01 **PRODUCT LAUNCH**

Testing, video, behind the scenes and campaign content.

02 **CUSTOMER EVENT**

Talk, Q&A, ski experience and a memorable meeting point.

03 **DIGITAL CAMPAIGN**

Training, travel, race weekends, reels and partner channels.

THE DESTINATION NEVER CHANGED.

A lumbar disc herniation disrupted preparation. Mikael still qualified for the opening European Cup races, before CMV stopped the season and left him bedridden for months. Only one European Cup start was possible. The comeback is now being built outside the national team system - independently, deliberately and with the same ambition.

Only the road did.

EUROPEAN CUP



WORLD CUP



BEYOND

**Partners joining today
become part of that
progression from the
beginning.**

**SOME PARTNERSHIPS ARE
MEASURED IN IMPRESSIONS.**

**THE BEST ONES ARE
MEASURED IN YEARS.**





LET US BUILD SOMETHING TOGETHER

Every partnership is tailored around the partner, the audience and the objective.

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