

KEELY CASHMAN

ALPINE SKIER

PERSONAL PROFILE

My Story: I'm a 26-year-old Olympic alpine skier raised in the remote mountain town of Strawberry, California. My ski journey began at Dodge Ridge, a small, family-owned resort where my dad coached me and my two brothers. My parents opened a coffee shop in 1998 to help fund our dreams, a business they still run today. Growing up in a blue-collar, Western setting gave me a deep sense of work ethic, resilience, and pride in where I come from. That foundation continues to shape who I am, on and off the mountain.

My Brand: Nicknamed "Big Country," I bring a unique and recognizable image to a sport often defined by luxury. I represented the U.S. at the 2022 Winter Olympics in Beijing and currently compete full-time on the World Cup circuit with my eyes set on Milan 2026. My brand blends elite-level skiing with authentic Western roots.

Digital Reach: With 12K engaged Instagram followers and over 100K monthly views, I've built a digital platform that showcases the grit and beauty of life as a Western athlete on the world stage. My content focuses on training, travel, lifestyle, and the behind-the-scenes realities of chasing Olympic dreams; always grounded in the culture and values that raised me. For sponsors, I offer a compelling opportunity to align with an athlete who embodies American toughness and authenticity, while reaching both performance-driven and lifestyle-focused audiences.

CAREER HIGHLIGHTS

- Top American finisher 2022 Olympic Downhill
- Bronze medalist World Junior Championships
- U.S National Giant Slalom Champion
- Nor-Am Overall season winner
- 6th World Cup Super-g Garmisch, Germany 2025



LEARN MORE

- <https://olympics.com/en/news/keely-cashman-team-usa-alpine-skier-beijing>
- https://www.uniondemocrat.com/news/article_4054c1ea-8ba9-11ec-a74a-67863870b2cf.html
- <https://www.uskiandsnowboard.org/news/cashman-does-it-career-best-result-garmisch>
- <https://www.mymotherlode.com/news/local/2290977/keely-cashman-talks-about-olympics-and-growing-up-in-tuolumne-county.html>



OFF THE SNOW



HOBBIES

- Fly Fishing
- Hunting
- Road Biking
- Camping
- Playing Guitar



EDUCATION

UNIVERSITY OF UTAH

2020-2022

MONTANA STATE UNIVERSITY

2024-present



SOCIAL MEDIA



@Keely_Cashman



@Keely_Cashman



@Keely Cashman

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POSSIBLE PARTNERSHIPS

Branding & Gear Integration

- Logo placement on helmet or water bottle
- Ski bib and training apparel branding
- Custom co-branded headwear or outerwear (e.g. "Big Country" hat)

Social Media & Content

- Sponsored posts, reels, and brand tags
- Behind-the-scenes training and travel content
- Athlete-led social campaigns (e.g., Road to Milan 2026)

Event & Media Exposure

- In-person appearances and meet & greets
- Brand presence at media events and races

Lifestyle & Crossover Opportunities

- Photo shoots in branded Western apparel
- Retail and pop-up event collaborations
- Custom product features or limited-edition merch drops

Community Involvement

- Recipient of U.S. Ski & Snowboard's Team Athletes Giving Back Award for 2022
- **Background:**

"The annual award is presented to a national team athlete for their efforts giving back to causes of importance to them. Each year the Yosemite Facelift holds a three-day park cleanup effort where volunteers, including Cashman's family, help put a fresh face on the revered national park. Cashman's passion for the park and her spirit for giving back landed her U.S. Ski & Snowboard's Team Athletes Giving Back Award for 2022." - <https://usskiandsnowboard.org/news/spirit-giving-back-instilled-keely-cashman>

- Actively advocated to help reopen Pinecrest Elementary School, the alma mater of myself and both my parents. Originally opened in 1980, the school was closed by the Twain Harte School District in 2012 due to declining enrollment. This school had a profound impact on my life, and it was deeply meaningful for me to contribute to its reopening. The school is now facilitated and managed by my cousin, and I remain engaged in ongoing fundraising efforts to support its continued success.

<https://www.pinecrestexpedition.org/>

CURRENT SPONSORS



CLIF Family - Smith Optics - Blue Zone Sports - Palisades Tahoe - The Serene Bean - Head Ski - Leki