

Sno Racing

Organizational History & Legal Entity Continuity

Our History

Sno Racing traces its roots to Knicker Nordic Ski Club, Inc., a 501(c)(3) nonprofit founded in Wausau, Wisconsin to grow youth Nordic skiing in the Midwest. As the organization's mission evolved toward developing elite, high-performance athletes, Knicker Nordic transitioned its operations in 2021 to launch a regional professional cross-country ski team under the name Team Birkie, formed in partnership with the American Birkebeiner Ski Foundation, the Loppet Foundation, and Central Cross Country Skiing (CXC).

On June 9, 2026, Team Birkie became Sno Racing. The new name reflects the program's growing international ambitions (SNØ is Norwegian for snow) while carrying forward the same mission, the same partnerships, and the same nonprofit foundation.

Throughout each of these names, the underlying legal entity has never changed. Sno Racing operates under Knicker Nordic Ski Club, Inc., a 501(c)(3) nonprofit, EIN 47-1472822, continuously since the organization's founding. Knicker Nordic Ski Club, Team Birkie, and Sno Racing are the same organization under three successive names, not three separate entities.

Timeline Summary

Knicker Nordic Ski Club, Inc.

Founded in Wausau, Wisconsin. 501(c)(3) tax-exempt status recognized under a determination letter issued in November 2014. EIN 47-1472822.

Team Birkie

In 2021, Knicker Nordic Ski Club, Inc. transitioned its operations to launch a regional high-performance cross-country ski team under the name Team Birkie, in partnership with the American Birkebeiner Ski Foundation, the Loppet Foundation, and Central Cross Country Skiing (CXC). Same legal entity, same EIN.

Sno Racing

On June 9, 2026, Team Birkie became Sno Racing. Same legal entity, same EIN, continuing the same 501(c)(3) nonprofit mission under Knicker Nordic Ski Club, Inc.

For verification purposes: The legal entity name of record with the IRS is Knicker Nordic Ski Club Inc, EIN 47-1472822. Team Birkie and Sno Racing are successive operating names of this same organization, not separate entities.

For questions regarding this history or entity verification, please contact info@snoracing.org.