

Operations Manual

For Coaches/Officials/Judges/Administrators/Event Organizers



Women in Snowboarding Operations Manual

Women In Snowboarding..... 3

Purpose of this manual	3
Canadian Clubs	3
Canadian Events	4
Who can I ask?	4
Officials	5
Judges	6
Coaches	6

Running an Event..... 7

Event Basics & Pre-Event	7
Starting Out	7
Insurance & Registration	7
Scheduling	8
Roles & Responsibilities	8
Sponsorship	11
Marketing & Promotions	13
Website & Social Media	14
Event Day	14
Checklist	14
Day's Timeline	15
Curriculum	16
Registration Table	17
Set-up & Tear Down	17
Photo's & Video	17
Post Event	
Participant Follow-up	18
Sponsor Follow-up	18

Running a Program..... .19



Appendixes
 Registration Form
 Waiver Form
 Intermediate freestyle clinic curriculum
 Sample sponsorship package

Women In Snowboarding

Purpose of this manual

This manual was created to assist those interested in promoting and assisting the growth of females in snowboarding through running camps, clinics, and events or through officiating, coaching and becoming a leader in the Women in Snowboarding in Canada. It is a source of basic information and also includes basic resources for event organizers, coaches, and officials.

History

The Women in Snowboard program was started by Canada~Snowboard in 2007 mainly due to the work of then student, Danny Buntain. She diligently worked to gain awareness across Canada of the lack of females in major roles—as board members, officials, coaches, and judges. Programs were immediately put in place to financially assist women interested in training as coaches, judges, and officials. The program has since expanded and works toward increasing female participation numbers at all levels of snowboard competition and developing female leaders and coaches to deliver these programs. The program continues to evolve and the number of females in all leadership roles within snowboarding grows every year.

Canadian Clubs with female only programming



Atlantic – Adrenaline Divas Snowboard Club



Quebec/British Columbia – Rugged Riders



Ontario – Women's Snowboard Federation

** And many more developing all the time. Check www.canadasnowboard.ca for an updated list.

Canadian Events

Atlantic – www.adrenalinedivas.com. Freestyle clinics, camps, and competitions for all ages.
Runs December until March throughout Atlantic Canada (NS, NB, PEI).

Competitions include: 'Get Railed' & the 'FeasT' tour

Quebec (& Canada) – www.ruggedriders.com. Freestyle clinics & competitions for all ages.
Runs December until April across Canada (NS, Que, Ont, BC).

Competition Series: 'Kinky Rail Jam'

Ontario— www.shredsisters.com. Freestyle clinics, camps and competitions for all ages.
Runs December until April across Ontario.

Host: 'Kinky Rail Jam' and 'Inverno Clinics'.

Prairies— www.canadasnowboard.ca. Clinics, Camps, and Women's Nights for all ages.
Runs December until March in Saskatchewan and Manitoba.



British Columbia — See 'Rugged Riders' above.

Billabong Flaunt It — www.billabong.ca. Contests for girls of all ages, occur in multiple regions across Canada.

Who can I ask?

After reading through this manual if you still have questions, please contact:

Women in Snowboarding Program & Events: Natasha Burgess at natasha@canadasnowboard.ca

Officiating: Dominique Longilier at dlangelier@sympatico.ca

Coaching: Dustin Heise at dustin@canadasnowboard.ca

Judging: Dustin Heise at dustin@canadasnowboard.ca

Sponsorship & Marketing: Matt Anderson at matt@canadasnowboard.ca

Sanctioning & Insurance: Catherine Gage at Catherine@canadasnowboard.ca



Officials

The Officials are an integral part of any sporting event. Snowboarding is no exception. Most of the officials at a snowboard event are volunteers. Without the support of volunteers in the role of officials, the competitive sport of snowboarding would not happen. Officials must work together as a team: ensuring rules are followed, safety is at its highest, and fairness is at the forefront of the competition.

Canada~Snowboard Officials Training Program is meant to help all individuals who volunteer time and expertise to snowboarding events and competitions in Canada. The purpose of the Officials Training Program is to provide snowboard officials with a greater understanding of the role they will assume during a competition and to introduce them to the rules of snowboard competition, the International Rules of Competition (IRC) of the Fédération International de Ski (FIS).

In most provinces, female officials are involved at every level of snowboard competition. Dominique Langilier with Canada~Snowboard was the first female Chief of Competition at any winter Olympics during the 2010 Vancouver Olympic Games.

To become a snowboard official in Canada, contact your P/TSA and ask when the next level one Officials course is. You can also check <http://www.canadasnowboard.ca/en/dev/officials-judges/officials/>. The Canada Snowboard officials program as three level. The level 1 is intended for anyone who wants to be involved in the sport. No snowboard or competitive experience is required to take on the level 1 officials. It's great because it means everyone who wants to be involved and donate time can. These courses generally take a full evening or afternoon and are run multiple times a year in most provinces. This course covers how to safely set up a snowboard venue, the basic rules and the formats of snowboard competition and the basics of running a snowboard event. Following the classroom work, there is a practical session where you are taught to set up (b-netting and use other out) safety equipment and use some of the technical equipment. This portion of training can be done as part of the course or are sometimes run during an entry level event.



Photo: Dominique Langilier

Once someone has worked at last one snowboard event in any of the positions that are offered (RBC Riders, Provincial Series, Shop event, etc), they can progress and attend the level two Canada~Snowboard officials course. This course takes a full day and covers in much greater detail, the aspects of running an event, event management and the roles needed in snowboard competition. The level 2 course is intended for people who wants to organize events and wants to be involved in leadership roles at the various snowboard events. Once the participant as completely completed the theory and practical component of the level 2 they can apply to take on the level 3 official course. The level 3 is intended for people who wants to become leaders in their province on general snowboard event organization. With the level 3 you become a Canadian Technical Delegate, a senior officials in Canada and you can take on major roles at major events like the world cups, the World Championships and the Olympics. You also become a reference person in your area, province and in the country.

Local level Women In Snowboarding events may require as few as 5-8 officials whereas large scale events like the Snowboardcross during the Canada Winter Games, will require 135 officials for the day of competition. Snowboard competition requires officials to be trained in small roles such as filling out a score board or large roles such as coordinating all on-snow aspects of the complete event.

Judges

Canada~Snowboard Judges use both the FIS and International Snowboard Judges Commission (IJC) based on the type of event being judged. Judges in each province are trained by a few national certified facilitators in Canada. For a new judge, training includes attending a two day course and then gaining experience at club or provincial level events.



Afterwards, they would hold their 'C Level' judging certification and are required to purchase a Judging License from Canada~Snowboard each year. Any WIS or other C~S sanctioned freestyle event requires judges to at least hold this 'C level' judging certification.

For more information on the next judging course in your area, please visit

<http://www.canadasnowboard.ca/en/dev/officials-judges/judges/>

Coaches

Canada~Snowboard's *Canadian Snowboard Coaching Program* (CSCP), develops the materials and delivers the courses that give coaches the tools needed to provide the highest quality of instruction to athletes at all levels of competitive snowboarding.

The philosophy of the CSCP is "Better Riders Through Better Coaches".

The first level of certification for a snowboard coach is the Basic Coach Course. This course takes place over three (3) days and includes both classroom & on-snow work.

It is the course designed for those new to snowboard coaching. To register for a Basic Coach course, visit www.canadasnowboard.ca and look for the course nearest to you.



After completing the Basic Coach course and gaining experience working in a multi discipline program, coaches can choose to continue their education through the Competition Introduction or Competitive Development courses offered by the CSCP.

Coaching as a Career

A few short years ago, the concept of coaching snowboarding as a full time career was rare and even more rare if you were a female coach. There are now coaches all across Canada who work in snowboarding full time in a variety of areas from high performance to club programs. The opportunities are now out there for females as well as more females are completing advanced level coaching courses, attending the National Coaching Institute (NCI) and traveling with competitive snowboard teams.



Running an Event

Event Basics & Pre-Event

Starting Out

When planning your first snowboard event, you should begin by defining your target audience. This can be broad or quite limited, for example, Learn to Ride level girls between the ages of 6 and 10 interested in being introduced to snowboardercross (fairly limited) or females of all ages interested in being introduced to freestyle riding (broad). The target audience can be defined based on your interest, your expertise, or the availability for similar programs or terrain in your area.

Once the audience is chosen, the idea behind the event can be better formulated and defined. It is important to put a lot of thought into this step and ask yourself a number of questions including;

- where will it take place (resort, etc)?
- length of the event (an hour, an afternoon, a weekend)?
- Similar events in the area

The naming of the event is an important step since it helps define the event and is the first thing that people will hear when they learn about the event. Take your time here and think about something that is catchy and unique. Here are the names of some of the current girls-only snowboard events in Canada; Flaunt It, Get Railed, Tricks R 4 Chicks, Feast, Kinky Rail Jam.

Next it's time to move beyond an idea and put things into action. It's time to contact your local Provincial/Territorial Snowboard Association (P/TSA) and find out what exists in your area. If there is already a local club, perhaps you can take your event idea to them and see if running it under their club would interest them. If not, think of ways to work alongside the club or ensure that you are not working in competition with what they are already doing. If there is nothing in your area, it's time to get something set up!

Insurance & Registration

Your local P/TSA will help you get the most up to date insurance and registration information and will assist you in getting things set up.

If you are running the event under an existing club, you will need an event sanction. This is completed by contacting the club and asking them to submit your event to Canada~Snowboard. You will need to know the date and place of your event as well





as the main official that will be attending. You should also contact the ski area ahead of time and ask if they require an 'insurance certificate' which will need to be issued along with your event sanction.

This sanction is the most important step in the initial planning of the event as it ensures you have insurance for the event and that C~S and the P/TSA are aware of it.

If you are looking to start your own snowboard club and run an event, you have to first register as a club with Canada~Snowboard and your local P/TSA. For more information on starting a club, check out Canada~Snowboard's starting a club guide or contact your P/TSA.

Scheduling

Choose your ideal event date as soon as possible. Sometime in July is generally a good time to start setting a rough schedule for the season. Make sure you ask your resorts what other events are going on at the hill next season. Talk to all the hills near you to ensure you are not planning your event the same time another large event is taking place at the hill nearest to you.

When scheduling, think of your target audience. If your audience is children, think about avoiding March Break as many families travel or take advantage of this time to run a camp instead. Know your local weather and avoid a messy event in the late season when the weather is too warm.

Once you have your rough schedule done for yourself, it's time to contact your local resorts again and ask to book the events in their schedule. Be flexible if you can and, unless they are charging you lane space, remember you are using **their** facilities.

Roles & Responsibilities

Event Manager

Schedules the events with the ski areas. Coordinates judges and officials for all positions. Schedules and coordinates all other aspects of the events such as equipment (PA rental, etc), registration, advertising and promotions, coordinates all coaches, oversees formatting of the event and ensures equity of competition.



Is the main contact person between sponsors and the event as well as the ski area and the event.

In small events, the event manager takes care of almost everything required for an event. In larger events, this person coordinates and organizes all aspects but delegates many of the following roles to other officials.

Chief of Course

This person could be from the hill's snow school or an official with your club. They are responsible to oversee all of the on-snow portions of the competition including ensuring the course is in safe condition, officials are in place, etc. At very small events, the manager also fills this role.

Registrar

Collects registration information from participants and creates and maintains a database containing all information. Ensures all participants are registered with Canada~Snowboard.

Pre-Registration can be done to assist you in getting an idea of the number of athletes planning to attend the event. A simple contact form which gets sent to an email can be designed on most basic websites or even just a link to an email can work. This type of pre-registration is valuable because it gives you an estimate of numbers but also, gives you contact information encase you have to send out updates or changes to the event. The downside is that the participants have just simply sent an email and there is no guarantee they will all appear on event day.



Online pre-registration with payment usually costs and requires a more advanced website however, it normally means that those registered will show up on event day.

Even with online pre-registration, there must still be a 'check-in' registration desk the day of the event. This can be as simple as a place where the athletes check-in, confirm contact information, and sign their event waivers.

If you prefer to just do on-site registration, ensure it notes on all advertising material what the minimum age to sign the event waiver is so parent/guardians' don't just drop their children off. Make sure to collect contact information and have waivers signed.

Canada~Snowboard has ready made waivers available which can be altered to suit your specific event (change ski area and club/organizer name). Some ski areas also require an additional waiver specific to their ski area. Make sure to ask before you set up your registration desk the morning of the event.

Promotions

This is an important role as this person is responsible to get the word about your event out to the public. The earlier the event information (particularly date and location) are confirmed, the easier it is for this person to promote. The event organizer should be in constant contact with this person informing them of any changes to the event.

More information on the specifics of this role below in the 'Marking and Promotions' section.

Head Coach

This person is responsible for planning and executing the technical on-snow portions of the event if a clinic or camp portion is included. This person is also responsible for overseeing and communicating plans to any other coaches involved. A good head coach for beginner female-only events is energetic, encouraging, and outgoing. Most females first getting involved will be shy and quiet. A great Head Coach will engage all involved and create a safe and encouraging atmosphere where the girls can be confident in participating and trying new skills. The head coach for these events may not be the most technically certified or skilled but instead is a strong leader and is organized and is able to maximize and use the strengths of other coaches involved.

Contact your PSO or Canada~Snowboard to locate certified snowboard coaches in your area. Coaches should be certified as Basic Coach or higher under the Canadian Snowboard Coaching Program (CSCP) system.

Starter

The starter is responsible for controlling the speed of the event at the drop-in location. This person communicates with athletes at the top of the course and organizes them in the correct order for formal competitions. During a jam format event, this person ensures that only one athlete is dropping into the course at a time and lets the judges know who is about to drop. In non-jam format events, this person ensures athletes are in the correct drop order (usually based on bib numbers) and allows the athlete to drop into the course once they have received the go-ahead from the Head Judge. More information on this position is available during the Canada~Snowboard Level 1 and 2 Officials Course. See www.canadasnowboard.ca for course information.



Judge

The Head Judge at an event is responsible for ensuring all other judges are prepared and informed of the days schedule and event format. They will oversee and ensure the event is run in a timely and fair fashion. Normally a freestyle event is judged with a panel of five (5) judges and participants receive a score out of 10

from each judge. Judges are normally looking for the overall impression of an athlete's run including use of the course, amplitude, execution, technical difficulty, and style. For a list of trained judges in each area, contact your PSO.

Announcer

The announcer is a nice addition to events and can add great energy and help draw a crowd of spectators. Look for someone who has snowboard knowledge and can announce accurately, what the competitors are doing in the event. Prepare a list of sponsors and thank you's for the announcer to ensure it's announced accurately.



For more information on the number of volunteers required at an event, see the 'Officials' page on the Canada~Snowboard website at www.canadasnowboard.ca.

Sponsorship

Sponsorship, for most events, will be what allows the events to happen from a financial and pricing perspective. It can assist with travel costs, event fees (sanctioning/insurance/etc), prizing, promotional support and much more. Here are some sponsorship tips;

- Know your program: When, where and of course, who is coming. Break down your demographics as best you can: gender, age, household income, etc. If you don't know, there are some useful tools on line like the Canadian Ski Council who does yearly research on the industry.
- What companies may want to target advertising towards your target group. Target companies that make sense to your demographic. In other words companies marketing to young active females. The time of the year will also come into so understand that you are marketing in the winter—so make it relevant!
- Build your marketing plan. Why would a company partner with you? What do you bring to the table? If you build it they will come. So start building! Brochures, emails, newspaper ads, radio ads, web banners, broadcast, etc. It all ads up. These are called impressions. Companies evaluate based on relevance and cost per thousand. So how many people will see you poster? Your ads? Etc. Understand that you are creating a type of advertisement not only for your program but for sponsors so you may have to be flexible.
- Always start with media: Typically you won't get dollars from the local radio station or newspaper but they will give you air time and space to advertise. Treat them like a sponsor. This is real value as it will help you get others sponsors that will either decrease your real costs or actually give you cash!

- Make sure you deliver on what you promise. If you are going to give your sponsor logo recognition, banners, awards backdrops signage, etc. then make sure you deliver to them what you promised. You always want your sponsors coming back each year.
- Keep them updated through out the year. Staying top of mind is important as you never know what will come up during their day and months and you could miss out on an opportunity.
- Follow up and give them a good report at the end. Send along some swag that expresses the fun and excitement around your property - if you have it! Thank them and if you can pay them a personal visit then do that too!
- Understand their planning cycle. Know when they are going into plan and then present to them – you want to get into their thought process during this critical time of year. Usually Spring and Fall.

From here, it's time to think about the structure of your sponsorship package. An easy way to start is to create a sponsorship matrix that outlines everything you have to offer. These are things like web space, poster recognition, etc. From here, you can decide how many sponsors and levels of sponsors you would like and then divide what you have to offer, between the various levels. Many sponsors don't like to hear that you have 20 different event sponsors for a small event as it means they will not have great coverage at the event. Aim for a few key sponsors if possible and then treat them well. As far as the different levels of sponsorships, some like to name them 'gold', 'silver', etc. or as in the example in Figure 1, they are named 'Title', 'Tour', etc.

Figure 1: Sponsorship Matrix

Figure 1 shows an example of a sponsorship matrix for a mid-sized event series with 5 stops. Along the left is the listing of what the event has to offer. The top divides

	Title Sponsor (1)	Tour Sponsor (2)	Stop sponsor (5)	Travel Sponsor (1)	Support Sponsor (3)
Tour Designation		X	X	X	X
Exclusivity in market area			for that stop only		X
Competition Bib Branding	pending	Second tier	X	X	X
Poster recognition	First Tier	Second tier			
Media		X	X	X	X
T-shirt advertising		X	X	X	X
Website & Internet					
On-site Access			for that stop only	X	X
Rail recognition		X	X	X	X
Coach Apparel		if not in conflict with Title sponsor	shop wear for that stop only	if applicable	if applicable
Banner placement at events					X
Announcements					
Product bag hand out					
Prizing	primary				
Cost	\$2,250.00	\$1,000.00	250 clinic, 500 clinic + contest	\$500.00	\$250.00

it into the five types of sponsorships available and in brackets is the number of sponsors available for each level. Only one (1) title sponsorship is available and as you can see, the cost is high however they receive all benefits. There are two tour



sponsorships available who receive less benefit and then 5 stop sponsors which are usually local snowboard shops close to each stop. Support sponsors are often small sponsors that offer assistance in the means of product discount (radio's for advertising, print shops for t-shirts, etc).

With this information written down and organized, it is time to prepare the actual sponsorship packages. Simple is better. Remember that the person receiving the package is likely busy in their work life and does not want to sit and read an 8 page proposal filled with words. Photos, graphics, and the basic information will be best.

Start by stating who your group and the event itself are and what it's about. If possible, state why you choose to target that company to sponsor your event. This page will remain standard across all of your packages. Next list all of the benefits that you can offer that level of sponsorship with a brief explanation of each and then state your ask. You can finish with some photos or more information on the events but be aware that these first two pages are likely all they will read initially. See the Appendix for a sample sponsorship package.

If possible, contact companies and ask for a meeting with the manger or person in charge of sponsorship and hand deliver the package. If this is not possible, send an email asking if you could send them your package and hope they respond yes. If and when they do, send it along in a PDF file.

Marketing & Promotions

Marketing and promoting your event will assist in leading to its success. Potential participants need to know about the event and sponsors will want to see their brand promoted. Some simple means of marketing and promotion on a budget include posters and the web. Posters can be created in word or publisher if you do not have the budget for a designer. Ask students at local design colleges and see if you can become a students 'project'. Canada~Snowboard also has Women in Snowboard posters available online which would suit any event and come at no design cost! Posters often cost \$0.50-\$1.50 to print so try to think ahead of how many you'll need and realistically get up before you print. The web is also great for promoting. Talk to your local PSA about getting the event sent out through a newsletter or email list of all the provinces members. Seek facebook groups that match your events area and interest and get posting.

If budget is less of a problem, contact local radio stations about an advertisement. You may even be able to get an interview to talk about your event and get free advertising.



Website & Social Media

A basic website is a key communication and promotions tool for camps, events, and clinics. Ask your local P/TSA if you can utilize theirs for your events starting out. It can be as simple as a note announcing the event, location, time and a contact for more information. Events should also be listed under the Women In Snowboard events section on the Canada~Snowboard website. This ensures your event is being advertised across Canada.

Once you are running multiple events in a season and gaining sponsorship, it may be time to either have a separate Women In Snowboarding section added to your P/TSA website or create a separate website with a link from the P/TSA site. Websites today are simple to create and easy to maintain. There are many free resources out there such as weebly.com which allow you to create and maintain basic websites for free. Visit the websites of the Canadian girls Snowboard clubs listed at the start of this manual for some examples.

Websites are an important advertising tool for sponsors and the better your website, the easier it will be to attract larger sponsorship. Sponsors logos can be added, links to their websites, or even full on banner advertising can be used.

Social media will be an important tool for both the promotion and communication of your events. Create a facebook page and add event photos and updates. Facebook works as a great communication tool with the ability to send messages to all those signed up for an event or on a fan page. Twitter can be a good tool with a link on your website to ensure the girls have all the latest updates on events. Ensure to search the internet for snowboard online magazines, etc in your area which also often have large readership and is another place to gain access to potential participants.

Event Day

Checklist

- Waivers & Registration forms
- List of pre-registered athletes (if applicable)
- Pens
- Judges forms & pencils (lots!)
- Banners & Promotional material
- Prizes and give-aways & Medals
- Zip ties & wire cutter
- Safety Equipment/EAP plan



- PA/Sound System
- Camera/Video camera
- Radios
- Drill & extra batteries
- List of all volunteers and contact information
- _____

Day's Timeline

7:00am – Arrival at hill and check in with area contact. Find out location of shovels, bamboo, etc.

7:15am – Unloading and organization of materials.

- Coordinate getting materials up to event location (by hand/sled/groomer).

7:30am—Operations meeting with ski hill and your volunteers to review day plan.

8:00-9:00am – Banner and course set up/preparation.

9:15 am – 9:45am – Site Inspection by Chief of Course & Registration time.

10:00 – 12:00 - **CLINIC**

12:00 – 1:00 pm – Lunch & Course work

1:00 – 3:45 pm – **CONTEST**

30 minute Warm-up – Beginner & Intermediate

30 minute Jam Format qualifier – Beginner & Intermediate

30 minute Warm-up – Advanced

30 minute Jam Format qualifier – Advanced

15 warm-up – Finals

30 minute Jam Format finals – All categories

4:00 – Awards

** This schedule works best with events with between 10 and 20 participants in any given category. Warm-up and Jam Format times may need to be adjusted with events larger than this.*



Curriculum

Basic 3 Hour Beginner Freestyle Clinic

First ½ hour

Introduction & Warm-Up

How to ollie/nollie flat land

Ollie rolling over bamboo

Nose/tail presses

Rail section – 1 hour

Slide a bamboo

Slide a box

Slide a rail

Boardslides, etc

Jumping – 1 hour

Poping and learning to land (key points)

Straight airs

Grabs

Hoping/flat land 180's

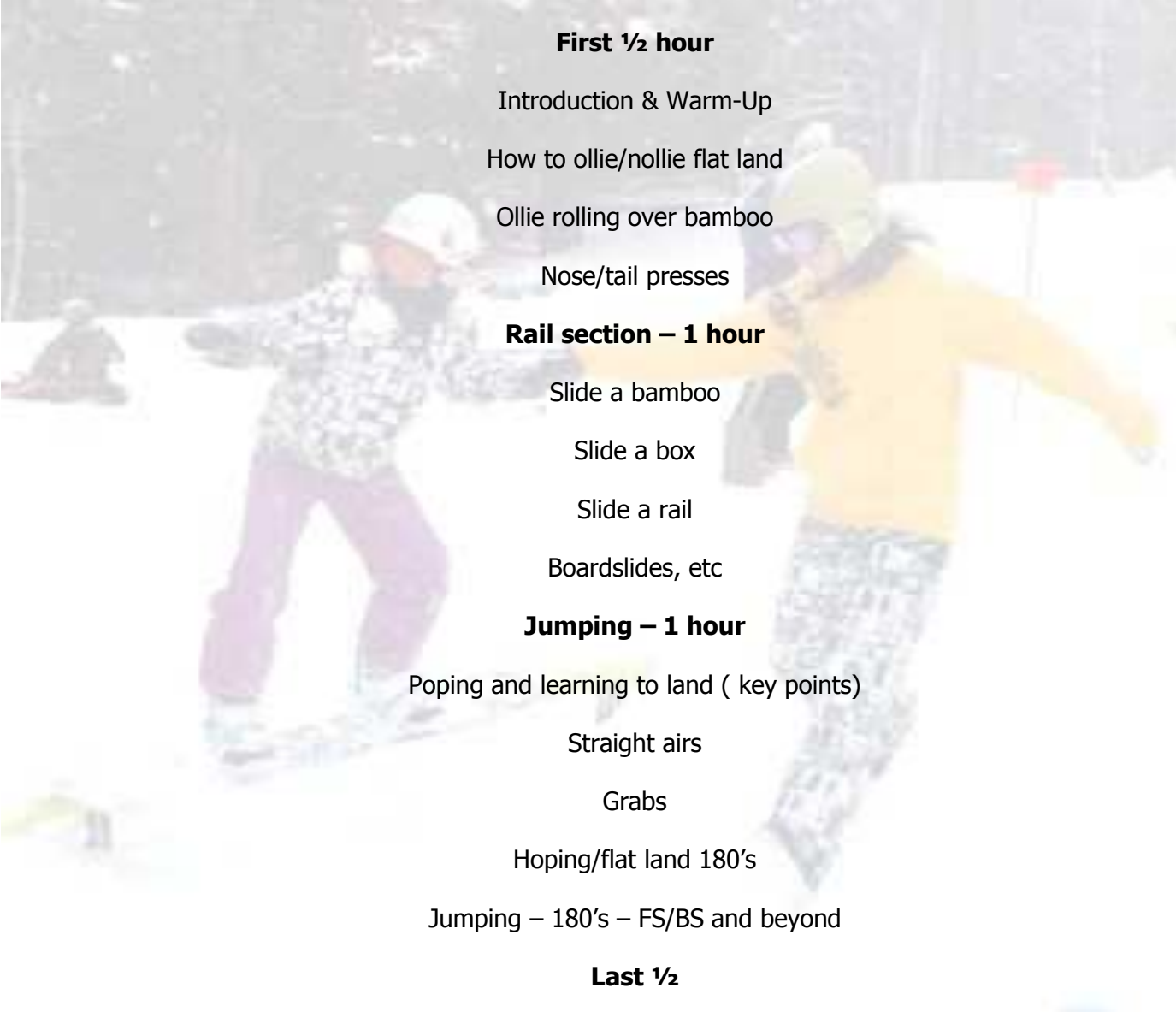
Jumping – 180's – FS/BS and beyond

Last ½

Thank you's

Survey

Prizes/handouts



Registration Table

The registration table needs to be organized and a well thought out part of the event to ensure things go smoothly. It should be set up in a highly visible area of the lodge and well signed/bannered so that everyone knows immediately what it is.

Participants should be told ahead of time to check in at the registration desk the morning of the event. Be specific with the times someone will be at the desk. As participants arrive, check them off a pre-registration list (if applicable) and have them sign the Canada~Snowboard event waiver as well as possibly the ski area waiver (if required). Depending on the event, this is also when fees are collected and event bibs are handed out.

Set-up & Tear Down

Ask the ski area ahead of time if you can have use of their sleds and/or staff during the set-up and tear down of the event. Tear down can be quick with lots of help however remember that set up of banners, PA system, etc can often take hours. Be prepared to be on snow for 7:00am for an event that starts at 10:00am. The more hands, the better.

Photo's & Video

Photos of your event will assist you in obtaining sponsorship for the following year as well as promoting your event online or in the media. If possible, have someone with a professional type camera attend the event and take photos for you. Look into photography schools in your area or young snowboard athletes with an interest in photography. Many will do this for no/little cost as long as they are given credit for their photos or are allowed to use them for portfolio's. As your events progress, paying for top quality photos from your events is a worthwhile investment.



Video can be equally as important for web promotion. Many camera's now come with simple editing tools which allow you to create a promotional video with only a few hours work.

Post Event

Participant Follow-up

Within a week after your event, send a follow up email to those that attended. At the least, thank them for attending and direct them to event photos on the webpage.

It is also good practice to create an online survey using [surveymonkey.com](https://www.surveymonkey.com) or similar and ask participants how they enjoyed the event and any improvements that can be made. This is also a great place to do sponsorship research by simply asking participants 'Did you notice who was the main sponsor of the event?' and list options. Answers and quotes from these survey's can be key for the following year's sponsorship package and marketing.

Sponsor Follow-up

Once all of your events are complete, ensure to follow up with sponsors. Provide them with participation numbers from the events and help describe the impact that their support had. This can all be done in a simple thank you letter.



Running a Program

Clinics, Camps, and Contests are all great ways to introduce female snowboarders into the world of competitive snowboarding and offer them an opportunity to obtain coaching. To extend this opportunity and create female snowboard athletes who will remain in the sport longer term, placement in a program is also a great opportunity.

A girls-only program designed for athletes approximately aged 10 to 15 years old, in the stage 3 or 4 (Learn to Ride/Train to Train) level of the LTAD is a good group to focus on. These athletes are strong overall riders who likely have worked through the levels of the local snow school. They are often looking for an opportunity to continue learning and enter clinics and competitions but do not receive regular coaching. Ideally these programs are 8-12 weeks long and are multi-discipline so that the participants can decide later on, which event they would like to specialize in. Many provinces also have funding to assist with these girls-only programs.

In most cases, females in this group are somewhat timid about entering a competitive team at their local ski area as their confidence is not great yet and they are intimidated by boys their same age. If these girls are separated and allowed to learn in their own environment, they can join teams as teenagers with enough confidence in the skills they've built to continue on successfully.

There are also more and more successful 'Ladies Nights' starting across Canada which give an opportunity for adult women to ride together and receive coaching.

When looking into running a program similar to that described above, first research what is already available in your area. Some snow-schools and clubs already offer girls only programs or girls groups that may fit this need. However, many areas do not and therefore there are lots of opportunities across Canada to start some.

To begin, choose your target group. Is it athletes ages 10-15, 8-13, 10-12, teens, adults?

Choose a day of the week and a time you are available.

Talk to your PSO and let them know your well structured idea, where you're looking to host the program and the program details. They will assist you or direct you in contacting the local ski hill, sanctioning the program, etc. Ask if there are grants available for similar programs in your province.

From there, the process for an event can be followed ie. Advertising, registration, etc.

For more information about program ideas or successful programs across Canada, contact Canada~Snowboard WIS Representative at natasha@canadasnowboard.ca



Appendix

Registration Form

REGISTRATION

Name: First _____ Last _____ Birth date: MM ____ DD ____ YY ____
(Fabrication of age will void membership and all competition results)

CSF Membership # _____ AGE: _____

Address: _____ City: _____ Province: _____

Postal Code: _____ Phone: (____) _____ - _____

E-Mail: _____

Emergency Contact: _____ Phone: (____) _____ - _____

Sponsors: _____

Please Circle Event you are Registering for:

Clinic / Contest - Ski Hill 1 Ski Hill 2 Ski Hill 3

AS A COMPETITOR or PARTICIPANT IN THESE EVENTS, I AGREE TO FOLLOW ALL INSTRUCTIONS ISSUED BY ALL OFFICIALS/COCHES OR BY MEANS OF ANNOUNCEMENTS.

NO ALCOHOLIC BEVERAGES OR DRUGS PERMITTED AT EVENTS. INITIAL _____
HELMETS MUST BE WORN AT ALL TIMES DURING COMPETITION & EVENTS

Level/Experience in Freestyle Snowboarding:

Beginner Intermediate Advanced

Are you interested in receiving more information on all girls snowboard camps, competitions, events in your area?

Yes No

How did you hear about _____??

Poster Word of mouth Facebook Ski Hill Media

This sample is a basic registration form that includes the contact information you require, the event they attended and some marketing questions for later use.

Waiver Form

Girls Snowboard Clinics & Contests

Last Name _____

First Name _____

201__ CANADIAN NATIONAL SNOWBOARD SERIES

**RELEASE OF LIABILITY
WAIVER OF CLAIMS, ASSUMPTION OF RISK AND INDEMNITY AGREEMENT
BY SIGNING THIS DOCUMENT YOU WILL WAIVE CERTAIN
LEGAL RIGHTS, INCLUDING THE RIGHT TO SUE
PLEASE READ CAREFULLY**

INITIAL

TO _____ (the Ski Areas)

And To _____ (your group), _____ (your PSO) Association (hereinafter referred to as "_____"), the Canadian Snowboard Federation (CSF) and all its members, volunteers, suppliers, and sponsors, and all volunteers, suppliers, and sponsors of the _____ Series, (hereinafter referred to as "the Sponsors")

I am aware that the 201__ Canadian National Snowboard Series (hereinafter referred to as "Event") has, in addition to the usual dangers and risk inherent to the sport of snow skiing and snowboarding, certain additional dangers and risks including, but not limited to, changing weather conditions, exposed rock, earth, ice, the danger and risk of collision with natural and man-made objects and with other skiers, snowboarders, event volunteers and spectators, and I freely accept and fully assume all such dangers and risks and the possibility of personal injury, death property damage or loss resulting there from.

In consideration of _____ (hereinafter referred to as "the Ski Areas"), _____ (your group), the _____ (PSO), and the sponsors accepting my application for the registration and permitting my participation in competitions, events or training authorized or sanctioned by the CSF, I hereby for myself my heirs, next-of-kin, executors, administrators, and assigns, hereby:

1. **WAIVE ALL CLAIMS** that I may have against _____ (your group), _____ (PSO), CSF, the Ski Areas, the Sponsors, and their Directors, Officers, Sponsors, Employees, Officials, Agents, and Representatives, and any Volunteers in any way associated with the said event (all of whom are hereinafter collectively referred to as "the Releasees").
2. **RELEASE THE RELEASEES FROM ANY OR ALL LIABILITY** for loss, damage, injury or expense that I may suffer as a result of my participation in the Event due to any cause whatsoever. INCLUDING ANY NEGLIGENCE, BREACH OF CONTRACT, BREACH OF STATUTORY DUTY OF CARE, OR BREACH OF OCCUPIERS LIABILITY ACT ON THE PART OF THE RELEASEES.
3. **AGREE TO INDEMNIFY, TO SAVE AND HOLD HARMLESS THE RELEASEES** from any and all liability for any property damage, personal injury, or death to any third party, resulting from my participation in the Event.
4. **AGREE THAT** this release of liability shall be effective and binding upon my heirs, next-of-kin, executors, administrators and assigns in the event of my death.
5. **THIS AGREEMENT** shall be governed by and interpreted in accordance with the laws of the province of _____.
6. **ANY LITIGATION** involving the parties to this agreement shall be brought within the province of _____.
7. **WAIVE ALL RIGHTS** to photo and film images, at such registered competitions/clinics that is taken during participation in the Event.

INITIAL

It is understood and agreed that this Agreement shall not apply in respect of injuries resulting from mechanical breakdown or failure of ski lift or towes, or any related equipment, resulting from the negligence or the RESORT, its employees, agents or representatives.

I AM OF THE FULL AGE OF 18 YEARS OF AGE AND HAVE READ AND UNDERSTOOD THIS RELEASE OF LIABILITY. I AM WAIVING CERTAIN LEGAL RIGHTS WHICH I OR MY HEIRS, NEXT-OF-KIN, EXECUTORS, ADMINISTRATORS AND ASSIGNS MAY HAVE AGAINST THE RELEASEES

Signed this _____ day of _____ 2010

Signature of Participant 18yrs and older _____

Witness _____

As a parent and/or guardian of the above participant under the age of 18 years, I have READ and UNDERSTAND the RELEASE of liability prior to signing this release of liability I am waiving certain rights which I or my heirs, next-of-kin, executors, administrators and assigns may have against the RELEASEES.

Signature of Parent/Guardian if under the age of 18 yrs _____

Witness _____

THIS AGREEMENT MUST BE COMPLETED IN FULL, DATED, SIGNED BY PARTICIPANT AND/OR PARENT OR GUARDIAN & WITNESSED BEFORE ANY EVENT PARTICIPATION WILL BE ALLOWED
--

Participants sign a Canada~Snowboard online waiver however it is good practice to also have them complete one at your event. An editable version of this form is available from Canada~Snowboard. Please note this waiver also waives all photo and video rights so you can use photos/videos from your events (an important fact for later on).



Basic beginner freestyle clinic curriculum—See page 16

Intermediate freestyle clinic curriculum

Intermediate 3 Hour Freestyle Clinic

First ½ hour

Introduction & Warm-Up

Review Ollies/Nollies/Presses/Spinning (all on ground)

Overview of current parks features and a ride-by (park inspection)

Rail section * – 1 hour

Boardslides—Backside & Frontside (exiting regular & switch)

Switch Boardslides

Lipsides—what are they and how to do them

Exiting & Entering—180's on/off, 270 on/off, etc.

Jumping * – 1 hour

Straight airs & grabs (variety) then shifty's

Jumping – 180's – FS/BS and beyond

Explore the Halfpipe if possible

Last ½

Thank you's

Survey

Prizes/handouts

* This is a list of ideas to include during this hour. Most riders will only learn a few of these skills during their first intermediate clinic. Leave time for the girls to practice and begin to get it and leave an opportunity for questions on any skill.



Sample sponsorship package

Page One— Title Page. Keep it clean and simple with your logo (if applicable), your contact information, and what the package is.

Page Two— Information about your group and what you're seeking sponsorship for.

Example:

Who are the 'your groups name'?

Give a description of who your group is and what their goals are. Make sure to include if you are a non-profit group and what province you are a registered club or group in.

EXAMPLE Adrenaline Divas started in December of 2007 to promote the participation of females in action sport, particularly snowboarding, through offering them opportunities to succeed and obtain coaching. As a snowboard club, they are a member of the Nova Scotia Snowboard Association and Canada~Snowboard.

Events

Here give a good description of your past events (if applicable). Include how many events you run and the normal number of participants.

EXAMPLE Over the past three winters, the club has run 19 events and last year alone had over 100 members, all female snowboarders. The club runs ____, ____, ____ events and the events include participants from _____ (area).

The Event you are approaching them for

Here give a detailed description of the event/camp/clinic you are approaching the sponsor for including the event dates (even if they are currently tentative).

Why get involved?

Remember you are *selling* a sponsorship. Why should this group get involved? What makes your event/clinic/etc unique and why would you want to support it? All of these answers should be listed here in a good description of why they should support your event above all else.



Page Three— What you can offer the group you are approaching and what you would like in return.

Sponsorship Opportunities

EXAMPLE *As one of few sponsors offered an opportunity with this event, sponsorship has great benefits.*

_____ would like to offer _____ the opportunity to become a major sponsor of _____.

Benefits:

Here list everything you have to offer to the company for advertising/benefits. Be creative.

Basic EXAMPLES

- Company logo placement on all competition posters. Posters will be distributed throughout _____ Canada to advertise the events throughout the winter.
- Company's banner placed in event location during event day.
- Opportunity to provide product as prize and maximize advertising.
- Onsite access during events.
- Company will be thanked for their support throughout the day using PA system.
- Logo with link placement on event webpage on Adrenaline Divas website.

Cost:

- 18 Prizes (podium for Beginner & Advanced) at a retail minimum of \$40.00.
Examples would include bags, t-shirts, hoodies, socks + something small, etc.
- One Women's Snowboard to be used as either a draw prize at the end of the tour or a raffle as a fundraiser for the club.
- \$150.00 cash towards event expenses (\$50 per competition)
- Four (4) items for Event Volunteers





www.canadasnowboard.ca