

Date: Fall 2015

BC Alpine Ski Association

SAM PACKAGE

Sponsors Awards Media

Authored By:

Bruce Goldsmid



BC ALPINE

WELCOME PAGE

Dear SAM Coordinator:

Welcome back to a new season of ski racing and another year of S.A.M.!

S.A.M. is easy to use with everything you need to know inside.

Stated simply, you have five goals:

1. Service the sponsors at the event
2. Ensure the award ceremonies are timely and organized
3. Obtain ACTION & still photos highlighting the sponsors, athletes and alpine ski racing
4. Leverage the media, gather newspaper articles and forward them to BC Alpine
5. Complete the on line "Output Report" & "Media Coverage Report" to BC Alpine within 7 days following your event at <http://sam.bcalpine.com> (we have included a copy of the SAM OUTPUT REPORT in this package in order that you know well ahead of time the information we require)

If you have any questions or concerns, give me a call at (604) 678-3073 or email bruceg@bcalpine.com anytime. I look forward to working with you to promote amateur ski racing in BC this season.

Thanks,

Bruce Goldsmid
Bruce Goldsmid
CEO, BC Alpine
(604) 678-3073
bruceg@bcalpine.com

SAM COORDINATOR'S TO DO LIST

PRE-SEASON	YES	NO
Obtain SAM Package from BC Alpine or on http://sam.bcalpine.com		
Six weeks prior your event contact bruceg@bcalpine.com and give us the SAM contacts for your event so we can communicate with you, or enter the data for us through the Race Notice Upload area of the BC Alpine website. NOTE: On uploading your race notice your club will be asked to identify your SAM contact.		
Read over ALL the contents in this package.		
Distribute page 6 of this document to your Sponsor Liaison to read through.		
Distribute pages 7-14 of this document to your Awards Coordinator to read through.		
Distribute pages 15-18 of this document to your Media Liaison to read through.		
PRE-RACE (at least 2-3 weeks prior to event)	YES	NO
Assign 1-3 volunteers to perform Sponsor Liaison, Media Liaison and Awards Coordinator duties at race.		
Distribute the sponsor-awards-media information packages to your volunteers (Often you will need to have more than one volunteer for each job, ie. 2 people covering the media – provide each person with the appropriate information)		
DURING-RACE	YES	NO
BE AVAILABLE -- Help the SAM Volunteers as required		
POST-RACE	YES	NO
Complete the SAM Output Report & the Media Coverage Report http://sam.bcalpine.com within 7 days following your event.		
Forward newspaper articles & photos from your event to the BC Alpine office: bruceg@bcalpine.com and Kathys@bcalpine.com THIS IS VERY IMPORTANT as BC Alpine tracks all media coverage and creates media journals for the appropriate sponsors.		

SAMPLE OF S.A.M. “OUTPUT REPORT”

CLUB: _____

DATE: _____

EVENT: _____

1. SPONSORS

[Y / N] Was a sponsor rep invited to your event?

[Y / N] Did a sponsor rep attend your event?

[Y / N] Did a club member ski with the rep. during the race?

[Y / N] Did a rep present the awards each day? Please provide names of rep on each day:

[Y / N] Did a rep present the awards at the banquet (if applicable)? Please provide names:

[Y / N] Was a follow up thank you call made to the attending sponsor rep?

2. AWARDS

[Y / N] Was a podium and loudspeaker used at the awards ceremonies?

[Y / N] Was a loudspeaker used on-hill to broadcast the event?

[Y / N] Were the awards held each day of your event?

[Y / N] Did your club present random draw prizes?

[Y / N] Were the sponsor banners placed above and behind the podium?

(Y / N) Did the sponsor rep. attending present the awards?

[Y / N] Did the awards ceremony take place no later than 1 hour after the last racer finished and at the designated time?

[Y / N] Was there music and an announcer during the race event?

[Y / N] Did the club follow up with the random draw prize donors to thank them?

[Y / N] Were the results printed and ready for the awards ceremonies?

3. MEDIA - There is a separate Media report on <http://sam.bcalpine.com>

[Y / N] Was the media invited to your event?

[Y / N] Did the media attend the event?

[Y / N] Did you forward all media clippings to BC Alpine office?

MEDIA COVERAGE REPORT

Please complete online at <http://sam.bcalpine.com> and send all media and photos to bruceg@bcalpine.com at BC Alpine after each event

NOTE: clippings received by BC Alpine are used to create a media journal which is sent to the BC Alpine sponsors. These journals have proven absolutely crucial in retaining and attracting sponsors.

In the event that you have been able to obtain TV coverage, it would be a great benefit if your club could send footage of the event to BC Alpine - this has also helped in the past to secure sponsorship.

PRINT MEDIA

DATE OF COVERAGE: _____

NAME OF MEDIA: _____

COVERAGE DESCRIPTION: _____

RADIO MEDIA

DATE OF COVERAGE: _____

NAME OF MEDIA: _____

COVERAGE DESCRIPTION: _____

TV MEDIA

DATE OF COVERAGE: _____

NAME OF MEDIA: _____

COVERAGE DESCRIPTION: _____

SPONSOR LIAISON GOALS

Please ensure the following are priorities at your event:

1. Maximum **EXPOSURE** of sponsors signage:

PROGRAM	SPONSOR
Nancy Greene Ski League	Rio Tinto
U14 & U16 Series	Teck
FIS BC Cup	Fidelity

2. **PARTICIPATION** of the sponsor representative at their respective races. Invite to post event social and have sponsor rep present awards/metals/ribbons
3. **SIGNAGE** placed above podium at the awards ceremony. This is a great photo opportunity.
4. **PHOTOGRAPHS** including athletes, company reps and company signage are taken. We forward the photos to the sponsors and they love to see themselves and company signage.
5. **SUBMIT** photographs to the local newspaper.

About TECK

1. Teck is Canada's largest diversified resource company, committed to responsible mining and mineral development.
2. They produce materials essential to the quality of life of people around the world – copper, steelmaking coal, zinc and energy.
3. Steel is used to build hospitals, schools and—especially relevant to BC Alpine—ski-lifts.
4. Zinc is used to protect steel against corrosion and it's an essential nutrient for humans and other living things.
5. Copper is used to create hybrid vehicles, computers and smart phones.
6. And Energy is used a source of light and heat. It powers our technologies and fuels our transportation.
7. Teck has more than 10,000 employees worldwide and their head office is in Vancouver.
8. Learn more about Teck at www.teck.com

SUCCESSFUL AWARDS CEREMONY TIPS

The awards ceremony plays an important part in the success of your event. This will be where the athletes, coaches, ROC, sponsors and the media will gather. The following tips will help you to create an awards ceremony that is organized and runs smoothly. Ensure:

1. The podium, loudspeaker, banners, backdrop, medals, ribbons, and trophies are on-site and ready for the awards ceremony.
2. All TECK and NGSL medals are not engraved and it is the responsibility for the ROC to produce stickers for the back of the metals, including Most Improved - Fidelity medals will be engraved for the ROC by BC Alpine
3. Sponsor banners are in a location that will promote high visibility and sponsor recognition. Banners must be straight and hung above the heads of athletes standing on the podium.
4. Competitors and sponsors at awards ceremony are accessible for interviews with the media.
5. A photographer is designated (ie. a club member/volunteer) to take pictures at the ceremony. Emphasis should be on pictures that have sponsor banners visible and prizes being awarded.
6. Chief of Race announces the time of the awards presentation at the draw. Set a time and stick to it. It is recommended that awards take place less than one hour after the last racer.
7. Awards are presented at the end of each day and NOT at the end of the race series. This will provide better exposure for sponsors and because awards ceremonies are shorter, more excitement will be generated.
8. Race results are printed and ready to be distributed at the awards. The Media Liaison must also receive a copy of the results as soon as possible to forward to the media.

AWARDS CEREMONY SCRIPT GUIDELINES

In all cases the visiting sponsor rep should present the awards. The rep should be photographed while handing out the awards. The photo should include the company banner in the background, the athletes and the rep. The photograph should go directly to the local newspaper and BC Alpine. One of the largest complaints we get from parents and participants is that the awards are not timely - Set a time - Awards should take place every day - Do not wait until the final day.

SAMPLE AWARDS CEREMONY SCRIPT .. page 1

Use the following introduction for all events

- Get everyone's attention
- Welcome athletes, coaches, volunteers, officials, parents and others to the awards ceremony
- Say something about the race days, what it means to the club and the local athletes
- Thank everyone for making it such a great day of racing - Thanks resort, sponsor and volunteers
- Wish the athletes well in the remainder of their races
- "Today's awards presentation includes medals for Most Improved, and... (list other awards to be distributed here")
- "And to present these awards today, we welcome back (name of sponsor rep), local representative for Teck who has ventured out on skies today for the first time in over 15 years -so you have yourselves to thank for being an inspiration.!"
- "Thank you for attending our event and presenting the following awards."
- "Let's get to the medals."

U16 & U14

- First off: Most Improved
- Most Improved Women:
- Most Improved Men:

Place	Name	Club	Time
1st			

Place	Name	Club	Time
1st			

- Big round of applause for MOST IMPROVED WINNERS
- And now, a few quick DRAW PRIZES, courtesy of our community sponsors, (name them at this point)
- INSERT DRAW PRIZES HERE

(script continued on next page)

SAMPLE AWARDS CEREMONY SCRIPT .. page 2

- Now on to the U14 Winners, starting with the girls

Place	Name	Club	Time
1 st			
2 nd			
3 rd			
4 th			
5 th			
6 th			
7 th			
8 th			
9 th			
10 th			

- Let's have a big hand for the U14 girls.
- Now on to the U14 Boys

Place	Name	Club	Time
1 st			
2 nd			
3 rd			
4 th			
5 th			
6 th			
7 th			
8 th			
9 th			
10 th			

- Let's have a big hand for the U14 Boys

(script continued on next page)

SAMPLE AWARDS CEREMONY SCRIPT .. page 3

- Now on to the U16 Winners, starting with the girls

Place	Name	Club	Time
1 st			
2 nd			
3 rd			
4 th			
5 th			
6 th			
7 th			
8 th			
9 th			
10 th			

- Let's have a big hand for the U16 girls.
- Now on to the U16 Boys

Place	Name	Club	Time
1 st			
2 nd			
3 rd			
4 th			
5 th			
6 th			
7 th			
8 th			
9 th			
10 th			

- Let's have a big hand for the U16 Boys

(script continued on next page)

SAMPLE AWARDS CEREMONY SCRIPT .. page 4

- Now on to our RACE WINNERS
- Women's Race winners:

Place	Name	Club	Time
1st			
2nd			
3rd			

- A big show of appreciation for the winners of the Women's Race
- Men's Race winners:

Place	Name	Club	Time
1st			
2nd			
3rd			

- A big show of appreciation for the winners of the Men's Race

THE GRAND FINALE:

- *Huge round of applause for our winners*
- *Ask the sponsor rep to say a few words*
- *Make any additional announcements about upcoming races, banquet etc.*
- *"Thanks very much for the superb effort today. Have a safe trip home."*
- **FINAL DRAW PRIZES HERE**

AWARDS POLICY .. page 1

Medals and ribbons are awarded at each race as follows:

NOTE: Out of province or country athletes receive the awards if they achieve the result.

		<u>U14</u>	<u>U16</u>
Men	Medals	1, 2, 3	1, 2, 3
	Ribbons	4-10	4-10
Women	Medals	1,2,3	1,2,3
	Ribbons	4-10	4-10

TECK Open awards

- If a non-U16 athlete achieves a top 3 placing, then 2 sets of medals will be awarded. One set will be awarded to the top 3 athletes, regardless of age classification. A separate set of medals will be awarded to the top 3 U16 athletes of the race.

Note: In doing this, it is possible for a U16 athlete to be awarded more than one medal.

- BC Alpine will supply an additional set of medals for each race in the event of the above situation occurring.

- If only U16 athletes are in the top 3, then only one set of medals are to be presented.

Most Improved (by Start Number)

The Most Improved award is open to the entire field of racers. Gold medals will be given to the male and female athletes who improves the most.

- **Calculating the Most Improved Award** – Most improved is calculated by subtracting the finish position from the start number. HOWEVER, athletes who have 999 National Points will all have the same start number. That common start number will be one (1) greater than the last non 999 point holder.

Example—if there are 60 male athletes in the race with points less than 999 and the 61st person has 999 then all athletes with 999 will have 61 as their start number. Their finish position will be deducted from 61. In the event of a tie, the award would go to the racer with the best finish placing.

IE - Racer #62 finished 30th = 32

Additionally, racers who are tied for national points in their seeding order will share the lower start position.

IE - Racer 34 and 35 both have 324.10 points, both will be calculated at 34.

Every race that awards medals will have a Most Improved gold medal for each race.

Note: An extra Gold medal will be in each award package for each race for Most Improved awards for each TECK and FIS BC Cup series. Most Improved awards are awarded each day of the awards presentation for each race.

The stickers on the back of the metals will be done by the ROC:

Example:

Placing	First, Second, or Third
Category	Most improved (if applicable)
Gender/Event	Men or Women/ GS or SL or SG
Location	Mt. Washington
Year	2015-16

AWARDS POLICY .. page 2

What Awards will BC Alpine Supply?

BC Alpine has purchased awards for all events designated TECK and FIS BC Cup events on the race schedule. Awards include Gold, Silver, and Bronze medals and 4th to 10th place ribbons for U16 and U14 males and females for each race day for TECK events. FIS BC Cup medals for 1st, 2nd, 3rd for U18 (16-17 years old) and race winners. A gold medal will be supplied for the most improved athlete in each race.

How many medals will you get?

Designated one run events will receive medals for each race.

Random Prizes

All clubs agreed that the random prize draw at the awards ceremony added excitement to the awards. All the athletes loved it as any one of them could win. It is the ROC's responsibility to acquire the random prizes to be distributed at the awards ceremony. If you get random prizes donated from your community, take a photograph of the winner with the prize. Thank the donor with a letter and the photograph. You will find that the donor will always come back if you thank them appropriately. It has been recommended that not more than ten (10) random prizes be awarded per age group.

Award Distribution

TECK medals and ribbons will be sent to the club.

BC ALPINE AWARDS CEREMONY GUIDELINES

The Awards Coordinator of each Race Organizing Committee (ROC) is responsible for the coordination of the awards ceremony. The following guidelines have been set to ensure that awards ceremonies are organized and consistent throughout the province:

1. The awards ceremony should take no more than 30 minutes after the race and the time should be confirmed at the Team Captains meetings.
2. If the official results will not be ready for more than 60 minutes after the end of the race, use the unofficial results but ensure that they state "Unofficial."
3. Awards are to be presented at the end of each day of racing, not on the last day of the event.
4. The podium and sound system should be set up while the race is still in progress to ensure that it is ready on time.
5. Ensure that sponsor banners are placed above and behind the podium. Have sponsor recognition in other appropriate areas.

The order of presentation of awards is from 10th place to 1st place and should be as follows:

1. Random prizes
2. Most Improved
3. Random prizes
4. U14 athletes - Ribbons and Medals
5. U16 athletes - Ribbons and Medals
6. Race winners

MEDIA LIAISON TO-DO-LIST

PRE-RACE (at least two weeks prior to event)

- Read over the contents in this package
- Telephone the sports reporters in your community to introduce the event.
- If your event is provincial or National contact the Vancouver Sun and Province
- Determine media deadlines and publication dates
- Send press release to media - 2 weeks before race - ensure release is on letterhead with sponsor logos. Electronic logos can be found at <http://logos.bcalpine.com>. The release should include an invitation to the event.
- Follow up with the media to ensure the press release was received. Give them any additional information needed. Confirm the number of lift tickets needed for media who plan to attend.
- Arrange for a club member to photograph the awards and on-hill event
- Arrange for lift tickets for any media attending
- Advise the race office as to how many lift tickets the media require.
- Follow-up phone calls to media 1-2 days before race to remind them and inform as to where and when they can pick up their lift tickets.

RACE DAY

- Assign a volunteer to meet with media and ski with them if required.
- Ensure photographer is present at events and awards.
- Send race results to media daily. It is best not to send the results in our race format as the home club and home town are not included. Ensure the media have the club and home town of the winners.
- Ensure photos of each day's event are available to the media.

POST-RACE

- Results sent to the media at the completion of each event - Include top 10 with time, name, club and home town. Include all your club athletes also as the media may print local athlete results and names.
- Photos sent to the media as soon as possible
- Write a post-event press release and email to the media. Use the samples and sponsor information sheets provided here to help you. Include appropriate sponsor information in your release.
- Complete the Media Coverage Report <http://sam.bcalpine.com>.

MEDIA TIPS

Your Goal is to obtain event coverage in the media. You will have succeeded in reaching this goal if you achieve the following:

1. An article/story
2. Mention of the sponsor by name in the article
3. A photograph exposing the sponsor, i.e. banners on-hill or at the awards ceremony, bibs or panels in action shots.

It is essential that the Media Liaison approach the media as the media rarely approach the public. They are absolutely inundated with press releases and often a personal call can make the difference between getting coverage or not.

The following tips outline the necessary duties:

- Determine who the media contacts are in your area, i.e. sports editor, photographer at the local newspapers, radio, local TV. Contact the media and set up a meeting, or establish a relationship.
- Exchange phone numbers, email, days of work, etc.
- Determine the media deadlines. Media will not accept late results.

Pre race:

1. Send pre-race press releases (race notice included) to all regional and local media. Send to the Vancouver Sun and Province if it is a provincial event, or if the racers live in Vancouver.
2. Contact a volunteer from your club to take photos at the event.

Race day:

1. Create results to the included time, name, club and home town so that the media can easily decipher the results. Any additional comments, i.e. quotes from the coaches, athletes, parents, etc. should be typed.
2. Do not simply email the results, call ahead and let them know it is coming. This will allow you to talk about the event and convince them that it is newsworthy and that they should cover it.
3. Results should be sent out immediately following the completion of the day's race. For daily newspapers, results must be sent before the end of the day. For weekly newspapers, results should be sent out no later than 24 hours after the completion of the race. Results that are received later than this are OLD NEWS and will not be printed.
4. To increase your chances of getting a story include a POST-RACE PRESS RELEASES with some detail of the event that is newsworthy: racers from out of town attend event, BC Ski Team racers in attendance, sponsor attending. Send this to all local and regional media, and the media in the hometowns of the top 15 finishers.
5. Include a photo with the POST RACE PRESS RELEASE and the results. Although it may be difficult to get a photo to all the media try to get a photo in the community paper - and even better is a photo that displays the sponsor (bib, banner, or the sponsor representative)

GUIDELINES FOR WRITING MEDIA RELEASES

A release should be sent to the media at least 2 weeks prior to your event AND immediately after the event.

1. The first paragraph should be no longer than three (3) sentences and should answer the “5 W’s” - Who, What, Where, When, Why. This ensures that the media gets the important information right at the beginning.
2. The body of the release should be double-spaced. This will make it more legible and will allow the media contact/reporter to add their notes.
3. The date of the release should be noted at the top left of the page with “FOR IMMEDIATE RELEASE’ at the top right.
4. The heading should be short and catchy to draw the attention of the media.
5. Note the city of origin of the media release at the start of the first paragraph. (ie. host club base city)
6. One page in length is ideal.
7. At the bottom of the page, a name, email and phone number should be given for someone for the media to contact for more information.
8. Use the logos on <http://logos.bcalpine.com> for your release.

SAMPLE POST RACE MEDIA RELEASE

COMEBACK KID WINS TECK U16 RACE

January 17, 2016

FOR IMMEDIATE RELEASE

(VANCOUVER, BC) – Lucille Ball of Quesnel, representing the Lightning Creek Ski Club, made an amazing comeback after injuring her hand in a late December race to win the Women’s title at this weekends TECK race in Smithers.

The four day event was hosted by the Smithers Ski Club at Hudson’s Bay Mountain and featured two Slalom and two Giant Slalom races. The winner of the Men’s field was Prince George Ski Club athlete Fred Dread from Prince George.

Guy Smiley from the Prince George Office of TECK presented the awards at the post-race banquet.

- end -

For More Information , please contact:

Jane Doe
Media Liaison
Silver Star Mountain
(604) 999-5555

STEPS TO OBTAINING MEDIA ATTENTION

Q. WHY DO SKI CLUBS NEED MEDIA ATTENTION?

A. *For sponsorship funds and marketing potential and promotion of our sport.*

- Your club has the power to attract and retain sponsorship funds if it can provide the sponsor with media exposure.
- Media exposure is free advertising, which will hopefully result in increased awareness of your club and eventually more members.

HOW TO OBTAIN MORE MEDIA ATTENTION

1. **OBTAIN LOGOS FILES:** Obtain logos of your sponsor at <http://logos.bcalpine.com> for Teck Juvenile, Rio Tinto NGSL, Fidelity FIS
2. **PHOTO DAY:** Schedule a photo day. Obtain a professional photographer if possible, or a club member with photography skills. Take head shots of athletes and team shots. Action shots could include the athlete, gate flag or banner. A photo will increase your chances of getting a story!
3. **MEDIA KIT:** Provide the local media with a media kit including
 - club profile: history, alumni, membership, etc
 - team list: all athletes
 - club race schedule
 - athlete biographies and photos

A media kit provides the reporter with the basics to write a story. We have found that often if you yourself write a story it could get printed as the reporters are often too busy to create the story themselves.

4. **PRESS RELEASE:** Create a template on your computer for a press release. The template can be reused for each event.
5. **CREATE A MEDIA LIST:** Include the radio, TV stations and newspapers in the hometowns of your athletes.
6. **PRE-EVENT PRESS RELEASES:** Send out a pre-event press release and be sure it includes an invitation and information as to where the lift tickets will be.
7. **REMINDER PHONE CALL:** Make a phone call to those reporters who are attending your event.
8. **POST EVENT PRESS RELEASE:** Be sure to use the BC Alpine results sheets (in SAM package) or create you own; the media can often not understand ski-racing results.
9. **SEND IT IN:** Collect all media coverage and send to sponsor and BC Alpine. Please include all event photos.