Sponsors, Awards, Media (SAM) Package
Cross Country BC 2018-19

Introduction and Program Description

Cross Country BC (CCBC) is formalizing the sponsorship and event production program to improve the visibility and long-term sustainability of the organization. This package will assist your organization to meet the expectations of CCBC and program sponsors.

This is a very comprehensive document and **CCBC expects that each organizing committee will adapt the requirements herein to match the size of the event you're hosting.** We encourage all organizing committees to "do what you can" and talk to CCBC about the most important items to accomplish.

The Sponsors – Awards – Media (SAM) program is an integral part of any event production for CCBC. This information package, in conjunction with the event technical package, sets out CCBC's expectations with regards to the SAM program at your event.

First and foremost all event-organizing committees must have a SAM Coordinator who will liaise with CCBC. **Please provide the name and contact information of the SAM Coordinator to CCBC at least one month before your event date.**

The SAM Coordinator will be responsible for servicing sponsors at the event, coordinating the awards ceremonies, getting high quality photographs of the event, liaising with the media and providing summary reports to CCBC. With all of these expectations it is reasonable to understand that the SAM Coordinator will need at least two volunteers to assist on the event days.

This "SAM Package" is an easy to use resource that will provide the SAM Coordinator with all the required information and some useful templates to execute the SAM program at your event.

The goal of the SAM program and the Teck Sponsorship is to grow the sport of cross-country skiing in British Columbia. This will be accomplished by supporting events from grassroots to BC Championship level with materials and support to make them more popular and drive club registration.
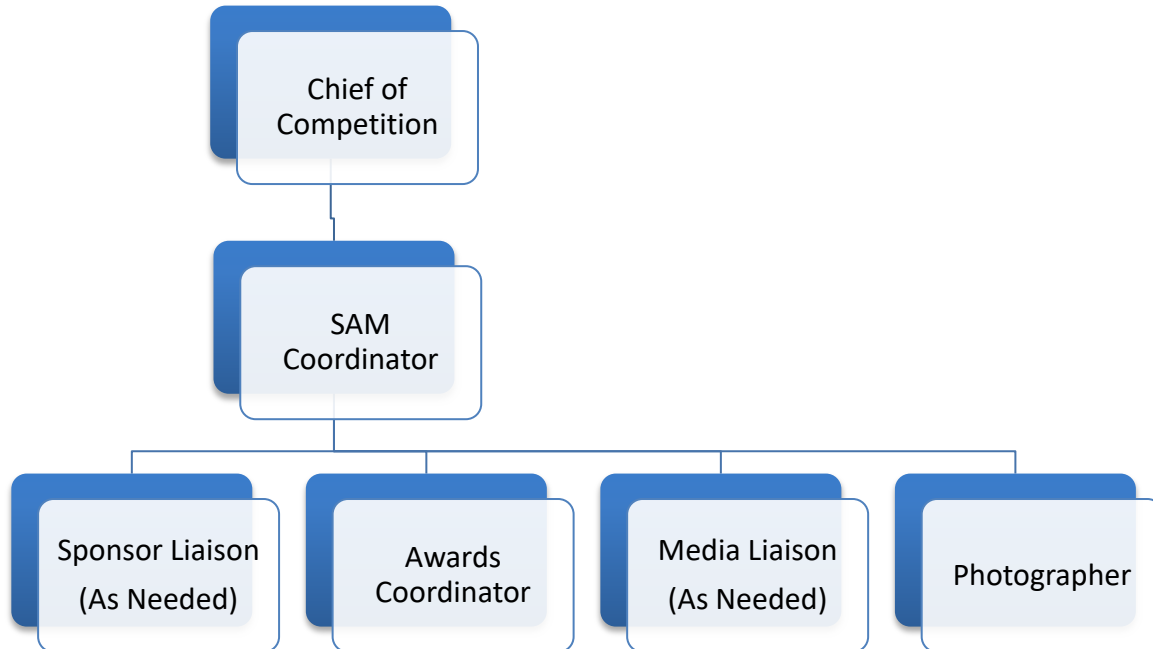
If any additional information or resources are required, please do not hesitate to contact:

Sandie Gibson
Administration and Communications Coordinator, CCBC
250-545-9600
office@crosscountrybc.ca

Event Roles and Recommended Organizational Chart

Organizational Chart

The following is a graphic representation of the Sponsorship-Awards-Media needs for the event. The SAM Coordinator will report to the Chief of Competition (and/or the Chair of the Organizing Committee if one exists). They will also work closely with the Competition Secretary. The SAM coordinator will have four assisting positions leading up to and on the event day, depending on the size of the event.

```
                    Chief of
                   Competition
                        |
                       SAM
                    Coordinator
        _____|_____
       |           |            |           |
  Sponsor Liaison  Awards    Media Liaison  Photographer
  (As Needed)    Coordinator  (As Needed)
```

SAM Coordinator

The SAM Coordinator will report directly to the Chief of Race and/or the Chair of the Organizing Committee. The primary roles for the SAM Coordinator is to ensure that all activities relating to sponsor servicing, awards ceremonies, photography and media are taken care of and closely related to the operating of the rest of the event. The SAM Coordinator will also have to work closely with the Race Secretary.

The SAM Coordinator may take on any of the below event day roles, but will require at least two other volunteers to assist. The mostly likely role for the SAM Coordinator to fill will be Media Liaison as a fair amount of pre-event and post-event work is required.
See APPENDIX 1: SAM COORDINATOR TO DO LIST

Sponsor Liaison

The Sponsor Liaison role is primarily an event day role. The Sponsor Liaison will report to the SAM Coordinator and ensure that all sponsor-servicing needs are taken care of on event day. This may include escorting the sponsor representative around the venue, providing ski passes, and ensuring they arrive to the awards ceremony on time.
See APPENDIX 2: SPONSOR LIAISON TO DO LIST

Awards Coordinator

The Awards Coordinator will be responsible for setting up the awards ceremony. The awards ceremony plays an important role in the success of your event. This will be where the athletes, coaches, Organizing committee, sponsor representatives and media will gather. The Awards Coordinator will ensure all prizes are accounted for and organized, setting up the podium and sponsor banners and testing the sound system. Further, the Awards Coordinator needs to make sure that photos are taken of all prizewinners. The Awards Coordinator reports to the SAM coordinator.

> **See APPENDIX 3: AWARDS COORDINATOR TO DO LIST**

Media Liaison

The media liaison will be responsible for all media relations on event day. This will include meeting all media when they arrive on site, providing ski area passes and showing them the best locations to watch and/or photograph the event. It may also include coordinating athletes or coaches for interviews and providing a report with all media contact information. *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 Media Liaison reports to the SAM Coordinator.

> **See APPENDIX 4: MEDIA LIAISON TO DO LIST**

Photographer

The event photographer is responsible for capturing the event day activities. Although the photographer may also capture some video, the primary focus should be on high-quality still shots. Photographs must be provided to the SAM Coordinator within 24 hours following the awards ceremony. The photographer will report directly to the SAM Coordinator.

> **See APPENDIX 5: PHOTOGRAPHER TO DO LIST**

Sponsorship of Events

Sponsorship is an important facet of any event. We recognize that you will have more sponsors than Teck and you must provide recognition to those sponsors as well. Here are some guidelines to ensure that your event runs smoothly:

- Teck is the title sponsor of the BC Cups and Regional Cup events. No other sponsor should be given title recognition.
- Depending on the value of contribution from other sponsors, they may be recognized as presenting sponsors. Please confirm directly with CCBC before offering this property to anybody.
- Teck logos should always be larger and more prominent than other sponsor logos. Club and CCBC logos may be the same size.
- Do not approach local Teck divisions for sponsorship without first confirming with CCBC.
- Do not approach other mining or metals companies for sponsorship without first confirming with CCBC.

Having a sponsor representative attend the event is great exposure for your event and also for the sponsor. Please work with CCBC to ensure that a sponsor representative from Teck is invited to the event. If you wish to invite representatives from your other sponsors to the event, you are more than welcome to do so, using the guidelines from this package.

Sponsor representatives notwithstanding, there are lots of other "VIPs" in your area that will attract media attention to your event. Consider inviting the local mayor or reeve, MLA or MP. The presence of these dignitaries adds professionalism and exposure to the sport.

Branded Equipment Provided by CCBC

The following equipment (at a minimum) will be provided by CCBC for your event:
- [ ] Four (4) "Vertical" Banners (244 cm x 76 cm)
  - Including poles that plant in the snow to hang them
- [ ] Four (4) "Horizontal Banners (213 cm x 76 cm)
  - Including zip ties to hang (grommets installed in banners)
- [ ] Bibs (minimum 150 cloth bibs, contact the CCBC Office Coordinator for more information)
- [ ] Medals and Ribbons (contact the CCBC Office Coordinator to determine quantities)
- [ ] Aggregate awards for the final regional and provincial cup races

The CCBC Office Coordinator will be in close contact with event organizers in the 6 weeks leading into your event to coordinate shipping and quantities of the above-listed equipment.

Event Preparation Timeline

This is a list of the key things that need to get done to prepare for the event. There are more things outlined in the detailed job to-do lists that will enhance the event further, but **this is the minimum expectation from CCBC** to assist us in our contractual obligations to Teck.

1 Month Prior to Event :
- [ ] Send SAM Coordinator contact information to CCBC
- [ ] Ensure Teck banner, provided by CCBC, is attached to Zone 4 registration

2 Weeks Prior to Event:
- [ ] Send pre-event press release to media, invite them to the event
- [ ] Invite local sponsors to event
- [ ] Confirm photographer
- [ ] Confirm equipment from CCBC (bibs, banners, medals, ribbons)

Day of Event:
- [ ] Ensure Teck banners are up
- [ ] Make sure the photographer (and everybody) gets lots of pictures
- [ ] Present awards and ribbons with Teck banners in the background (and get lots of pictures)
- [ ] Ensure Teck banner, provided by CCBC, is attached to Zone 4 results

Post Event:
- [ ] Send photos to CCBC – within 24 hours
- [ ] Send post-event media release to CCBC

☐ Send media clippings to CCBC
☐ Provide SAM Coordinator report to CCBC (call Marketing Coordinator)

APPENDIX 1: SAM Coordinator To Do List

Event Planning Phase

☐ Obtain SAM Package from CCBC (website, email)
☐ Provide SAM contacts to CCBC (marketing@crosscountrybc.ca)
☐ Read SAM Package
☐ Request access to logos from CCBC (See Appendix 15: Logos)

Event Execution Phase

☐ Promote event and recruit participants (see Appendix 16: Advertising and Promotion)
☐ Ensure Online Registration has the appropriate banner (see Appendix 17: Online Registration)
☐ Distribute information to the media (see Appendix 4: Media Liaison To Do List)
☐ Invite sponsors and VIPs to attend the event (see Appendix 2: Sponsor Liaison To Do List)
  o Contact CCBC to invite Teck and other provincial level sponsors.
☐ Ensure all equipment has been organized for the Awards Coordinator (See Appendix 3: Awards Coordinator To Do List)
☐ Assign volunteers to SAM roles and provide them with their "to do" lists.
  o Sponsor Liaison
  o Awards Coordinator
  o Media Liaison
  o Photographer
  Note: You will have to orient your volunteers before the day of the event for them to do their roles to their best ability.
☐ Encourage Chief of Stadium and Chief of Course to work with photographer for the best placement of sponsor banners.
☐ Consider webcasting your event (see Appendix 18: Webcasting your Event)

Event Day(s)

☐ Be available to assist where required.
☐ Take notes for final report

Post Event

☐ Complete the SAM report (See Appendix 6: Sample SAM Report)
☐ Submit the Media Coverage Report (See Appendix 10: Media Coverage Report)
☐ **Send photographs from the Sponsor Liaison and Photographer (and any others) to CCBC. This should be done within 24 hours.**

APPENDIX 2: Sponsor Liaison To Do List

Goal: To ensure the sponsor representative feels welcome and an important part of the event.
You will have achieved this goal if:

- The sponsor representative spends the entire day(s) at the event.
- The sponsor representative inquires when the next event is and if they can attend.
- The sponsor representative had a "good time" skiing, presenting awards and speaking to the media.

Event Planning Phase

☐ Read relevant sections of SAM Package

Event Execution Phase

☐ Work with SAM Coordinator to ensure sponsor representatives and VIPs have been invited to the event.
   - Contact CCBC to invite Teck and other provincial level sponsors.
   - See Appendix 14: VIP Database

☐ Familiarize yourself with the event-day schedule and identify key functions to attend with sponsor representatives.
   - Start/Finish
   - Awards Ceremonies
   - Banquet

☐ Familiarize yourself with the race courses (and public access routes) so you can take the sponsor representative on course to watch some of the races, if they so desire.
   - Do not ski on closed trails!

☐ Arrange for ski tickets and/or rentals for sponsor representatives attending the event.

Event Day(s)

☐ Do a quick review of the venue and courses to make sure all sponsor branding is in place.
   - Teck Banners (minimum of four on course & in stadium)
   - Teck Banners (minimum of one at awards ceremony)

☐ Meet the sponsor representative when they arrive.
   - Provide them with an event schedule, course maps, and ski passes.
   - Assist them to get rental equipment and/or anything else they need.
   - Provide them with your contact information for the day in case you're separated.

☐ Take lots of photos! Try to capture moments of the sponsor representative enjoying the event:
   - Skiing past a Teck Banner
   - Talking to some youth before their start
   - Enjoying lunch in the clubhouse

☐ Ensure the sponsor representative is at the awards ceremony and helps to hand out awards.
   - The photographer will be directed to take lots of pictures of this.

☐ Remind the sponsor representative they're invited to post-event social activities (if you're having any).

☐ Thank the sponsor representative for attending. You may have a thank-you gift or card on behalf of the organizing committee to present.

Post Event

☐ Submit all photographs to the SAM coordinator immediately (within 24 hours).

APPENDIX 3: Awards Coordinator To Do List

Goal: to have a smooth and efficient Awards Ceremony. You will have achieved this goal if:

- Awards start and end on time, each event day.
- Technology and pageantry are in place, on time, and have no mishaps.
- There is good attendance (winners and a spectators) at the awards ceremony.

Event Planning Phase

☐ Read relevant sections of Technical Package
☐ Read relevant sections of SAM Package

Event Execution Phase

☐ Organize for all equipment to be at the event. (See Appendix 7: Award Ceremony Guidelines)
☐ Ensure the Chief of Race has set a specific time, each event day, for the awards ceremony.
  - The awards should be presented as soon as possible after the final participant crosses the finish line.
☐ Prepare the script (see Appendix 8: Award Ceremony Script).

Event Day(s)

☐ Ensure all equipment is on-site and ready for the awards ceremony.
☐ Place sponsor banners in a location that will promote high visibility and sponsor recognition.
  - Banners must be hung straight.
  - Option 1: one horizontal banner placed just above the heads of athletes standing on the podium.
  - Option 2: two vertical banners, one placed on each side of the podium.
☐ Arrange for a space next to the awards podium for media to interview sponsor representatives, coaches, and/or athletes.
☐ Request the event announcer to announce the time and location of the awards ceremony multiple times over the course of the day.
☐ Get a copy of the race results before the awards ceremony. Provide a copy to the Media Liaison and the Sponsor Liaison.
☐ Ensure the photographer gets a picture of every podium category.
☐ Ensure all athletes walk through the media area for an interview after they leave the podium.

Post Event

☐ Mail out any awards that were not collected

APPENDIX 4: Media Liaison To Do List

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

- An article/story,
- Mention of the sponsor by name in the article,
- A photograph exposing the sponsor (i.e. banners in the race or at the awards ceremony, bibs, or panels in action shots).

Event Planning Phase

☐ Read relevant sections of SAM Package

☐ Review Appendix 12: Steps to Obtaining Media Attention

☐ Determine who the media contacts are in your area (sports editors, photographers, radio personalities, televisions hosts, etc.).
- o See Appendix 13 Media Database

☐ Contact the media and set up a meeting or establish a relationship.
- o Exchange phone numbers and days of work.

Event Execution Phase

☐ Contact the sports reporter at your local newspaper to introduce the event.

☐ Contact the Vancouver Sun and The Province if your event is provincial or national.

☐ Determine media deadlines and publication dates.

☐ Send a press release to the media. Ensure the release is on letterhead with sponsor logos. The release should include an invitation to the event and information on how to register for a media pass. **Due: 2 weeks before event**
- o See Appendix 11: Media Release Guidelines
- o Include Race Notice

☐ Follow up with the media to ensure the press release was received.
- o Give them any additional information required.
- o Confirm the number of ski passes needed for media planning to attend the event.

☐ Collect any pre-event media stories and submit to CCBC.

☐ Arrange for ski passes for visiting media (advise race office).

☐ Create "Media Passes" for the event. These can be left in a designated location (perhaps the race office) for media to collect along with their ski pass.

☐ Follow up with phone calls to media one to two days before the event to remind them and inform them where they can pick up their ski and media passes.

☐ Familiarize yourself with the event-day schedule and identify key functions to attend with media.
- o Start/Finish
- o Awards Ceremonies
- o Banquet

☐ Familiarize yourself with the race courses (and public access routes) so you can take the sponsor representative on course to watch some of the races, if they so desire.
- o Do not ski on closed trails!

Event Day(s)
- ☐ Meet the media and ski the courses with them (if required).
- ☐ Arrange media interviews with winners, club members, and the sponsor representative.
  - o If the media did not attend the event, be sure to collect quotes that you can insert into the post-event media release.

Post Event
- ☐ Call the media and let them know you'll be sending them results and/or photographs. Answer any questions they may have.
- ☐ Send final results to the media at the completion of each event. Highlight any local athletes. Ensure CLUB and HOMETOWN are clearly listed. You may need to request a separate format from the Chief of Timing.
- ☐ Send photos to the media (within 24 hours).
  - o Attached 2-3 photos to the email and save the rest to an online file-share site. Do not send hundreds of photos via email, send only your BEST 2-3 that have good sponsor exposure, and reference the location or existence of more.
- ☐ **It is important to send out results, media release and photographs within 24 hours. Anything sent later is considered OLD NEWS and will not be printed.** Sometimes you can draft a media release and prepare the email to send before the event even starts so it's faster to complete after the last race is over.
- ☐ Write a post-event press release and email it to the media. Include appropriate sponsor information. (See Appendix 11: Media Release Guidelines)
- ☐ Request to see draft versions of articles before they're printed to confirm the accuracy names and/or results.
- ☐ Complete and submit report (See Appendix 10: Media Coverage Report)
- ☐ Collect any media stories and submit to CCBC.

APPENDIX 5: Photographer To Do List

Goal: to capture high quality photographs of the event. You will have achieved this goal if:

- Your photos are submitted in a timely manner to the SAM coordinator.
- Your photos include action shots, podium shots, the sponsor representative and any other key moments of the day.
- One of the photographs appears in the media.

Event Planning Phase

☐ Read relevant sections of SAM Package

Event Execution Phase

☐ Prepare photo release forms in case you need them.
☐ Familiarize yourself with the event-day schedule and identify key functions to attend for photos.
- o Start/Finish
- o Course
- o Awards Ceremonies
- o Banquet

☐ Familiarize yourself with the race courses (and public access routes) so you can get on course to take photographs.
- o Do not ski on closed trails!
- o Speak to the Chief of Course and Chief of Stadium about where they'll be placing sponsor banners (you are welcome to recommend locations that are good for photography).

Event Day(s)

☐ Take photographs of athletes in action, group photos, volunteers, atmosphere, and the awards ceremony. Photographs that give good sponsor recognition should be a key focus.
☐ Ensure any non-participants or non-volunteers have signed a photo release.
☐ **Send all photos to the Media Liaison and SAM Coordinator within 24 hours of the final racer finishing on each day.** This is critically important.

Post Event

☐ Respond to any additional photo requests as needed.

List of Important Photographs:

☐ Action photos on course (Teck banner in frame)
☐ Awards: sponsor representative presenting awards with clear Teck branding
☐ Group photos (natural, not posed)
☐ Sponsor representative (or other VIPs) enjoying the event festivities
☐ Athletes in action (warming up, preparing in stadium)
☐ Volunteers in action
☐ Other atmosphere shots (waxing rooms, coaches, etc.)

It is important to have Teck branding in as many of the photographs as possible.

SPECIAL NOTE: Video is also very valuable to the event organizers. Shooting video is encouraged (though not prioritized). An additional photographer who shoots video may be recruited. Also consider Appendix 18: Webcasting your Event.

APPENDIX 6: Sample SAM Report

This is a sample of the information you <u>may</u> wish to record to help you and those that follow you prepare for future events.

Event Date, Event Name:
Report Submitted by: (Name, Email, Phone Number, Event Role)

Organization
1. Do you recommend any changes to the support provided by CCBC?
2. Did the banners, medals and bibs from CCBC arrive on time?
3. Did the banners, medals and bibs arrive in good order (anything missing or damaged?
4. Were you able to recruit enough volunteers to assist with the SAM needs?
   a. If no, how many volunteers did you get and in which roles?
   b. Did you have enough information to provide to your volunteers regarding their roles with the event?

Sponsors
1. Was a sponsor representative invited to your event?
2. Did a sponsor representative attend your event?
   a. Did a club member ski with the sponsor representative during the event?
   b. Did the sponsor representative help present awards?
   c. Did the sponsor representative attend the banquet (and/or present awards at the banquet)?
   d. Was a follow-up thank you call made to the attending sponsor representative?
5. List the names and organizations of all the sponsor representatives in attendance.
6. Were sponsor banners displayed on course, in the stadium and at the awards ceremonies?
7. Did you use the Zone4 banner provided by CCBC at the top of your race notice, start list, results and post-race press release?

Awards
1. Was a podium and loudspeaker used at the awards ceremonies?
2. Was a loudspeaker used in the stadium to broadcast the event?
3. Was there music and an announcer during the race event?
4. Were the awards held each day of the event?
5. Did your club present random draw prizes?
6. Were the sponsor banners displayed beside the podium?
7. Did a dignitary or invited guest present the awards?
8. Did the awards ceremony take place no later than 1 hour after the last racer finished and at a designated time?
   a. If no, how long after the last racer were awards presented?
9. Were the results printed and ready for the awards ceremonies?
10. Did the club follow up with the random draw prizes donors to thank them?

Media
1. Was the media invited to your event?
2. Did the media attend your event?

Photographs
1. Did you submit photographs to CCBC?
2. Did you get photographs of the layout of the awards ceremony location?

Other
1. How many spectators attended (estimate)? You may estimate the number of spectators based on:
    a. Number of day tickets sold, less number of racers (assuming racers are included in day ticket sales).
    b. Number of racers multiplied by spectator ratio (normally 1:1 or 1:0.5 to accommodate coaches/parents and depending on how much travel distance to race).
    c. Actual or visual estimation of crowd on course.
2. Any other comments or suggestions.

APPENDIX 7: Award Ceremony Guidelines

Schedule:
- The award ceremony should take place as soon as possible after the last racer crosses the finish line.
- The award ceremony time should be set and announced in the race notice and team captains meetings.
- There should be an awards ceremony *each day of competition*. Do not present all awards on the final day.
- See example script (Appendix 8: Award Ceremony Script) for order of awards.
- Unofficial results should be used to present the awards, so long as the organizing committee feels they're accurate enough to function. It should be announced prior to the ceremony that unofficial results are being used.

Location:
- The best place for awards is in the cross-country stadium or near the clubhouse, in a highly visible location that can accommodate a podium and the sponsor banners, and has electricity for the sound system.
- The podium and sound system should be set up and tested while the race is in progress, thus a location that is "on the course" is not suitable. Take a few "test" photos to make sure that the sponsors' banners and podium athletes will all fit nicely into the frame.

Equipment List
- ☐ Podium (Awards Podium)
- ☐ Podium (Speaker Podium) – Optional
- ☐ Loudspeaker
- ☐ Sponsor Banners (and/or back-drop for Awards Podium)
- ☐ Awards (See Appendix 9: Awards)
- ☐ List of names for draw prizes

Awards and Prizes:
CCBC will provide some awards for events designated Regional Cup, BC Cup, BC Championships or Midget Championships. Please refer to your technical package for exact details on what CCBC will provide for your event.

Draw prizes are encouraged and are the responsibility of the host club. Please thank all prize donors with a letter and a photograph of the winner with the prize (or a general event photograph). No matter how small, all sponsors appreciate the thank you. *Coordinate this with the help of the SAM Coordinator or Sponsor Liaison.*

Layout:
- If outside, please use the vertical banners – place two of them just behind and to the each side of the podium. The banners should be visible and readable with all award winners on the podium.

- If inside, horizontal banners should be placed above and behind the podium.   The banners should be visible and readable with all award winners on the podium.
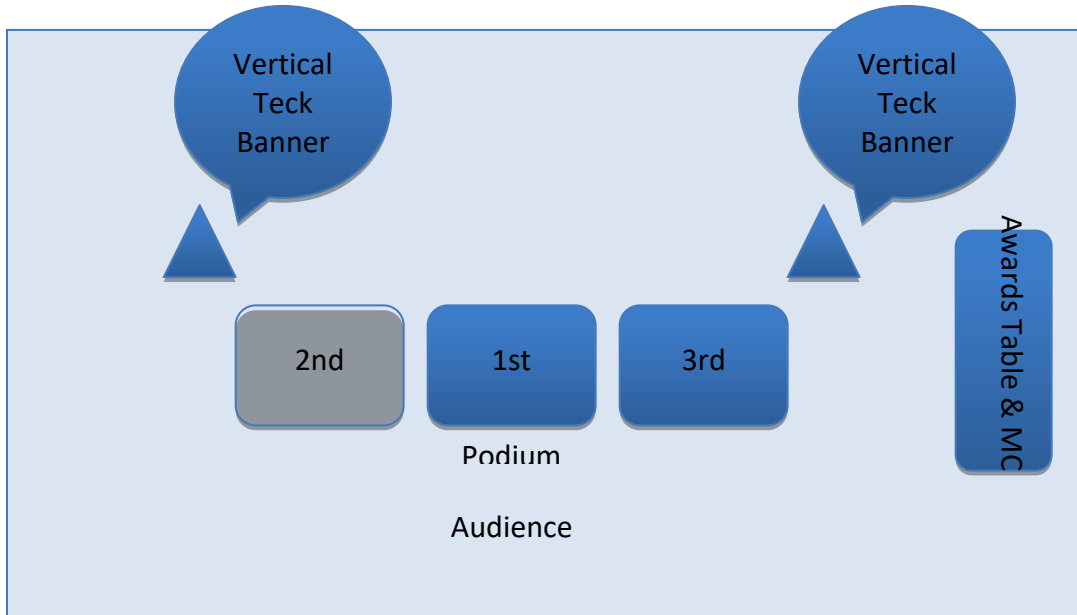
APPENDIX 8: Award Ceremony Script

* Also see awards information in the respective Technical Packages.

** The BC Championships have a separate award ceremony script to include BC Cup Series year-end awards. Please contact CCBC Office to obtain this script.

Welcome and Introductions:

1. Get everybody's attention.
2. Welcome athletes, coaches, volunteers, officials, parents and others to the awards ceremony.
3. Say something about the race days, what it means to the club and the local athletes.
4. Thank everybody for making a great day of racing (volunteers, sponsors, ski area, etc.)
5. Wish the athletes well for the remainder of their races.
6. Welcome sponsor representative (provide some background information on who they work for, what is their role, what they did at the event that day, etc).
7. Thank the sponsor representative for helping present the awards.

Awards:

The announcer will read the awards, the sponsor representative will present the awards. The Awards Coordinator will have the awards organized and pass them to the presenter to hand out.

8. Awards should be presented in this order:
   a. Youngest categories to oldest categories
   b. Start with Females, then Males
   c. Announce 5th – 4th - 3rd – 2nd – 1st place winners (in that order)
      i. 5th and 4th place finishers get ribbons, the rest of the podium gets medals (see Technical Package for more details).
   d. Announce NAME and CLUB. Do not mention times to hasten the ceremony.
   e. Call for applause after each category – do not wait for applause or for the person in each place to reach the podium.
   f. Ensure the photographer gets a photograph of each podium with the sponsor representative.
9. Draw prizes should be presented at the very end.
10. Call for one more round of applause for all medalists.

Closing:

11. Ask the sponsor representative to say a few words.
12. Make any additional comments about upcoming events (etc) – "housekeeping"
13. Thank everybody for making the event (day) a success and wish them safe travels.

APPENDIX 10: Media Coverage Report

Submit all photos to CCBC via email: office@crosscountrybc.ca
Send all media clippings to CCBC: office@crosscountrybc.ca or

        Attn.: Marketing and Communications
        #106 – 3003 30th Street
        Vernon, BC V1T 9J5

Media clippings (print stories, internet links, radio sound bites, television footage) received by CCBC are used to create a media journal that is sent to CCBC sponsors. These journals are crucial in retaining and attracting sponsorship.

This is <u>a sample</u> of the information you'll be asked to submit.

Print Media
Fill out for each instance of coverage.
Date of Coverage:
Name of Media:
Media Distribution: (online/print) (# of readers – can be obtained from publisher)
Attach details:
* Include any paid ads.

Radio Media
Date of Coverage:
Time of Coverage:
Name of Media:
Media Distribution: (online mention?) (# of listeners)
Attach Details:
* Include any paid advertising

TV Media
Date of Coverage:
Time of Coverage:
Name of Media:
Media Distribution: (online mention?) (# of viewers)
Attach Details:
* Include any paid advertising

Online Media
Date of Coverage:
Name of Media:
Media Distribution: (# of page views, date recorded, links on social media?)
Attach Details:
* Include any paid advertising

APPENDIX 11: Media Release Guidelines

A release should be sent to the media at least two weeks prior to the event and immediately after the event.

1. The heading should be short and catchy to draw the attention of the media.
2. The date of the release and "For Immediate Release" will follow the heading, at the top left of the page.
3. Put the city of origin of the media release at the start of the first paragraph. (i.e. base city of the host club).
4. The first paragraph should be no longer than three sentences and should answer the "5 Ws": Who, What, Where, When, Why. This ensures the media gets the important information right at the beginning.
5. The body of the release should be double-spaced. This makes it more legible and will allow the media contact/reporter to add their notes.
6. One page in length is ideal.
7. At the bottom of the page, a name, email address, and phone number should be listed for someone the media can contact for more information.
8. Use the final paragraph, as provided by CCBC (see below).
9. Use the appropriate sponsor and event logos for your release.

Sample Pre-Event Media Release

Golden to Host First Kootenay Cup of 2012-2013 Season
November 10, 2012
FOR IMMEDIATE RELEASE

(Golden, BC) – The first Kootenay Cup cross-country ski races of the season will be hosted at the Dawn Mountain Nordic Centre at Kicking Horse Mountain Resort on November 24 and 25, 2012. The Golden Nordic Ski Club has invited ski clubs from across the Kootenay region, from as far away as Rossland, BC, to attend this two-day event, which helps the Golden Nordic Ski Club raise money and attract attention to their programs.

Golden ski coach, Troy Hudson, is enthused about the event and the potential for local athletes. "The young members of the club have had a fantastic fall with some great training, including attending the Teck Regional Camp in Kimberley, BC. This event will get them more stoked for the ski season."

New this year, Teck has joined forces with Cross Country BC to support the regional development of cross-country skiing in the province. This means more medals and prizes for regional cup races, like the one in Golden, and support for coaches and athletes.

Golden Nordic Ski Club is still accepting registration for its winter programs. For more information or to register, please visit www.goldenskiclub.com.

Cross Country BC, the provincial sport governing body for cross-country skiing in British Columbia is a non-for-profit, club-based organization of more than 16,000 members. Cross Country BC offers programs and services to support the continuous development of cross-country skiing for all ages and abilities, from introductory experiences to international excellence. Teck Resources Ltd. is the title sponsor of Cross Country BC's Skier Development Program, thereby supporting excellence in sport and providing youth with experiences that will help them prepare for the future. For more information on Cross Country BC, please visit www.crosscountrybc.ca.

For more information, please contact:

Cross Country BC
Magi Scallion
778-990-2453
marketing@crosscountrybc.ca

Golden Nordic Club
Troy Hudson
123-456-7890
troy@goldennordic.com

Suggested Topics or Stories:
- First race of the season?
- Local athletes who are expected to do well.
- Excellent club results from previous events – and potential continuation.
- New trails or clubhouse being used.
- "Celebrity" athletes expected to attend.

- How to register or volunteer.
- Call for volunteers.

Sample Post Event Media Release

National Ski Team Members Shine on Dawn Mountain Trails
November 25, 2012
FOR IMMEDIATE RELEASE

(Golden, BC) – Five members of the National Ski Team attended the first Kootenay Cup races of 2012-13, hosted by the Golden Nordic Ski Club at the Dawn Mountain Nordic Centre. The two-day event featured a skate sprint and an individual start classic event with categories and distances for all ages and abilities.

While the National team suits dominated the adult categories, the youth categories had lots of local faces and names at the top of the leaderboard. In the Midget Girls category, local star Magdalena Neuner, won both the Saturday and Sunday events. Magdalena commented, "I was really inspired by the National Team being here. It's so cool to get their autograph."

The Golden Nordic Ski Club had 32 members participating in the events and now leads the Kootenay Cup standings with 106 points. Toby Creek Nordic Ski Club of Invermere is in second with 78 points. Golden coach Troy Hudson says, "this local rivalry is really great – it motivates our members and actually helps us keep our kids on skis! It's great to have this Teck Kootenay Cup series to stoke the fire."

Results can be found at www.zone4.ca and Kootenay Cup standings at www.crosscountrybc.ca. The next event in the series will be hosted in Rossland on January 5 and 6, 2013.

Golden Nordic Ski Club is still accepting registration for its winter programs. For more information or to register, please visit www.goldenskiclub.com.

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country skiing for all ages and abilities, from introductory experiences to international excellence. Teck Resources Ltd. is the title sponsor of Cross Country BC's Skier Development Program, thereby supporting excellence in sport and providing youth with experiences that will help them prepare for the future. For more information on Cross Country BC, please visit www.crosscountrybc.ca.

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Golden Nordic Club
Troy Hudson
123-456-7890
troy@goldennordic.com

Suggested Topics or Stories:
- Which club is now leading the points race and what it means to that club.
- Stand-out performances by local athletes.
- "Celebrity" athletes who attended.
- Weather or trail conditions (if they were significant)
- Results – where to find them.
- Date and location of next event.
- How to join the ski club/program.

APPENDIX 12: Steps to Obtaining Media Attention

Clubs need media attention to promote the sport of cross-country skiing. This will help attract sponsorship funds and increase the marketing potential and promotion of our sport. Media exposure is <u>free advertising,</u> which will hopefully result in increased awareness of your club and, eventually, more members.

Preparation:

1. Develop a brand for your club:
   a. Develop a logo (ensure you have the logo in .jpg and .pdf and in "vector format.")
   b. Establish a website and Facebook Fan Page
2. Update your club registration and program information.
   a. If you'll be asking for membership, make sure it's easy to find the links to sign up for club programs on your website.
   b. Make sure your club program schedule – pre-registered or drop-in –is clearly visible on your website.
3. Obtain logo files: Ensure you have access to all sponsor files.

Get Started:

4. Schedule a club photo day. Contract a professional photographer, if possible, or a club member with photography skills. Take headshots of individuals and team shots. Action shots should include the athlete, sponsor banners, and bibs. Good quality photos will increase your chances of getting a story.
5. Prepare a media kit: Provide the local media with a media kit that includes:
   a. Club profile: history, alumni, membership numbers, etc.
   b. Team list: all athletes
   c. Club race schedule
   d. 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 reports are often too busy to create the story themselves.
6. Create a press release template on your computer. The template can be reused for each event.
7. Create a Media List: Include the radio, TV stations and newspapers in the hometowns of your athletes.

Contact the Media:

8. Develop a list of "events" for your club. These can be regional or BC Cup races, but also designated club training sessions, club open houses, equipment swaps, or other such "events." Try to be in the local media (radio, newspaper, television) at least once per month during the winter.
9. Send out pre-event press releases and be sure they include an invitation to the event, information on how to get media accreditation, and how to get a ski pass for the venue (if applicable).

10. Make a phone call to those reporters who are attending your event to see if they have any questions you can answer in advance.
11. Send a post-event press release. Be sure to include the results, sponsor logos, and some photos.
12. Collect all media coverage and send it to CCBC. Please include all event photos.

APPENDIX 13: Media Database

Media contacts for BC can be found at this link. Please email updates or additions to office@crosscountrybc.ca

https://docs.google.com/open?id=0B8astNpWeJQoZXFaWVMxRzdHRzQ

APPENDIX 14: VIP Database

Create a list of local personalities whose presence could draw media coverage to your event. These people should be invited at least two months in advance and followed up with every two weeks to confirm their attendance.

Some suggestions include:
- Mayor or Reeve
- MLA (provincial representative)
- MP (federal representative)
- First Nations leaders
- Radio personalities
- Other local celebrities (sport, arts, other)

APPENDIX 15: Logos

Sponsor logos must be included on the event page on the club website, in all media releases, as part of the Zone 4 registration banner, on all event posters, and in any other event promotional materials.

Sponsor logos are available on request. Please email marketing@crosscountrybc.ca. Sponsor logos will be provided with art guidelines. This will include the amount of blank space that must be left bordering the logo, the colours of the logo and surrounding area, and the placement of the logo with respect to other sponsor logos. *Please allow for 2-3 days to finalize all revisions with logo placement before printing or releasing information.*

APPENDIX 16: Advertising and Promotion

All winter events must be promoted a minimum of 6 weeks prior to the event. This includes:

     i.   Race Notices
    ii.   Posters
   iii.   Media contact
   iv.   Website – Club Site, Facebook, Twitter, Flickr, Instagram
    v.   Online Registration

Summer events (including September) must be promoted no later than June 15.

Send all promotional materials to CCBC for review before releasing them.

Event Website

The event website should include basic event information, including:

     i.   Date and location of event
    ii.   Registration Deadline, Fees and link to online registration
   iii.   Race Notice
   iv.   Race Package Pick-up information
    v.   Start Times
   vi.   Link to results (when available)

The event website must also display the Teck and CCBC logos.

Race Notice

The race notice must include all information laid out in the CCBC technical package. It should also have the Teck and CCBC logos prominently displayed on the covering page.

Posters

- Post posters in all public areas – branch out from just the sports stores.

Email and Social Media

- Email all of the clubs in your region, reminding them of the event and inviting them to come.
- Create a Facebook Page and ask all club members to invite 5 friends to join the page.
- Update your website regularly with event updates.

Other Promotional Materials

Posters and flyers: must display the Teck logo
Facebook, Twitter (etc): must mention Teck in a few posts. Hashtag (#Teck) where possible.
Zone4 Registration: see Appendix 17: Online Registration.

APPENDIX 17: Online Registration

CCBC has provided you with a standardized banner with appropriate logos for your online registration. These banners have been designed to provide appropriate logo registration to Teck and also to standardize the graphic look the CCBC series races.

Please follow these instructions to properly insert this logo into your online registration. You may use your Zone4 Timing System or your Online Club registration (your preference) to do this; directions for both are below.

Zone 4 Timing System

1. Open the Zone4 Timing System
2. Create a new race file (or open the race file you've been working on).
3. Under "3 General Information," highlight the entire white box at the top of the screen.

4. Click "Insert Image"
5. Select the Teck Banner provided by CCBC from your documents and click "insert".
   a. It is best to save the photo from CCBC to your desktop or pictures folder when you receive it by email so it's easy to find.
   b. The banner should fill the entire white box when inserted properly.
6. The "Event Name" field should read the proper name of your race.
   a. "Dawn Mountain Challenge" or "Kootenay Cup #1 & #2"

Zone4 Online Club Interface System

If you do not have the Zone4 software on the computer and are using the online club registration interface instead, please follow these steps.

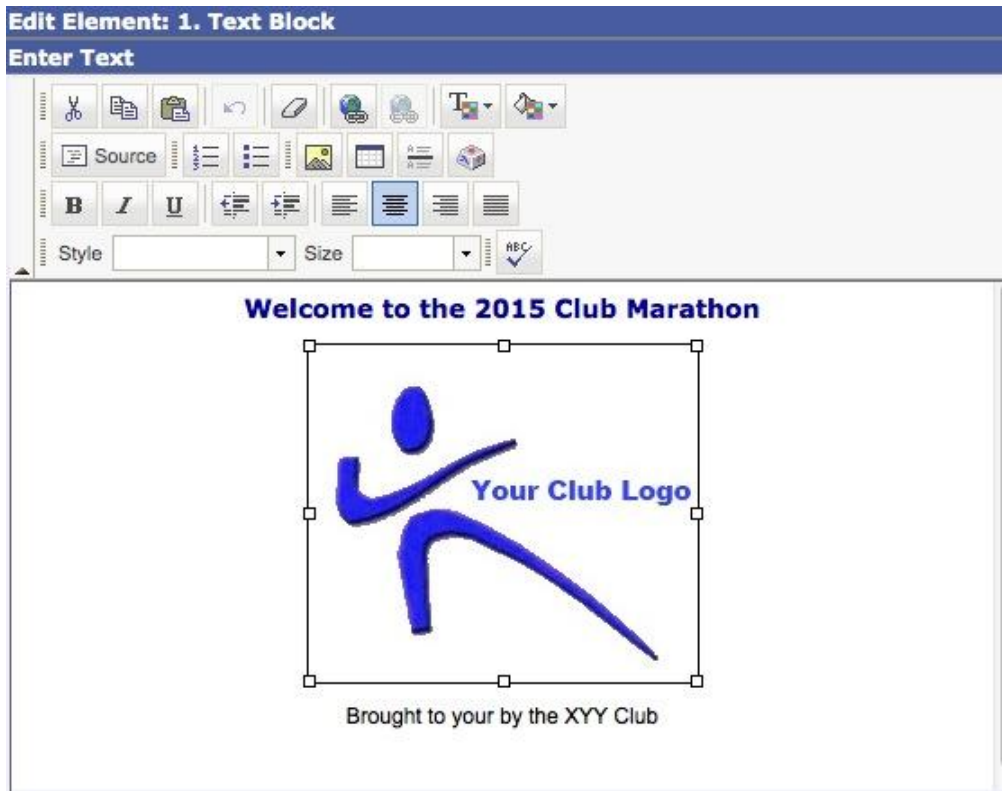1. Start a new race registration.
2. Click on "Individual Level Fields"

3. This "Caption Field" is where the banner will go. Click on "Edit" to the left of the field.

4. To the left of the Edit box, there is the editing tool. Delete what is currently set in the box and then click on the "Insert Picture" box (circled).

5. Click on "save changes." We recommend that you do not put anything else in this box.

6. The name field is under "Registration Settings". Please ensure you fill out the appropriate name and other information.

If you have completed your setup properly, your online registration (when you preview) should look like this:

Teck BC Cup #1 and Haywood NorAm Dec 8-9 2012
Race Registration

Organization Name: **Sovereign Lake Nordic Club**
Contact Person: **Miriam Ryan**
Phone:
EMail: **miriam.vernon@hotmail.com**
Registration Confirmation List
Inscription en ligne disponible en français.

Last Day of Registration: **Dec 5, 2012 23:59 PST**
Location: **Sovereign Lake Nordic Centre, Vernon, BC**
Event Date: **Dec 8, 2012 09:00 - Dec 9, 2012 09:00 PST**

BC Cup Series | Cross Country BC | **Teck**

Or, the banner may also appear above the race name, depending on if you use the online registration setup or the timing system set up. Either is OK.

APPENDIX 18: Webcasting your Event

Webcasting is becoming more affordable all the time. If you have some technically saavy volunteers in your club they may be interested in helping to set this up. All that is required is a GoPro (or other) video camera, a strong internet connection, and some specialized software. Webcasting gets more complex (and expensive) as you improve the coverage with more camera positions.

To do a good job of webcasting an event, you will require up to 25 or 30 cameras for a 3.75 km loop. This is beyond the resources of most small clubs so we would recommend 2 -5 camera positions that get long shots of the skiers (up to 30 or 45 seconds in the camera frame). This means long, straight flat or uphill stretches. Other camera positions that work well are ones where you can capture the skiers in two directions (at an out-and-back position on course, for example).