



# ALBERTA ALPINE

## **SAM PACKAGE**

Sponsor, Awards & Media



Alberta Alpine Facebook: <https://www.facebook.com/albertaalpine>



Alberta Alpine Twitter: <https://twitter.com/AlbertaAlpine>



Alberta Alpine Instagram: <https://www.instagram.com/albertaalpine>

**Date: Fall 2017**

## **WELCOME PAGE**

Dear SAM Coordinator:

Welcome back to a new season and introduction of our new Sponsors, Media and Awards (SAM) guide. Our goal is to enhance the ski racing experience outside the fences for everyone to enjoy. SAM is easy to use with everything you need to know inside.

Stated simply, you have five goals:

1. Service and recognize 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 social media, submit newspaper articles and forward them to Alberta Alpine
5. Complete the on line "Output Report" & "Media Coverage Report" to Alberta Alpine within 7 days following your event at <http://albertaalpine.ca/community-member-resources/sam> (*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*)

The role of SAM Coordinator can be accomplished by a single individual or easily divided amongst 3 people if this works best for your race.

Keep in mind that the series race kit provided by Alberta Alpine not only contains bibs and GS panels but also includes sponsor banners and if available, the inflatable podium backdrop. The chief of race or race chair typically coordinates the logistics of the race kit with our Canmore office.

If you have any questions or concerns, give me a call at (403) 609-4730 or email [memberservices@albertaalpine.ca](mailto:memberservices@albertaalpine.ca) anytime. I look forward to working with you to promote amateur ski racing in Alberta this season.

Thanks,

Jennifer Cliff  
Member Services, Alberta Alpine  
(403) 609-4730  
[memberservices@albertaalpine.ca](mailto:memberservices@albertaalpine.ca)



## **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 ] Was the inflatable backdrop used (if available) at the awards ceremonies?

[ 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://albertaalpine.ca/community-member-resources/sam>**

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

[ Y / N ] Did you post any social media during the event?

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

# MEDIA COVERAGE REPORT

Please complete online at <http://albertaalpine.ca/community-member-resources/sam> and send all media and photos to [memberservices@albertaalpine.ca](mailto:memberservices@albertaalpine.ca) at Alberta Alpine after each event

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

**Alberta Alpine Facebook:** <https://www.facebook.com/albertaalpine>

**Alberta Alpine Twitter:** <https://twitter.com/AlbertaAlpine>

**Alberta Alpine Instagram:** <https://www.instagram.com/albertaalpine>

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 Alberta Alpine – this has also helped in the past to secure sponsorship.

## **SOCIAL MEDIA**

FACEBOOK: \_\_\_\_\_

TWITTER: \_\_\_\_\_

INSTAGRAM: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

OTHER: \_\_\_\_\_

## **RADIO / TV MEDIA**

DATE OF COVERAGE: \_\_\_\_\_

NAME OF MEDIA: \_\_\_\_\_

COVERAGE DESCRIPTION: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## **PRINT 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	Alberta Alpine
U12 Series	Alberta Alpine
U14 Series	Alberta Alpine
U16 Series	Sporting Life
FIS Alberta Cup	Alpine Insurance
Western Ski Cross	Alberta Alpine & BC Alpine

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 on the inflatable (if available) or 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.
6. **POST** photos or updates online through social media.

## SOCIAL MEDIA LINKS FOR SERIES SPONSORS

### Alpine Insurance

<https://www.facebook.com/AlpineInsuranceAlberta>

<https://twitter.com/AlpineInsures>

[https://www.instagram.com/alpine\\_insurance/](https://www.instagram.com/alpine_insurance/)

### Sporting Life

<https://www.facebook.com/SportingLifeCan>

<https://twitter.com/sportinglifecan>

<https://www.instagram.com/sportinglifecan/>

# AWARDS CEREMONY

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. Medals are not engraved. It is the responsibility for the ROC to produce stickers for the back of the medals.
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 team 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.
9. Awards may be presented using unofficial results.

## 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 Alberta 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

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 ... (list other awards to be distributed here)"
- "And to present these awards today, we welcome back (name of sponsor rep), local representative who has ventured out on skis 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."
- a few quick DRAW PRIZES, courtesy of our community sponsors, (name them at this point)
- INSERT DRAW PRIZES HERE

Place	Name	Club	Time
1st			

Place	Name	Club	Time
1st			

*(script continued on next page)*

## **SAMPLE AWARDS CEREMONY SCRIPT cont.**

- Now on to the (age group) top 10 and Winners, starting with the girls

Place	Name	Club
10 <sup>th</sup>		
9 <sup>th</sup>		
8 <sup>th</sup>		
7 <sup>th</sup>		
6 <sup>th</sup>		
5 <sup>th</sup>		
4 <sup>th</sup>		
3 <sup>rd</sup>		
2 <sup>nd</sup>		
1 <sup>st</sup>		

- Let's have a big hand for the (age group) girls.
- Now on to the (age group) Boys

Place	Name	Club
10 <sup>th</sup>		
9 <sup>th</sup>		
8 <sup>th</sup>		
7 <sup>th</sup>		
6 <sup>th</sup>		
5 <sup>th</sup>		
4 <sup>th</sup>		
3 <sup>rd</sup>		
2 <sup>nd</sup>		
1 <sup>st</sup>		

- Let's have a big hand for the (age group) Boys

### **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."*

# AWARDS POLICY

***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>	<u>U19 &amp; Overall</u>
Men	Medals	1, 2, 3	1, 2, 3	1, 2, 3
	Ribbons	4-10	4-10	recognize top 5 (no ribbons )
Women	Medals	1,2,3	1,2,3	1, 2, 3
	Ribbons	4-10	4-10	recognize top 5 (no ribbons )

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

Example:

<b>Placing</b>	First, Second, or Third
<b>Category</b>	U14, U16 and FIS
<b>Gender/Event</b>	Men or Women/ GS or SL or SG or DH
<b>Location</b>	Lake Louise
<b>Year</b>	2017-18

What Awards will Alberta Alpine Supply?

Alberta Alpine has purchased awards for all events designated FIS Alberta Cup events on the race schedule. Awards include Gold, Silver, and Bronze medals and 4th to 10th place ribbons for U16, U14, U12, Regional and WSX males and females for each race day for all events. FIS Alberta Cup medals for 1st, 2nd, 3rd for U19 and overall race winners.

How many medals will you get? (U12, U14, U16 , FIS & WSX)

Designated one run events will receive medals for each race at U12 and U14.

U16 and FIS use traditional 2 run combined format for SL and GS.

Random Prizes

Random prize draw at the awards ceremony add 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.

# **AWARDS POLICY cont.**

## **Award Distribution**

Medals and ribbons will be sent to the club.

For more Race Guidelines, refer to Alberta Alpine Policy 3.9;

## **ALBERTA 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 30 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. Age Group Awards - Ribbons and Medals
3. Random prizes

The random prizes should be distributed in three sessions - at the beginning of the awards presentation following introduction of the sponsor rep, in the middle of the ceremony, and following the awards for overall race winners.

# **MEDIA LIAISON**

## **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 Calgary Herald, Calgary Sun, Edmonton Journal, Edmonton Sun, Rocky Mountain Outlook, etc.
- 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.albertaalpine.ca>. 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://albertaalpine.ca/sam>.

# 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 / social media post
2. Mention of the sponsor by name in the article or social media post
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.
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, ALBERTA 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://albertaalpine.ca/logos> for your release.

## SAMPLE POST RACE MEDIA RELEASE

### COMEBACK KID WINS SPORTING LIFE U16 RACE

**January 17, 2016**

FOR IMMEDIATE RELEASE

(CALGARY, ALBERTA) – Lucille Ball of Red Deer, representing the Red Deer Ski Club, made an amazing comeback after injuring her hand in a late December race to win the Women's title at this weekends U16 race in Lake Louise.

The four day event was hosted by the Lake Louise Ski Club at Lake Louise Ski Resort and featured two Slalom and two Giant Slalom races. The winner of the Men's field was Rabbit Hill Ski Club athlete Fred Dread from Edmonton.

Guy Smiley, General Manager of the Sporting Life store in Market Mall presented the awards at the post-race banquet.

- end -

For More Information , please contact:

Jane Doe  
Media Liaison  
Lake Louise Ski Club

# 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://albertaalpine.ca/community-member-resources/logos>.
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 (see expale on page 14). The template can be reused for each event.
5. **CREATE A MEDIA LIST:** Include the social media, 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 Alberta 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 Alberta Alpine. Please include all event photos.