

SAM COORDINATOR | CHECKLIST

Updated: July 2026

PROGRAM	2026-27 SPONSOR
Nancy Greene Ski League	Alberta Alpine/TBC
U12 Series	Alberta Alpine/TBC
U14 Series	Alberta Alpine/TBC
U16 Series	Alberta Alpine/TBC
FIS Alberta Cup	Alberta Alpine/GMC

SPONSORS	✓	PRE-RACE	✓	RACE DAY
		Contact local sponsor representative		Ensure sponsor banners are prominently placed on-hill
		Advise of upcoming race(s)		Delegate volunteer to bring banners to awards post-race
		Invite them to come watch the event and/or host on-site display e.g. GMC truck if ok with host ski hill		Plan to meet sponsor(s) and host them on hill and/or help set-up display(s) at pre-arranged hi-viz base area location
		Coordinate tickets and/or meeting time/place		Introduce sponsors to key coaches, race officials, athletes
		Request they attend & hand out awards		Thank sponsor publicly at awards ceremony
		Confirm who is attending, name(s) & title, contact info		Have sponsor and/or product actively involved in presentation e.g. Kuu
		Know where your sponsor banners are		

AWARDS	✓	PRE-RACE	✓	RACE DAY
		Confirm you have adequate ribbons/medals or contact AASA		Know the volunteer name/ph # bringing banners to awards area
		Prepare race/date labels for medals (see template)		Plan for awards to take place 30 minutes after final racer
		Secure mike/speaker, podium, awards table		Confirm a club photographer will shoot all podiums with banners
		Confirm a photographer to shoot all podiums with banners		Ensure MC/presenter is given winners by podium in BIG FONT
		Prepare MC notes: thank you's, introductions of presenters, podium details (winners TBC), any updates re: next day		Recognize volunteers (thank you, draw prize(s) (optional)

MEDIA	✓	PRE-RACE	✓	RACE DAY
		Advise local media of upcoming race, hometown athletes		Meet attending media and distribute tickets, review program
		Arrange tickets/meet-up if reporter/photographer attending		Give out start lists to media and highlight hometown racers
		Offer to provide any background info ahead of race		Ensure attending media are intro'd to key coaches, race officials, athletes
		Offer a knowledgeable volunteer assistant to escort media		Get 1-2 quotes from ROC/coach/sponsor/athletes for Race Report
		Arrange for a club photographer for event pics and SAM program		Ensure club photographer has shot list and upload instructions

POST-EVENT	✓	WITHIN 24 HOURS OF AWARDS*	QUESTIONS? Contact Member Services at memberservices@albertaalpine.ca
		Complete post-event questionnaire at Race Report Link >>	
		<i>Includes 4-6 newsworthy event pics & captions to memberservices@albertaalpine.ca for Inside Track</i>	
		<i>Includes written race highlights and quotes</i>	
		Advise AASA of un-used awards to return or keep for next event	
		Post highlights to club social profiles and tag AA, local media & sponsors	
		Email race event/results links with pics to any attending media and sponsors and phone to confirm receipt and thank again	

*All completed Race Reports received within 24 hours will earn a club entry to year-end SAM Award draw in April.