

SAM PACKAGE | OVERVIEW

The role of **Sponsors, Media & Awards (SAM) Coordinator** is an important role to be filled at any ski club and can be accomplished by a single individual with event day assistants or easily divided amongst 2-3 people by category and/or by event.

The SAM Program is intended to **showcase events consistently** throughout the province and should be reviewed at the club level by all positions to ensure we're all doing our best to:

1. **Elevate** the sport of ski racing;
2. **Celebrate** the accomplishments of our athletes; and,
3. **Recognize** the contributions of our sponsors that make it all possible.

Your club's success at executing SAM functions at your races will help us build upon existing partnerships and engage new sponsors for every age group series.

Simply stated, we have 5 SAM goals:

1. Create content highlighting the athletes, sponsors, and ski club atmosphere;
2. Service and recognize the sponsors at the event;
2. Ensure the awards ceremonies are timely and organized and FUN;
4. Engage local media and post to club social channels; and,
5. Complete the short [post-event SAM Race Report here](#) within 24 hours of the race event.

OVERVIEW The SAM PACKAGE overview download will introduce the different areas that fall under the responsibility of the SAM Coordinator and will require dedicated volunteers on race day(s) to execute:

- Race Series Kits
- Photography
- Signage & Banners
- Sponsor Engagement
- Media & Social Media
- Awards

SAM PACKAGE | RACE SERIES KITS

Each age group has a Race Series Kit provided by Alberta Alpine to host clubs. This kit travels from race to race through the season and your Chief of Race or Race Chair typically coordinates the delivery logistics of the race kit with the last club host and/or with Member Services at our Canmore office.

These kits are essentially the 'signage package' that recognizes the sponsors of each series. The Race Series Kit contains:

- Race bibs*
- Gate panels*
- Alberta Alpine banners
- Series Sponsor banners (TBC by age group, e.g. GMC/FIS Series)

It is important to communicate with your RA to ensure the Race Series Kit will be on site in time for your race and that you **know where the banners are going to be** bright and early on race day. (Your RA will manage bibs, your Chiefs of Race/Course the gate panels).

**Please ensure bibs and panels are DRY before being put away for next race.*

SAM PACKAGE | PHOTOGRAPHY

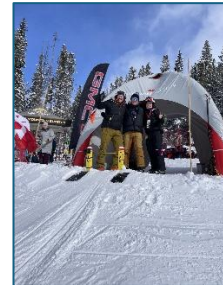
- Recruit a dedicated volunteer race photographer for all days of the event who is willing to share race photos with Alberta Alpine.
- Request photographer shoots all event staging and awards in addition to ski racing, or delegate an additional volunteer to capture all SAM-related images.
- Photographs/video including athletes shown with company representatives, with sponsor signage in the shot (e.g. adjacent to start area, with branded gate panel, etc), and/or wearing sponsor-branded apparel are important images for AASA to share with sponsors to help build on our partnerships and grow engagement.
- [Download the SAM Shot List here >>](#) and share with photographer(s)
- Invite your photographer to share event image folders with AA via memberservices@albertaalpine.ca, ideally by categories e.g. athletes, volunteers, awards.
- Shared event photo folders will earn an extra club entry to year-end SAM Award draw in April!

SAM PACKAGE | SIGNAGE & BANNERS

Signage and banner placement is two-fold in that we want to have visibility on-hill as well as at awards.

Have an early morning banner set-up shift AND plan to have banners brought down after the last racer to the podium area to quickly set up for awards. Depending on how many banners are provided, whether horizontal or teardrop/feather flag style, you'll want to plan what/where you are placing them and communicate accordingly:

- Flanking the start and facing down the hill (photographers will shoot up towards athletes/start area);
- At finish corral where spectators will see them; and,
- Base area for general public to see, as allowed by host hill.



Ideally, you have an independent banner person(s) with their own drill and pocket full of zap straps/knife and bungees (be prepared!), but you might delegate to course crew in charge of setting up the start area. Ensure banners are labelled at the exposed end so they can be ID'd without unrolling in the cold and always roll vinyl banners logo facing out so they don't wrinkle!

Podium set-up is pretty straight forward, making sure banners are well placed to be included in all of the photos of athletes and any VIP presenters. You may have a backdrop for the podium as well.





SAM PACKAGE | SPONSOR ENGAGEMENT

The more we can engage our supporters, the stronger the partnership and likelihood of continued sponsorship. Please focus on the following priorities when planning your race event:

PARTICIPATION of the sponsor representative at local respective races

- Invite sponsors to attend the race and arrange to meet upon arrival. Include lift ticket(s) if they'd like to watch the racing on-hill and host them, introducing them to key members of the ski community and providing insight to the competition.
- Offer sponsor the option of product display/base area presence if your hill allows it e.g. Wolfe Automotive hot-chocolate tent beside GMC Truck, or local retail partner 'sticker station' tent
- Let your club members know about any sponsor activation in advance of your event so they can plan to come out and enjoy/say thanks
- Have sponsor representative present awards and attend any planned event social.

VISIBILITY to skiing public and race community

- Ensure sponsor banner/signage placement at top/bottom of ski lift or course, finish corral, awards ceremony, lodge area as permitted.
- Banner placements are very important photo opportunities to capture as proof of (sponsorship) performance.
- Introduce and thank sponsors at awards ceremonies
- Sponsor/partners should also be recognized in all race notices, results, etc so connect with your RA to ensure that's happening

POST event highlights and results to club social channels and through emails/newsletter/website.

SAM PACKAGE | MEDIA & SOCIAL MEDIA

Circling back to the objectives of the SAM program, to **elevate** the sport of ski racing, **celebrate** the accomplishments of our athletes, and **recognize** the contributions of our sponsors that make it all possible, media coverage of your event does it all.

A print article or social media post with event highlights, athlete, club and sponsor recognition, and images displaying all of the above are a win-win-win. Similarly, a radio interview or tv clip on local news goes a long way in raising awareness.

Alberta Alpine will push out information to the media, but needs the help of our club SAM teams to engage their local media outlets and provide content to AASA for this purpose.

PRE-SEASON

Update or create a contact list of your local media, be it newspaper, online news sources, radio or tv. This information changes often so a phone call to each outlet ahead of race season to inquire how best to share local sporting event news before and after an event is the best place to start. Share this updated list please with memberservices@albertaalpine.ca so that we can ensure our news distribution is current as well.

Once the race calendar is confirmed, contact your local media contacts personally to introduce yourself on behalf of your club, exchange phone numbers, email, days of work and reconfirm their preferred timelines for event notices.

Share the event calendar, highlighting races you'll be hosting so they can save the date.

PRE-EVENT

2 weeks prior: Contact your media contacts personally to remind them about the upcoming races– don't assume they'll remember or prioritize your race from the pre-season contact. There needs to be a regular cadence of contact to develop a relationship.

Invite them to cover the event and share 2-3 story starters which could be:

- local athletes to watch for;
- VIP attendees (e.g. the Mayor, Olympians, etc);
- historical backstory (e.g. Lauberhorn origins), etc; plus,
- photo opportunities.

Share race notice/start times and awards ceremony information and ask what further information you can help gather for them.



1 week prior: Contact your media contacts personally again and confirm who plans to attend. Arrange for lift tickets through your RA accordingly.

1-2 days prior: Follow-up by phone to remind media contacts and inform as to where and when they can pick up their lift tickets.

Keep up the contact between races too with a quick phone call or short personal email sharing local athlete successes at other races, club updates (e.g. membership growth, volunteer accomplishments, fundraising goals) and partnerships (local sponsors, ski hill support). A ski club is a great source of year-round stories! Always ask if there is any information they need from you.

EVENT WEEKEND

- Make yourself available or assign a volunteer to meet with media and ski with them if required. Provide lift tickets.
- Ensure they have printed start lists with local/club athletes highlighted and provide/follow-up with any additional information they require (e.g. results) for their coverage.
- Introduce media to key officials, athletes, sponsors
- Make available additional photos from your club photographer of the event if media can't be present for the entire timeframe, or reporter in attending without photographer.

POST-RACE (within 24 hours)

- Complete the short AASA Race Report asap so that Alberta Alpine can generate and distribute official news releases. [Link to report form >>](#)
- Post race highlights to your club social media profiles and tag local media outlets and @albertaalpine.
- Follow-up with media contacts who attended to thank them and ensure they have all of the information they need before their deadline.

TRACKING Alberta Alpine tracks media and social media race coverage for the purposes of creating fulfillment reports for the Alberta Alpine sponsors. This type of accountability is absolutely crucial in retaining and attracting sponsors. Clubs are asked to please monitor and **share any local media coverage** (print, radio, social, tv) and sponsor mentions with memberservices@albertaalpine.ca to ensure all coverage gets documented. (PLUS those instances will earn your club additional entries into the year-end SAM Award draw in April!)

SAM PACKAGE | AWARDS

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

Please ensure that:

- The podium, loudspeaker, banners, backdrop, medals, ribbons, and trophies are on-site and ready for the awards ceremony. Consider a table with club and/or resort branding visible (e.g. tablecloth) to display awards, etc.
- If banners have to be brought down from the start, make sure you have someone in charge of that and they understand the timing (quick turn-a-round!)
- Know that the medals/awards are not engraved by event. It is the responsibility of the ROC to produce stickers for the back of the medals. *You can download an [AA medal-label template using Avery22805 labels here>>](#)*
- Make sure sponsor banners are situated to deliver high visibility and sponsor recognition throughout ceremony. Banners must be straight and hung above the heads of athletes standing on the podium or teardrop banners flanking the podium.
- Competitors in team uniform are to be accessible for interviews with sponsors and the media at awards ceremony.
- Emphasis should be on pictures that have sponsor banners visible and prizes being awarded by club or sponsor representatives.
- Master-of-Ceremonies (MC) to be designated in advance and award presenters confirmed. Introduce them to each other ahead of ceremony.
- Chief of Race announces the time of the awards presentation at the Team Captains' meeting. Set a time and stick to it. It is recommended that awards take place less than 1 hour after the last racer (timing may vary as per COR depending on what course prep is required). 30 minutes following last racer is the goal.
- 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.
- Race results* must be uploaded asap following completion of final run and podium winners highlighted and printed clearly for MC reference at awards ceremony.

**Awards may be presented using unofficial results (and announced as such) if official results not available within 45 minutes of race completion.*