



HANDBOOK

AIR NATION FREESTYLE TOUR

INTRODUCTION

This Handbook provides all the information needed to organize an Air Nation Freestyle Tour event stop. If needed, Canada Snowboard can provide more information regarding any area listed on this document.

Air Nation's Local Organizing Committee (LOC) shall follow the requirements provided by Canada Snowboard and shall organize the event up to the Air Nation Freestyle Tour standards.

Event organisers must also familiarise themselves and refer to the the [Canada Snowboard Guidelines](#) for Events & Competitions and the International Ski and Snowboard Federation ([FIS](#)) [ICR Rulebook](#) & [PARA ICR Rulebook](#), the World Snowboard Federation ([WSF](#)) and the World Snowboarding Points List ([WSPL](#)).

WORKING STRUCTURE

Canada Snowboard shall collaborate with the Provincial & Territorial Snowboard Associations (PTSA) to organize Air Nation Freestyle Tour events.

All Air Nation Freestyle Tour events shall be organized and managed by the LOC. The LOC shall be composed of a minimum of one (1) Canada Snowboard representative, one (1) PTSA representative and one (1) host resort representative. The LOC's mandate of any Air Nation Freestyle Tour event is to assist in the coordination of planning and implementation of the event.

The Canada Snowboard (CS) Sport System Development (SSD) department will be the main point of contact for the PTSA'. For all event related questions please email events@canadasnowboard.ca

AIR NATION FREESTYLE TOUR

The Air Nation Freestyle Tour brings together the best and brightest athletes to compete under one Freestyle Tour.

The Tour is composed of:

- Three (3) Air Nation Freestyle Tour Stop (NAC)
- One (1) Air Nation Freestyle Nationals (NC + NAC)
- One (1) Air Nation Freestyle Junior Nationals *U18 (NJC)

Not all the Air Nation Freestyle Tour stops will look the same. Some Air Nation Freestyle Tour stops will be sanctioned as FIS Continental Cup and some as a JR FIS race, this is based on the sizes of features, terrain, course difficulty, sanction and other factors.

The collective goal is to create quality venues for the athletes to compete at their best and to provide the best overall event experience for all parties involved. Each stop of the tour will

challenge riders on all the aspects of snowboarding including large jumps, technical rail sections and unique transition features. The mix of feature styles creates the opportunity for each stop to be different and will continue to challenge riders of The Air Nation Freestyle Tour all season long.

AIR NATION DISCIPLINES & CATEGORIES

Disciplines

Air Nation Freestyle Tour disciplines :

- Slopestyle (Women & Men)- NorAm Cup & National Championships
- Halfpipe (Women & Men)
- Big Air (Women & Men) *excluding Junior Nationals (NJC)

Categories

Air Nation Freestyle Tour Eligible age categories:

- Park & Pipe NorAm Cup (NAC) FIS OPEN (13+) *NAC & NC (National Championships)
- Park & Pipe Junior FIS (OPEN / OVERALL 13-17 years old) **NJC
- Park & Pipe U13 **NJC
- Park & Pipe U15 **NJC

** In the tour, events with a National Championship Status (NC) only athletes with a FIS License are allowed to compete. The FIS licence year begins on July 1st and finishes on June 30th of the following year.*

***For Junior Nationals (NJC) a FIS License is recommended but U13 (11 – 12 years old) and U11 (9-10 years old) athletes will also be considered.*

**** Numbers in finals stay the same, regardless of the amount of FIS vs. Non-FIS riders, when Non FIS riders make the finals the numbers are not being increased to accommodate more FIS riders in the finals.*

*****The organizer may combine age groups depending on the number of participants registered per age group. Note that if an athlete because of the combining of categories is “forced” to ride up (compete in a higher age category), they can continue competing in his regular age category at the following competitions. If an athlete with the approval of their coach decides to ride up at a competition they must stay in that higher category the rest of the season.*

SANCTION

The Air Nation Freestyle Tour is a National Tour but will also be part of the International Ski Federation “FIS” North American Cup (NAC), National Junior Championships (NJC) and the

National Championships (NC). As well as the World Snowboard Federation/Worlds Snowboard Points List (WSPL) and the World Rookie Tour (WRR).

Note: Canada Snowboard is responsible for all Air Nation Freestyle Tour & National sanction requests, following the FIS Continental Cups rules and the WSF Events Structure.

ATHLETES REQUIREMENTS

All athletes shall follow the following requirements:

- Athletes must have a [membership](#) with their respective [Provincial/ Territorial Snowboard Association](#)
- Athletes who wish to be listed as a FIS competitor, need to have a valid [FIS license](#) and extended medical coverage; a [Sport Accident Insurance Policy \(SAIP\)](#)
- Athletes who wish to compete in the Senior category must be thirteen (13) years old by December 31st, of the competition year.
- Athletes who wish to compete in the FIS Junior category must be between thirteen (13) years old and seventeen (17) years old by December 31st, of the competition year.
- Athletes competing at an Air Nation Freestyle Tour event must be represented at the Coaches Meeting by a certified coach.

Note:

- *All athletes MUST follow the [Safe Sport Guidelines](#)*
- *All athletes MUST follow the [Canada Snowboard Helmet Policy](#)*
- *All athletes MUST follow the [Canada Snowboard Concussion Protocol and Guidelines](#)*

COACHES REQUIREMENTS

The Canada Snowboard Coaching Program, in partnership with the National Coaching Certification Program ([NCCP](#)) oversees the development and delivery of educational resources for Canadian snowboard coaches. The Program also ensures that individuals are able to enter and progress along the snowboard coaching pathway.

Further details about the Canada Snowboard Coaching Program (CSCP), click [HERE](#)

All Canadian coaches shall follow the following requirements:

- All coaches shall represent their athletes at the Coaches Meeting; athletes without a coach can be represented by another coach
- All Coaches MUST also follow the Safe Sport Guidelines
- All Coaches MUST follow the Canada Snowboard Helmet Policy

SCHEDULE REQUIREMENTS

This is a basic schedule structure for an Air Nation Event by discipline. If it's a multi-discipline event, the organizer shall follow this schedule structure for all the disciplines.

The organizer can decide, depending on the number of athletes, if they want to run Qualifications and Finals the same day or on separate days. All Air Nation events must have an Official Training prior to the competition.

Basic schedule structure

Option 1:

- Day 1 – Official Training
- Day 2 – Qualifications
- Day 3 – Finals

Option 2:

- Day 1 – Official Training
- Day 2 – Qualifications + Finals
- Day 3 – Qualifications + Finals

Air Nation NorAm and Senior Nationals Slopestyle

Option 1:

- Day 1 – Official Training
- Day 2 – Qualification
- Day 3 - Qualification
- Day 4 – Finals

Option 2:

- Day 1 – Official Training
- Day 2 – Qualification + Finals

Air Nation Junior Nationals Slopestyle

Option 1:

- Day 1 – Open Training
- Day 2 – Qualification
- Day 3 - Qualification
- Day 4 – Finals

Option 2:

- Day 1 – Open Training
- Day 2 – Qualification + Finals

Air Nation Nationals Halfpipe OPEN

Option 1:

- Day 1 – Official Training
- Day 2 – Qualification
- Day 3 - Qualification
- Day 4 – Finals

Option 2:

- Day 1 – Official Training
- Day 2 – Qualification + Finals

Halfpipe - Air Nation Junior Nationals

Option 1:

- Day 1 – Open Training
- Day 2 – Qualification
- Day 3 - Qualification
- Day 4 – Finals

Option 2:

- Day 1 – Open Training
- Day 2 – Qualification + Finals

Air Nation Nationals Big Air

Option 1:

- Day 1 – Official Training
- Day 2 – Qualification
- Day 3 – Finals

Option 2:

- Day 1 – Official Training
- Day 2 – Qualification + Finals

COMPETITION FORMATS

Slopestyle Specific Guidelines

- Maximum Events Per Year
 - Each FIS calendar year both the USA and Canada are allowed to sanction a maximum of 3 slopestyle events in their respective countries for a total of 6 NorAm slopestyle events total. The maximum per nation will also include any Premium NorAm events.

- An exception can be made to this maximum if approved by the NorAm committee.
- Prohibition of Double Up Slopestyle Events
 - Double stops for NorAm Slopestyle events are not allowed to be sanctioned at the same location during the same contest/event.
 - A NorAm Slopestyle event can be sanctioned at the same location and during the same contest event as a NorAm Big Air.
 - An exception to this rule can be made if approved by the NorAm committee.

Slopestyle with 30 athletes or less per gender: One (1) Heat Format

- Qualifications: Best of two
- Seeding Qualifications: Competitors will be ranked according to their highest ranking on the current FIS World Cup, Continental Cup or FIS points list in Slopestyle. If all teams agree, competitors can also be ranked according to the World Snowboard Points List. Which list will be utilized has to be announced prior to the Coaches Meeting. The start order will be the same for run 1 and run 2.
- Finals: Best of two (12 men/ 6 ladies)
- Seeding Finals: Competitors will be ranked according to their results in qualifications, but in a reverse order. The start order will be the same for run #1 and run #2.

Slopestyle with 31 athletes or more per gender: Two (2) Heats Format

- Qualifications: Best of two
- Seeding Qualifications: Competitors will be ranked according to their highest ranking on the current FIS World Cup, Continental Cup or FIS points list in Slopestyle. If all teams agree, competitors can also be ranked according to the World Snowboard Points List. Which list will be utilized has to be announced prior to the Coaches Meeting. The start order will be the same for run #1 and run #2.

The competitors will be divided as follows:

- Heat #1: 1, 4, 5, 8, 9, etc.
- Heat #2: 2, 3, 6, 7, 10, etc.
- Finals: Best of two (12 men/ 6 ladies)
- Seeding Finals: Competitors will be ranked according to their results in qualifications, but in a reverse order. The start order will be the same for run 1 and run 2.

Halfpipe

Halfpipe with 30 athletes or less per gender: One (1) Heat Format

- Qualifications: Best of two
- Seeding Qualifications: Competitors will be ranked according to their highest ranking on the current FIS World Cup, Continental Cup or FIS points list in Halfpipe. If all teams agree, competitors can also be ranked according to the World Snowboard Points List.

Which list will be utilized has to be announced prior to the Coaches Meeting. The start order will be the same for run 1 and run 2.

- Finals: Best of Three (12 men/ 6 ladies)
- Seeding Finals: Competitors will be ranked according to their results in qualifications, but in a reverse order. The start order will be the same for run #1, run #2 and run #3.

Halfpipe with 31 athletes or more per gender: Two (2) Heats Format

- Qualifications: Best of two
- Seeding Qualifications: Competitors will be ranked according to their highest ranking on the current FIS World Cup, Continental Cup or FIS points list in Halfpipe. If all teams agree, competitors can also be ranked according to the World Snowboard Points List. Which list will be utilized has to be announced prior to the Coaches Meeting. The start order will be the same for run #1 and run #2.

The competitors will be divided as follows:

- Heat #1: 1, 4, 5, 8, 9, etc.
- Heat #2: 2, 3, 6, 7, 10, etc.
- Finals: Best of Three (12 men/ 6 ladies)
- Seeding Finals: Competitors will be ranked according to their results in qualifications, but in a reverse order. The start order will be the same for run #1, run #2 and run #3.

Big Air

Big Air with 30 athletes or less per gender: One (1) Heat Format

- Qualifications: Best of two
- Seeding Qualifications: Competitors will be ranked according to their highest ranking on the current FIS World Cup, Continental Cup or FIS points list in Big Air. If all teams want it, competitors can also be ranked according to the World Snowboard Points List. Which list will be utilized has to be announced prior to the Coaches Meeting. The start order will be the same for run 1 and run 2.
- Finals: Best of Three (12 men/ 6 ladies)
- Seeding Finals: Competitors will be ranked according to their results in qualifications, but in a reverse order. The start order will be the same for run #1, run #2 and run #3.

Big Air with 31 athletes or more per gender: Two (2) Heats Format

- Qualifications: Best of two
- Seeding Qualifications: Competitors will be ranked according to their highest ranking on the current FIS World Cup, Continental Cup or FIS points list in Big Air. If all teams agree, competitors can also be ranked according to the World Snowboard Points List. Which list will be utilized has to be announced prior to the Coaches Meeting. The start order will be the same for run #1 and run #2.

The competitors will be divided as follows:

- Heat #1: 1, 4, 5, 8, 9, etc.

- o Heat #2: 2, 3, 6, 7, 10, etc.
- Finals: Best of Three (12 men/ 6 ladies)
- Seeding Finals: Competitors will be ranked according to their results in qualifications, but in a reverse order. The start order will be the same for run #1, run #2 and run #3.

TERRAIN REQUIREMENTS

All Air Nation courses will need to be approved by Canada Snowboard. All organizers shall follow the the following:

General Slope Characteristics

- The average ideal gradient should be between 7 - 20 degrees*
- Vertical Drop - 90 - 200 meters*
- Slope Width of 40 - 80 meters*
- Slope Length of 600 - 750 meters*

Slopestyle – Air Nation Junior Nationals

Jump size:

A slopestyle course must have a minimum of two (2) jump sections and three (3) rail sections.

Jump size:

- Between 10.6 and 12.2 meters – Junior side with a landing that doubles gap distance.
- Between 12.2 and 13.7 meters – Senior side with a landing that doubles gap distance.
- Hips and Spines can be built if there is not enough space or snow for a third jump but can not replace the mandatory 2 jumps.

Rail Section:

- Each rail deck should have 3 rail options on them with gap on or street style take offs.
- Rails should be at least 7.6 meters in length and rails can be added together to make longer features or combo features.

Slopestyle – Air Nation NorAm and Senior Nationals

A slopestyle course must have a minimum of three (3) jump sections and three (3) rail sections.

Jump size:

- 15.2 meters – junior line
- Landings should be double the size of the gap ie. 15.2 meters jump = 30.4 meters landing

Rail Section:

- 2 - 3 rails options on each rail deck minimum, gap on or street style take off
- Rails should be minimum of 7 meters long and can be connected to make longer features
- Wall Ride features can be used as part of a combo, but ideally should be used on their own.

The organizer shall ideally provide two different take-offs for jumps (junior line and senior line). Both take-offs shall have the same landing, if possible.

Big Air – Air Nation NorAm and Senior Nationals

Jump size:

- Between 13.7 and 15.2 meters – junior line with a landing that doubles gap distance.
- over 15.2 meters – senior line with a landing that doubles the gap distance.

Halfpipe - Air Nation Junior Nationals

- A halfpipe course must have 5.5 meters wall heights.

Halfpipe – Air Nation NorAm and Senior Nationals

- A halfpipe course must have 6.7 meters wall heights.

EQUIPMENT REQUIREMENTS

Detailed Freestyle Equipment List is available for organisers upon request.

If there are any questions or concerns about the equipment needed to organize an Air Nation Freestyle Tour event, please contact Canada Snowboard - events@canadasnowboard.ca

KEY EVENT PERSONNEL, STAFF AND VOLUNTEERS

The Jury

- FIS Technical Delegate
- Head Judge
- Chief of Competition
- Canada Snowboard Representative

FIS Technical Delegate

FIS Technical Delegate will be appointed by the FIS North American Committee.

Any concerns regarding the FIS Technical Delegate must be addressed to Canada Snowboard. Organizers must read and follow the deliverables listed on the Officials Program Operational Manual.

Head Judge

All Air Nation Events must have a minimum of; five (5) certified judges and one (1) certified Head of Judge – as described on the [Judges Scope of Practice and Minimum Standards](#); if for “x” reason we need to split the judges panel, Canada Snowboard will require an additional judge (six (6) judges and one Head of judges). The Canadian Judges Committee is responsible for all the judges and head of judge designations. Any concerns regarding the judges must be addressed to Canada Snowboard. Organizers must read and follow the deliverables listed on the [Official Program Operational Manual](#).

Chief of Competition

The Chief of Competition must be a certified Level 3 Official; see the Officials Scope of Practice and Minimum Standards. The Officials Working Group is responsible for all the chief of competition designation. Any concerns regarding the chief of competition must be addressed to the Canada Snowboard. Organizers must read and follow the deliverables listed on the Officials Program Operational Manual.

Canada Snowboard Representative

Will supervise the event and will work directly with the Organiser to ensure alignment across all the different events and all the technical deliverables related to the event.

PTSA Representative

Will oversee the event and work closely with the Jury.

Minor Technical Officials and Volunteers

The organizer is responsible to secure skilled volunteers for the training and competition days according to the [Canada Snowboard Officials’ Program \(CSOP\)](#) as well as the [Officials Program Operations Manual](#) for all staff, volunteers and Officials of all levels.

The organizer shall send a detailed staffing plan a minimum of fifteen (15) days before the start of the event to Canada Snowboard.

Note: All staff, volunteers and Officials MUST follow the Canada Snowboard Safe Sport Guidelines as well as the Canada Snowboard Helmet Policy and be a member of their local PTSA.

FACILITY REQUIREMENTS

Event Office

The Event Office must be located near the venues and must have the following:

- Wi-Fi locked for staff/ officials/ media

- tables and chairs

It must be a closed space where staff, officials and volunteers can leave their personal belongings

Coaches Meeting room

The Coaches Meeting room can be located near the venues or near the official host hotel.

- Wi-Fi locked for staff/ officials/ media
- Tables and chairs
- Only Major Technical Officials, Event Secretary, Chief of Timing, Scoring and Calculations and Coaches will be allowed in this room, during the meeting.

ORGANISER RESPONSIBILITIES

The Event

The Organiser shall be responsible for:

- Managing on-hill event execution of all scheduled training and competition activities as well as off-hill event/activity execution if needed, such as:
 - Open and closing ceremonies, if possible
 - Banquet for athletes, coaches, staff, volunteers, sponsors and CS Family
 - Vendors Village, if required
- The organiser, in close consultation with Canada Snowboard, shall be responsible for preparation and maintenance of all competition sites in accordance with the CS Guidelines and this Event Handbook.
- The organiser shall be responsible for providing facilities and equipment necessary for the operation of the competition.

Safety

Competition Medical Plan

All competition organizers in conjunction with the resort and local medical facilities are responsible to establish a specific Competition Medical Plan for each event and **MUST** share it with all coaches before the competition (typically during the Coaches meeting). The health and safety of all those involved in a competition is a primary concern. This includes the competitors as well as volunteers, officials, course workers and spectators. The events organizers shall follow the FIS Medical Guide [HERE](#) and the FIS Medical

Checklist [HERE](#). There should be a minimum of two (2) rescue/ first aid personnel at the start area at all times during practice and competition.

Risk Management Policy

Organizers must share the [Risk Management Policy](#) with the rest of the Organizer Committee, Officials, Coaches, Canada Snowboard Events staff and the Resort Staff prior to the competition.

Helmet during Competitions

All Athletes, Coaches, Judges, Officials and Volunteers shall follow the [Canada Snowboard Helmet policy](#).

Accident, Incident & Medical Reporting and/or Clearance

When a Canada Snowboard member is injured and requires medical attention during a sanctioned activity a report found [HERE](#), must be submitted to Canada Snowboard no later than 24 hours after the accident or incident.

Should an athlete need to provide medical clearance before taking part in sanctioned Canada Snowboard Activities, the athlete can submit the documentation [HERE](#).

Safe Sport Training

As mandated by Sport Canada, Canada Snowboard is committed to providing [Safe Sport Training](#) to all Coaches, Officials, Judges and Athletes. Canada Snowboard will offer the training through the Safe Sport [Training Module](#) developed by the Coaching Association of Canada (CAC) which is available online. This training module helps anyone involved in sport identify and prevent situations of maltreatment. This training module will be integrated with the Canada Snowboard Membership System, [SnowReg](#), to ensure verification of completion of the training.

Event Administration

The organizer shall be responsible for:

Calendar: Working closely with Canada Snowboard to choose dates for their Tour stops.

Official Documents: The preparation of all competition documentation (in both official languages - as needed). This shall include, but not limited to, website content, press releases, emails to athletes, on-site signage and printed documentation for coaches and athletes.

Event Notice / Invitational Guide: Will be published and circulated at least 2 months in advance of the competition including all relevant information for the event; schedule, registration links, fees, lift tickets, coaches meeting times, event office location & hours, categories, prize money, sanction details & rules, major officials & volunteers information, refund policy, accommodation

information, transport information, etc... A template will be provided in a shared doc for Organizers, via email.

Registration: All the Air Nation Freestyle Events will be listed on the Canada Snowboard website and in Snow Reg. The organiser can provide a pre-registration discounted rate and encourage athletes to register early to benefit. The online pre-registration rates shall not exceed a 15% discount of the regular entry fee. The online pre-registration shall close no later than twenty (20) days before the event.

Registration fees will be reviewed before each NorAm season by the NorAm Committee and set for the season at the fall FIS meeting. The 2023/24 base maximum entry fee shall be CHF 140 = \$215 per competition for each participant. This fee includes entry into one individual event. In addition to the event registration fees, a bib deposit of \$20 (local currency) may be charged but must be returned upon the return of the bib. No additional charges can be added onto the Registration fees. If there are extenuating circumstances that require a higher entry fee, that entry fee amount must be approved by the NorAm Committee two months prior to the event and must be stated on the event invitation.

Refunds of registration fees are governed by the [Event Refund Policy](#).

Lift Tickets

Organisers are encouraged to provide complimentary lift tickets to athletes and coaches on training and competition days. In the event the organiser cannot provide complimentary lift tickets, organisers must make available to registered teams a lift ticket package where the daily lift ticket fee charged does not exceed either the resort's published race/event discounted ticket price or the regular daily ticket price, whichever is the lower price.

Hospitality

Accommodation

All Air Nation organizers shall provide accommodation recommendations and discounts for athletes and coaches.

The organizer shall provide at least two (2) accommodation options.

- Note: Daily accommodation shall not exceed C\$150/ person.
- Note: All the accommodation options shall include breakfast (minimum F&B requirement)

Food & Beverage

It's not mandatory to offer discounts for lunches/ dinners; it's up to the organizer if a lunch/dinner discount will be included in the welcome package for athletes and coaches.

Prizing

Organizer shall follow the amount listed below

| | | Air Nation Tour | Air Nation Freestyle Nationals | |
|--------------------|-----------------|------------------------|---------------------------------------|---------------------|
| <u>Discipline:</u> | <u>Position</u> | <u>Open - Men</u> | <u>Open - Women</u> | <u>Junior</u> |
| Slopestyle | 1 st | C\$500 + VIK | C\$500 + VIK | VIK only – cash N/A |
| | 2 nd | C\$350 + VIK | C\$350 + VIK | VIK only – cash N/A |
| | 3 rd | C\$150 + VIK | C\$150 + VIK | VIK only – cash N/A |
| Halfpipe | 1 st | C\$500 + VIK | C\$500 + VIK | VIK only – cash N/A |
| | 2 nd | C\$350 + VIK | C\$350 + VIK | VIK only – cash N/A |
| | 3 rd | C\$150 + VIK | C\$150 + VIK | VIK only – cash N/A |
| Big Air | 1 st | C\$500 + VIK | C\$500 + VIK | N/A |
| | 2 nd | C\$350 + VIK | C\$350 + VIK | N/A |
| | 3 rd | C\$150 + VIK | C\$150 + VIK | N/A |

Note: same cash prize for both genders.

**VIK - Value In Kind*

Canada Snowboard will provide medals for the categories listed above.

Scoring

Live Heats is a web platform that provides scoring, competition management, results, and rankings to action sport communities. Canada Snowboard will be using this platform for its Air Nation events in the 2023/2024 season. This platform aids in generating start lists, providing live scoring during the event, automatically saving results, and providing a more streamlined solution to updating the World Snowboarding Points List and National Rankings.

It is recommended that PTSA's take advantage of the partnership between World Snowboard Federation and Live Heats to use the LITE version of Live Heats for any FIS/WSPL level event to organize all results into one platform.

For more information on Live Heats please contact events@canadasnowboard.ca

ANTI-DOPING CONTROL

Doping is forbidden. Any offence under these FIS Anti Doping Rules will be punished under the Rules and Procedures of the [FIS Anti-Doping Rules](#). Doping controls may be carried out at any FIS competition (as well as out-of competition).

The organizer shall pay all fees associated with anti-doping control and follow anti-doping policies and procedures (required by the [Canadian Center of Ethics in Sports](#)).

The organizer shall follow the [CS Anti-doping Control Policy](#).

Canada Snowboard shall ensure clear communication between the Canadian Center of Ethics in Sports and the organizer.

AIR NATION FREESTYLE TOUR RIGHTS

Canada Snowboard Proprietary Rights

Canada Snowboard is the owner of all rights of any nature in respect of the terms "Air Nation", "Air Nation Freestyle Tour" and "Air Nation Freestyle Nationals" prefix when associated with any snowboard event and/or activity. As well as, any graphic, visual, artistic and intellectual works

Air Nation events are the exclusive property of Canada Snowboard in that Canada Snowboard owns all rights of any nature concerning their organisation, exploitation, broadcasting, marketing, licensing and reproduction by any means whatsoever and of any event or incident which occurs during an Air Nation event.

The organizer shall follow the Photographer shot list and Branding Guidelines - [Air Nation Freestyle Tour Branding Guidelines](#).

Canada Snowboard shall provide the logos, graphics, visual, artistic and intellectual works with respect to the Air Nation Freestyle Tour (resort name).

Protection of Proprietary Rights

The organizer and Canada Snowboard, the organiser shall take all necessary steps to guarantee the full protection of the Air Nation and Air Nation Freestyle Nationals Proprietary Rights in Canada including any necessary legal action in consultation with Canada Snowboard.

AIR NATION FREESTYLE TOUR - MARKETING

Marketing Plan

Canada Snowboard shall share the Air Nation Freestyle Tour Marketing Plan with the organizer. The Marketing Plan must contain all marketing elements, including but not limited to:

- Overall Air Nation Freestyle Tour goals
- A promotional plan outlining press promotional activities

Within one (1) month of signing the collaboration agreement between Canada Snowboard and the organizer, Canada Snowboard shall provide a sponsorship plan with the following:

- Description of the different partnership levels; sponsorship categories
- [Canada Snowboard Sponsorship Process & Restrictions](#)
- Sponsorship deck

Canada Snowboard is responsible for sharing with the organizer all these marketing documents.

The organizer acknowledges that Canada Snowboard has in place a National Marketing Program for the Air Nation Freestyle Tour and Air Nation Freestyle Nationals. The purpose of this is to generate financial, technical, and promotional support from major National corporations (the “Canada Snowboard Partners”) for the benefit of the entire Canadian snowboard community.

Canada Snowboard partners have been granted rights to Air Nation and Air Nation Freestyle Nationals. Canada Snowboard Representative will share the details of these partnerships with each Air Nation and Air Nation Freestyle Nationals event organizer as soon as the collaboration agreements are signed.

The organizer shall use all the marketing documents to “sell” the Air Nation and Air Nation Freestyle Nationals events. Both organizations (the organizer and Canada Snowboard) are responsible and accountable for “selling” the event.

The organizer shall coordinate any potential partnerships for the event with the Canada Snowboard Events/ Competitions lead.

Communication

Canada Snowboard and the Local Organizing Committee shall have clear and direct lines of communication and in the event of a crisis situation please see the attached form.

[Event Crisis Communication Management Plan](#)

Branding & Signage

The organizer shall follow the Air Nation Freestyle Tour Branding Guidelines provided by Canada Snowboard. The organizer shall provide a detailed on-site and off-site branding plan.

Canada Snowboard Events/ Competitions lead shall approve and support any on-site and/or off-site signage and/or branding and will provide banners/ signage/ branding equipment and Air Nation bibs – one (1) set of 100 bibs to the organiser.

CONTACT INFORMATION

Canada Snowboard

Canada Snowboard (CS) Sport System Development (SSD) department will be the main point of contact for all PTSA Series related questions - email events@canadasnowboard.ca

Officials Committee | officials@csf.ca

PTSA's

Canada Snowboard works closely together with the twelve Provincial & Territorial Snowboard Associations.

Find their most up to date contact information [HERE](#).

