



Presented By **BURTON**  **mazda**

HANDBOOK

AIR NATION FREESTYLE TOUR

TABLE OF CONTENTS

1.	INTRODUCTION	4
2.	WORKING STRUCTURE	4
3.	AIR NATION FREESTYLE TOUR	4
4.	EVENT REQUIREMENTS	5
4.1	Disciplines	5
4.2	Categories	5
4.3	Sanction	5
4.4	Sanction Requirements	6
5.	ATHLETES REQUIREMENTS	6
6.	COACHES REQUIREMENTS	6
7.	TERRAIN REQUIREMENTS	6
7.1	Slopestyle – One (1) star	7
7.2	Slopestyle – Two (2) stars	7
7.3	Slopestyle – Three (3) stars	7
7.4	Big Air – One (1) star (N/A in the Air Nation Freestyle Tour)	8
7.5	Big Air – Two (2) stars	8
7.6	Big Air – Three (3) stars	8
7.7	Halfpipe – One (1) star	8
7.8	Halfpipe – Two (2) stars	9
8.	SCHEDULE REQUIREMENTS	9
8.1	Air Nation	9
8.2	Air Nation Freestyle Nationals Slopestyle OPEN	9
8.3	Air Nation Freestyle Nationals Slopestyle Junior	9
8.4	Air Nation Freestyle Nationals Halfpipe OPEN	10
8.5	Air Nation Freestyle Nationals Halfpipe Junior	10
8.6	Air Nation Freestyle Nationals Big Air OPEN	10
9.	COMPETITION FORMATS	11
9.1	Slopestyle	11
9.2	Halfpipe	11
9.3	Big Air	12
10.	EQUIPMENT REQUIREMENTS	14

11.	STAFFING REQUIREMENTS	14
11.1	Major Technical Officials.....	14
11.2	Minor Technical Officials.....	15
11.3	First Aid and Medical Service	15
12.	FACILITY REQUIREMENTS	16
12.1	Event Office.....	16
12.2	Team Captains Meeting room	16
12.3	Waxing room	16
13.	ORGANIZER'S RESPONSIBILITIES	17
13.1	The Event.....	17
13.2	Event Administration	17
13.3	Hospitality.....	18
13.4	Prizing	18
13.5	Scoring	19
14.	ANTI-DOPING CONTROL.....	19
15.	AIR NATION FREESTYLE TOUR RIGHTS	19
15.1	Canada Snowboard Propriety Rights	20
15.2	Protection of Proprietary Rights.....	20
16.	AIR NATION FREESTYLE TOUR - MARKETING.....	20
16.1	Marketing Plan	20
16.2	Communication Plan.....	21
16.3	Branding & Signage	22

1. INTRODUCTION

This Handbook provides all the information needed to organize an Air Nation Freestyle Tour event. 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.

2. WORKING STRUCTURE

- Canada Snowboard shall collaborate with the Provincial/Territorial Snowboard Associations to organize Air Nation Freestyle Tour events.
- All Air Nation Freestyle Tour events shall be organized and managed by a LOC. The LOC shall be composed of a minimum of one (1) Canada Snowboard representative, one (1) Provincial/ Territorial Snowboard Association's 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.
- Canada Snowboard Events/Competitions lead will be the main contact person at Canada Snowboard for the LOC.

3. 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 by four (4) to five (5) events across Canada:

- Three (3) to four (4) Air Nation events
- One (1) Air Nation Freestyle Nationals event

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 FIS race this is based on the sizes of features, course difficulty, sanction and other factors, [see section below](#)

4. EVENT REQUIREMENTS

4.1 Disciplines

Air Nation Freestyle Tour disciplines :

- Slopestyle (Ladies & Men)
- Halfpipe (Ladies & Men)
- Big Air (Ladies & Men)

4.2 Categories

Air Nation Freestyle Tour Eligible age categories:

- Park & Pipe FIS (13+) *
- Park & Pipe Junior FIS (13-17 years old)**
- Park & Pipe U13 (Air Nation Freestyle Junior Nationals + Mont Tremblant Stop)***
- Park & Pipe U11 (Air Nation Freestyle Junior Nationals + Mont Tremblant Stop)***

** In the NorAM stops or events with a National Championship Status only athletes with a FIS License are allowed to compete. For Junior Nationals and the Mont Tremblant stop (13-17 years old) however a FIS License is recommended. U13 (11 – 12 years old) and U11 (9-10 years old) athletes will also be considered to be eligible for the Junior FIS and Mont Tremblant competition.*

*** 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, he can continue competing in his regular age category at the following competitions vs. an athletes/coach’s personal choice to ride up at a competition. This athlete is riding in that higher category the rest of the season.*

4.3 Sanction

The Air Nation Freestyle Tour is a national Tour. However, some events will also be part of the International Ski Federation “FIS” North American Tour (FIS NorAm) or the World Snowboard Tour (WSF National).

Some events will also be sanctioned by FIS as FIS race or FIS National Junior Championships (FIS NJC).

Air Nation Freestyle Tour sanction:

- Air Nation events : FIS NorAm or FIS Race and WSF National
- Air Nation Freestyle Nationals event: FIS NorAm, FIS National Championship & FIS NJC and WSF National / Regional

Note: Canada Snowboard is responsible for FIS and WSF sanction requests.

4.4 Sanction Requirements

- The organizer shall follow the [FIS Continental Cups rules](#)
- The organizer shall follow the [WSF National requirements](#)

5. ATHLETES REQUIREMENTS

All athletes shall follow the following requirements:

- Athletes must be members of 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, 2019
- 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, 2019.
- Athletes competing at an Air Nation Freestyle Tour event must be represented at the Team Captain's Meeting by a certified coach.

Notes:

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

6. COACHES REQUIREMENTS

All Canadian coaches shall follow the following requirements:

- All coaches shall represent their athletes at the Team Captain's Meeting; athletes without a coach can be represented by another coach
- All Coaches MUST follow the [Canada Snowboard Helmet Policy](#)
- All Coaches shall follow the [CSCP Scope of Practice Policy](#)
- All Coaches MUST follow the [CSCP Responsible Coaching Movement Policy](#)
- All Coaches MUST follow the [Canada Snowboard Concussion Protocol and Guidelines](#)

7. TERRAIN REQUIREMENTS

All Air Nation courses will need to be approved by Canada Snowboard. All organizers shall follow the [Freestyle Terrain Guidelines](#).

7.1 Slopestyle – FIS Race or FIS NJS

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

Jump size:

- Between 35ft and 40ft – easy line
- Between 40ft and 45ft – difficult line

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

FIS Sanction: FIS Race or FIS NJC

WSF Sanction: WSF National / Regional

7.2 Slopestyle – FIS NorAM

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

Jump size:

- Between 40ft and 45ft – easy line
- Between 45ft and 50ft – difficult line

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

FIS Sanction: FIS NorAm

WSF Sanction: WSF National

7.3 Slopestyle – FIS NorAM (2)

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

Jump size:

- Between 45ft and 50ft – easy line
- Between +50ft – difficult line

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

FIS Sanction: FIS NorAm
WSF Sanction: WSF National

7.4 Big Air – FIS Race (N/A in the Air Nation Freestyle Tour)

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

Jump size:

- Between 35ft and 40ft – easy line
- Between 40ft and 45ft – difficult line

FIS Sanction: FIS Race
WSF Sanction: Regional

7.5 Big Air – FIS NorAM

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

Jump size:

- Between 40ft and 45ft – easy line
- Between 45ft and 50ft – difficult line

Or

- Between 45ft and 50ft – easy line
- Between +50ft – difficult line

FIS Sanction: FIS NorAm
WSF Sanction: WSF National

7.6 Halfpipe – FIS-Race

A halfpipe course must have 18ft wall heights.

7.7 Halfpipe – FIS NorAM

A halfpipe course must have 22ft wall heights.

8. SCHEDULE REQUIREMENTS

8.1 Air Nation

This is a basic schedule structure 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 the number of athletes, if they want to run Qualifications and Finals the same day or in separate days. All Air Nation events must have an Official Training prior to the competition.

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

8.2 Air Nation Freestyle Nationals Slopestyle OPEN

Option 1:

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

Option 2:

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

8.3 Air Nation Freestyle Nationals Slopestyle Junior

Option 1:

- Day 1 – Open Training

- Day 2 – Qualification
- Day 4 – Finals

Option 2:

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

8.4 Air Nation Freestyle Nationals Halfpipe OPEN

Option 1:

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

Option 2:

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

8.5 Air Nation Freestyle Nationals Halfpipe Junior

Option 1:

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

Option 2:

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

8.6 Air Nation Freestyle Nationals Big Air OPEN

Option 1:

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

Option 2:

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

9. COMPETITION FORMATS

9.1 Slopestyle

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 current FIS World Cup, Continental Cup or FIS points list in Slopestyle. 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 Team Captains 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 current FIS World Cup, Continental Cup or FIS points list in Slopestyle. 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 Team Captains 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.

9.2 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 current FIS World Cup, Continental Cup or FIS points list in Halfpipe. 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 Team Captains 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 current FIS World Cup, Continental Cup or FIS points list in Halfpipe. 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 Team Captains 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.

9.3 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 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 Team Captains 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 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 Team Captains 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.

10. EQUIPMENT REQUIREMENTS

Detailed [Freestyle Equipment List](#) is available for organisers.

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

11. STAFFING REQUIREMENTS

11.1 Major Technical Officials

Air Nation Freestyle Tour events – Jury composition:

- FIS Technical Delegate
- Head Judge
- Chief of Competition
- CS Technical Supervisor

The organizer shall be responsible to secure skilled volunteers for the training and competition days according to the Officials Scope of Practice and Minimum Standards.

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

FIS Technical Delegate

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

Any problems or 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 problem or concern regarding the judges must be addressed to Canada Snowboard.

Organizers must read and follow the deliverables listed on the Judges 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 problem or concern 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.

CS Technical Supervisor

The CS Technical Supervisor will be appointed by Canada Snowboard to supervise the event. The CS Technical Supervisor will work directly with the Organizer to ensure alignment across all the different events and all the technical deliverables related to the event.

The CS Technical Supervisor will directly report to the Canada Snowboard Technical Program Committee.

Any problem or concern regarding the CS Technical Supervisor must be addressed to the Canada Snowboard Technical Program Committee's chairperson.

11.2 Minor Technical Officials

The organizer shall follow the [Freestyle Roles table](#)

Note: All staff, volunteers and Officials MUST follow the [Canada Snowboard Helmet Policy](#)

11.3 First Aid and Medical Service

The first aid and medical services must be completely operational during all training and competition times.

Minimum two (2) certified First Aid (patrollers) at the start area with toboggan. The two (2) patrollers will need to have direct line of contact with the Chief of Competition.

Official Training and Competition will remain closed until the two (2) patrollers with the appropriate equipment are not in place at the start area.

12. FACILITY REQUIREMENTS

12.1 Event Office

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

- Wi-Fi locked for staff/ officials/ media
- Four (4) tables and eight (8) chairs

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

12.2 Team Captains Meeting room

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

- Wi-Fi locked for staff/ officials/ media
- Four (4) tables and twenty five (25) chairs
- Only Major Technical Officials, Event Secretary, Chief of Timing, Scoring and Calculations and Coaches will be allowed in this room

12.3 Waxing room

Ideally each hotel listed on the event guide must have a waxing room. At least the official host hotel must have a waxing room available for all athletes, coaches, staff, officials and volunteers. If none of the hotel partners for the event can provide a waxing room, the organizer will need to provide a waxing room closer to the venues.

13. ORGANIZER'S RESPONSIBILITIES

13.1 The Event

The Organizer 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 organizer, 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 organizer shall be responsible for providing facilities and equipment necessary for the operation of the competition.

13.2 Event Administration

The organizer shall be responsible for:

- **Official Documents:** the preparation of all competition documentation (in both official languages). 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 Guide:** The organizer shall send, by November 1st, all relevant information for the event: Resort and event Information, registration, eligibility, entry Fees, lift tickets, coach lift tickets, Canadian coaches, prize money, sanction and rules, major officials information, volunteers information, refund policy, event schedule, accommodation information, transport information. The Event Guide will need to be approved by Canada Snowboard.

Note: The Event Guide shall be published on the Canada Snowboard website no later than November 15th.

- **Registration:** All the Air Nation events shall be listed on the membership & registration platform as “Nationals & NorAm” events. The organizer shall provide online pre-registration rates and shall encourage athletes to register online to benefit from the online pre-registration rates. 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.

All the Air Nation organizers shall follow the registration fee guidelines (before pre-registration discount):

Air Nation		Air Nation Freestyle Nationals	
Discipline:	Open	Open	Junior
Slopestyle	C\$100/competition	C\$100/competition	C\$100/competition
Halfpipe	C\$100/competition	C\$100/competition	C\$100/competition
Big Air	C\$100/competition	C\$100/competition	C\$100/competition

Each organizer has the right to change the entry fee by 125% (increase or decrease). Fee combinations will need to be approved by Canada Snowboard.

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

13.3 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.

13.4 Prizing

Organizer shall follow the amount listed below

Air Nation		Air Nation Freestyle Nationals		
Discipline:	Position	Open	Open	Junior
	1 st	C\$500 + VIK	C\$500 + VIK	VIK only – cash N/A

Slopestyle	2 nd	C\$300 + VIK	C\$300 + 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\$300 + VIK	C\$300 + 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\$300 + VIK	C\$300 + VIK	N/A
	3 rd	C\$150 + VIK	C\$150 + VIK	N/A

Note: same cash prize for both genders.

13.5 Scoring

- The organizer shall follow the [FIS online scoring guidelines](#).
- The organizer shall follow the [WSF online scoring guidelines](#).

Contact Canada Snowboard Events/ Competitions Lead for any question or concern about sanction protocols and/or online scoring system.

14. ANTI-DOPING CONTROL

The organizer shall pay all fees associated to 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](#) and [FIS Anti-doping Rules](#)

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

15. AIR NATION FREESTYLE TOUR RIGHTS

15.1 Canada Snowboard Propriety Rights

Canada Snowboard is the owner of all rights of any nature in respect of the terms “Air Nation” and “Air Nation Freestyle Nationals” prefix when associated with any snowboard event and/or activity.

Canada Snowboard is the owner of all rights of any nature in respect to the Air Nation logo, the term “Air Nation (resort name) and “Air Nation Freestyle Nationals”.

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 Air Nation Freestyle Tour Branding Guidelines. (doc under review)

Canada Snowboard shall provide the following graphic, visual, artistic and intellectual works with respect to the Air Nation (resort name) event:

- Poster
- Facebook header
- Logo footer
- Sponsorship deck
- Novelty Cheques

Any graphic, visual, artistic and intellectual works with respect to the Air Nation (resort name) and Air Nation Freestyle Nationals must be approved by Canada Snowboard.

15.2 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.

16. AIR NATION FREESTYLE TOUR - MARKETING

16.1 Marketing Plan

Canada Snowboard shall share the Air Nation Freestyle Tour Marketing Plan (doc under review) 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. The National Marketing Program for Air Nation and Air Nation Freestyle Nationals currently consists of the following Canada Snowboard partners and applies to the product categories set out below:

- Mazda Canada
- Burton Canada
- Government of Canada

All of these Canada Snowboard partners have been granted rights to Air Nation and Air Nation Freestyle Nationals. Canada Snowboard Events/ Competitions lead 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.

16.2 Communication Plan

Canada Snowboard shall share the Communication Plan with the organizer before November 1st. The Communication Plan must contain all communication elements, including but not limited to:

- [Air Nation Freestyle Tour Communication Operational Guidelines](#)
- [Media Form](#)
- [Event Crisis Communication Management Plan](#)
- [Air Nation Freestyle Tour Photographer Guidelines](#)

16.3 Branding & Signage

The organizer shall follow the Air Nation Freestyle Tour Branding Guidelines. (doc under review) provided by Canada Snowboard. The organizer shall provide a detailed on-site and off-site branding plan no later than one (1) week prior the start day of the event.

Canada Snowboard Events/ Competitions lead shall approve and support any on-site and/or off-site signage and/or branding.

Canada Snowboard shall provide the following banners/ signage/ branding equipment to the organizer no later than two (2) days before the start day of the event:

- Air Nation bibs – one (1) set of 100 bibs
- Canada Snowboard training bibs – one (1) set of 100 bibs (if needed)
- Six (6) Government of Canada Banners
- Six (6) Canada Snowboard Banners
- One (1) Inflatable Start Arch
- One (1) Backdrop
- One (1) Backdrop frame
- Sponsors Patched for the backdrop