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HANDBOOK

SPEED NATION ALPINE TOUR

**This document is not applicable for the 2018/2019 season**

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#

# INTRODUCTION

This Handbook provides all the information needed to organize Speed Nation Alpine Tour events. If needed, Canada Snowboard can provide more information regarding any area listed on this document.

Speed Nation’s Local Organizing Committee (LOC) shall follow the requirements provided by Canada Snowboard and shall organize the event up to the Speed Nation standards.

#  WORKING STRUCTURE

Canada Snowboard shall collaborate with the Provincial/ Territorial Snowboard Association’s to organize Speed Nation Alpine Tour events.

All Speed Nation Alpine 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 Speed Nation Alpine 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.

#  SPEED NATION ALPINE TOUR

The Speed Nation Alpine Tour brings together the best athletes to compete under one Alpine Snowboard Tour.

The Tour is composed by three (3) events:

* Two (2) Speed Nation Alpine events
* One (1) Speed Nation Alpine Nationals event

#  EVENT REQUIREMENTS

## Disciplines

Speed Nation Alpine Tour disciplines:

* Parallel Giant Slalom (Ladies & Men)
* Parallel Slalom (Ladies & Men)

## Categories

Speed Nation Alpine Tour age categories:

* Speed Junior FIS
* Speed Senior FIS
* Speed U15 (Speed Nation ALPINE Nationals)
* Speed U13 (Speed Nation ALPINE Nationals)

## Sanction

The Speed Nation Alpine Tour is a national Tour. All the Speed Nation Alpine Tour events will also be part of the International Ski Federation “FIS” North American Tour (FIS NorAm).

Speed Nation Alpine Tour sanction:

* Speed Nation Alpine events : FIS NorAm
* Speed Nation Alpine Nationals event: FIS NorAm and FIS NJC

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

## Sanction Requirements

* The organizer shall follow the [FIS Continental Cups rules](https://res.cloudinary.com/fis-production/image/upload/v1536922977/fis-prod/assets/Continental_Cup_Rules_Snowboard.pdf)

#  ATHLETES REQUIREMENTS

All athletes shall follow the following requirements:

* Athletes must be members of their respective [Provincial/ Territorial Snowboard Association](https://www.canadasnowboard.ca/en/ms/membership/)
* Athletes must have a valid [FIS license](https://www.canadasnowboard.ca/en/ms/membership/fis-license/) and extended medical coverage; a [Sport Accident Insurance Policy (SAIP)](https://www.canadasnowboard.ca/en/ms/membership/saip/)
* Athletes who wish to compete in the FIS Junior category must be between fifteen (15) years old and nineteen (18) years old by December 31st, 2018.
* Athletes competing at an Speed Nation ALPINE 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*](https://www.canadasnowboard.ca/files/HelmetPolicy_Sept2018_APPROVED.pdf)
* *All athletes MUST follow the* [*Canada Snowboard Concussion Protocol and Guidelines*](https://www.canadasnowboard.ca/files/Concussion-RTP.pdf)

#  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](https://www.canadasnowboard.ca/files/HelmetPolicy_Sept2018_APPROVED.pdf)
* All Coaches shall follow the [CSCP Scope of Practice Policy](https://www.canadasnowboard.ca/files/CSCP_ScopeofPractice_Policy_Sept2018_APPROVED%20UPDATED.pdf)
* All Coaches MUST follow the [CSCP Responsible Coaching Movement Policy](https://www.canadasnowboard.ca/files/CSCP_RCM_Policy_Sept2018_APPROVED.pdf)
* All Coaches MUST follow the [Canada Snowboard Concussion Protocol and Guidelines](https://www.canadasnowboard.ca/files/Concussion-RTP.pdf)

#  TERRAIN REQUIREMENTS

All Speed Nation Alpine courses (venues) will need to be approved by Canada Snowboard.

All organizers shall follow the [Alpine Terrain Guidelines](https://www.canadasnowboard.ca/files/Annex%20G-SettingGuidelines.pdf).

#  SCHEDULE REQUIREMENTS

## Speed Nation Alpine

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.

Option 1 (one discipline/ two starts – 2xPGS or 2xPSL):

* Day 1 – Qualifications + Finals
* Day 2 – Qualifications + Finals

Option 2 (two disciplines/ two starts – PGS & PSL):

* Day 1 – Qualifications + Finals – fist discipline
* Day 2 – Qualifications + Finals – second discipline

## Speed Nation Alpine Nationals Senior & Junior

Option 1:

* Day 1 – PGS Qualification + Finals (Senior) – FIS NorAm
* Day 2 – PSL Qualification + Finals (Senior) – FIS NorAm
* Day 3 – PGS Qualification + Finals (Junior) – FIS NJC
* Day 4 – PSL Qualification + Finals (Junior) – FIS NJC
* Day 5 – PGS Qualification + Finals (U15/ U13) – non-FIS
* Day 6 – PSL Qualification + Finals (U15/ U13) – non-FIS

Option 2:

* Day 1 – PGS Qualification + Finals (U15/ U13) – non-FIS
* Day 2 – PSL Qualification + Finals (U15/ U13) – non-FIS
* Day 3 – PGS Qualification + Finals (Senior) – FIS NorAm
* Day 4 – PSL Qualification + Finals (Senior) – FIS NorAm
* Day 5 – PGS Qualification + Finals (Junior) – FIS NJC
* Day 6 – PSL Qualification + Finals (Junior) – FIS NJC

Option 3:

* Day 1 – PGS Qualification + Finals (U15/ U13) – non-FIS
* Day 2 – PSL Qualification + Finals (U15/ U13) – non-FIS
* Day 3 – PGS Qualification + Finals (Junior) – FIS NJC
* Day 4 – PSL Qualification + Finals (Junior) – FIS NJC
* Day 5 – PGS Qualification + Finals (Senior) – FIS NorAm
* Day 6 – PSL Qualification + Finals (Senior) – FIS NorAm

# COMPETITION FORMATS

##  Qualification formats – Separate Qualifying run

One Run Qualifying
A separate qualifying run has to be set. This run must be similar to the Parallel courses, i.e. number of gates, fall line, and inclination. All competitors get one run on this course. The top 16 men and ladies, will qualify for the parallel finals -in case there are less than 50 competitors, only 8 will take part in the parallel finals.

Two runs Qualifying
A separate qualifying run will be set (one course for ladies one for men – dependent upon the number of competitors the Jury may decide to utilize only one course). Whenever possible both runs should be held on the same day. This run must be similar to the Parallel courses, i.e. number of gates, fall line, and inclination. All competitors get one run on this course – the top 8 timed ladies and 8 men are qualified directly to the finals. Places 9-24 for the ladies and places 9-32 for the men have a second run on the same course but in reverse start order (place 9 starts first, place 24/32 starts last). Again the top 8 ladies and 8 men (only by the time from the second run) are qualified for the finals.

Tie-Breaking in separate Qualification
In case of a tie for place 8 in the first qualifying run or place 16 in the second qualifying run there shall be another run for each of the competitors involved on the qualification course. This run will take place immediately after the qualifications. The start order will be drawn at the start.

The number of competitors qualified for the finals depends on the number of participants in the qualification runs:

* if there are 50 or more participants in the qualifications
* 16 competitors will be qualified for the finals
* if there are less than 50 participants in the qualifications,
* 8 competitors will be qualified for the finals.
* If there are less than 50 Men and Ladies starters the Jury, if time permits, may allow 16 Men and Ladies to compete in the finals. This must be announced a minimum of one hour before the start of qualifications.

## Qualification formats – Parallel Qualifying run

The course is set parallel from the beginning. These courses are the same or similar to the parallel finals courses. This Qualification system consists of two runs that whenever possible should be held on the same day:
Qualification run (1st run):
In the Qualification run, all competitors are sorted according to their FIS points ranking (except a random draw for the top 16). Each competitor has one time run – odd numbers (1,3,5,...) on red course, even numbers (2,4,6,...) on blue course.

The top 16 ranked ladies and men on the red and the top 16 ranked ladies and men on blue course (32 ladies and 32 men) advance to the Elimination round.
Elimination run (2nd run - 32 ladies and 32 men):

Course exchange: The top 16 ladies and men from the red course qualification run on the blue course. The top 16 ladies and men from the blue course qualification run on the red course. Run 1 from the qualification and run 2 from the Elimination will be added together (“one red run and one blue run”). The top timed 16 athletes per gender advances to the finals. The start order will be the reversed ranking order of the first qualification run. Place 16 goes first, place 15... place 1. If there is a tie at place 16 in the first qualification run all tied competitors are allowed to start in the elimination run.

Tie-Breaking in Qualification
If two or more competitors with two qualification runs are tied, the ties will be broken by the best run of two. If they are still tied the tie will be broken using the highest current Continental Cup (NorAm) rank or FIS Ranking (FIS Points), whichever is better.
If they are still tied the competitor with the higher bib number will receive the better rank.

Ranking
The competitors who participate in both qualification and elimination run will be ranked according to their total time of two runs. The remaining competitors will be ranked according to their results of the first qualification run.

Ties for competitors which are out of the competition (do not advance to Elimination or Finals) will remain as final results and listed with the same rank already on the partial result lists.

Did not start (DNS) in Parallel Finals

If a competitor does not start in the eighth or quarter final, they will be automatically ranked in the 16th (eighth final) or 8th (quarter final) position. If two or more competitors do not start, the (DNS) competitors will be ranked on (15/16th) and (7th/8th) place according to their qualification times (and so on with three (3) or more DNS competitors).

If a competitor does not start in the first run in the small or big final the other competitor must start only once.

## Parallel Finals - Two Run Format

8 resp. pairs are formed as follows using the results of the Qualifications:

|  |
| --- |
| Ladies and Men |
| Place 1 - Place 16 Place 8 - Place 9 Place 5 - Place 12 Place 4 - Place 13 Place 3 - Place 14 Place 6 - Place 11 Place 7 - Place 10 Place 2 - Place 15  |

Starting order

For each pair the competitor which is listed first or respectively on top of the pairing will do his first run on the red course. Following the order in the table, from top to bottom, all groups competition in succession. For the second run the competitors change courses. All runs in the parallel final are done using this system.

A parallel final consist of:

* 1/8-finals
* 1/4-finals
* 1/2-finals
* small and big finals

Each pair of competitors has to make two runs. The competitors change courses for the second run. The time difference between the two competitors at the finish line will be registered.
After the second run the time differences of the two runs will be added. The competitor with the lower time difference of the two runs will advance to the next round. The maximum time difference per run is the calculated penalty time, max. 1.5 sec.

If the time difference of both runs is tied, the winner of the second run will advance to the next round. (If a delayed start gate is used and if two competitors are tied crossing the finish line of the second run, the competitor who lost the first run will be the winner).

A competitor who does not finish or is disqualified in the first run, starts the second run with a 4 % (max. 1,5 sec.) penalty.

If competitors are tied in each of both runs, the competitor with the fastest qualification time advances to the next round.
In the case where both competitors have the same qualification time (=combined time of qualification run and elimination run), the tie is broken by the best run of 2.

If they are still tied the tie will be broken using the highest current Continental Cup (NorAm) rank or FIS Ranking (FIS Points), whichever is better.

A competitor who does not start (DNS) the first run receives the penalty time. When both competitors do not start in the first run, the competitor who wins the second run advances automatically. When both competitors do not start in the second run, the competitor who won the first run, advances automatically. Additionally, when one competitor is a DNS and the other competitor in a pair is a DSQ, the competitor who did not start will receive the penalty for the first run, in the second run the competitor who started (but DSQ ́d) will advance

Did not start (DNS) in Parallel Finals

If a competitor does not start in the eighth or quarter final, they will be automatically ranked in the 16th (eighth final) or 8th (quarter final) position. If two or more competitors do not start, the (DNS) competitors will be ranked on (15/16th) and (7th/8th) place according to their qualification times (and so on with three (3) or more DNS competitors).

If a competitor does not start in the first run in the small or big final the other competitor must start only once.

## Parallel Finals - Single Run Format

8 resp. pairs are formed as follows using the results of the Qualifications/Seeding:

|  |
| --- |
| Ladies and Men |
| Place 4 - Place 13 Place 5 - Place 12 Place 8 - Place 9 Place 1 - Place 16 Place 2 - Place 15 Place 7 - Place 10 Place 6 - Place 11 Place 3 - Place 14  |

Starting order

For each pair the competitor which is listed first or respectively on top of the pairing will do his first run on the red course. Following the order in the table, from top to bottom, all groups competition in succession. For the second run the competitors change courses. All runs in the parallel final are done using this system.

A parallel final consist of:

* 1/8-finals
* 1/4-finals
* 1/2-finals
* small and big finals

Each pair of competitors has to make only one run.

1. Qualification with combined qualification time.
After each heat the competitor with the faster qualification time (= combined time of qualification run and elimination run) can chose either the red or blue course. If both competitors are disqualified at the same gate or are tied by the real time the competitor with the fastest qualification time advances to the next round.
In the case where both competitors have the same qualification time, the tie is broken by the best run of both qualification runs. If there is still a tie then the competitor with the higher bib number advances to the next round
2. Qualification with “best of two” qualification runs
After each heat the competitor with the better qualification time can chose either the red or blue course. If both competitors are disqualified at the same gate or are tied by the real time, the competitor with the fastest qualification time advances to the next round.
If there is still a tie then the competitor with the higher bib number will advance to the next round.
3. Single run format option: starting from the Semi-finals phase or for the Small and Big Finals only, re-runs can be conducted to determine the advancing competitors per heat.

The format has to be announced before the start of the competition.

Did not start (DNS) in Parallel Finals

If a competitor does not start in the eighth or quarter final, they will be automatically ranked in the 16th (eighth final) or 8th (quarter final) position. If two or more competitors do not start, the (DNS) competitors will be ranked on (15/16th) and (7th/8th) place according to their qualification times (and so on with three (3) or more DNS competitors).

If a competitor does not start in the first run in the small or big final the other competitor must start only once.

# EQUIPMENT REQUIREMENTS

Detailed [Alpine Equipment List](https://www.canadasnowboard.ca/files/Annex%20H-EquipementListAlpine.xls) is available for organizers.

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

# STAFFING REQUIREMENTS

## Major Technical Officials

**Speed Nation Alpine Tour events – Jury composition:**

* FIS Technical Delegate
* Referee
* Chief of Competition
* CS Technical Supervisor (only for Speed Nation events)

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*.(*doc under review)

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. (doc under review)

**Referee**

The Referee will record the reports from the Chief of Gate Judges about infractions of the rules and gate faults at the end of each run or phase and at the end of the competition - checking, signing and posting referee minutes immediately after each run or phase on the official notice board.

The referees minutes shall include, a list with the names of the competitors disqualified, the gate numbers where the faults occurred, the rule number leading to the disqualifications and the exact time the disqualifications were posted with the exact limit time for protests.

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

**Chief of Competition**

The Chief of Competition must be a certified Level 3 Official; see the Officials Scope of Practice and Minimum Standards*.(*doc under review)

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. (doc under review)

**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.

## Minor Technical Officials

The organizer shall follow the [Alpine Roles table](https://www.canadasnowboard.ca/files/Annex%20I-RolesTable.xlsx)

**Note**: All staff, volunteers and Officials MUST follow the [Canada Snowboard Helmet Policy](https://www.canadasnowboard.ca/files/HelmetPolicy_Sept2018_APPROVED.pdf)

## 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.

# FACILITIES REQUIREMENTS

## 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

## 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

## 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.

# ORGANIZER’S RESPONSIBILITIES

## 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.

## 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 Speed Nation Alpine events shall be listed on GoalLine 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 Speed Nation Alpine organizers shall follow the registration fee guidelines (before pre-registration discount):

|  |  |  |
| --- | --- | --- |
| Discipline | Speed Nation Alpine | Speed Nation Alpine Nationals |
| FIS NorAm | FIS NorAm | FIS Junior | U15/ U13 | Para |
| PGS | C$100/competition | C$100/competition | C$100/competition | C$85/competition | C$85/competition |
| PSL | C$100/competition | C$100/competition | C$100/competition | C$85/competition | C$85/competition |

*Note: Each organizer has the right to change the entry fee by 15% (increase or decrease). Fee combinations will need to be approved by Canada Snowboard.*

These registration fees are governed by the [Event Refund Policy](https://www.canadasnowboard.ca/files/EventsRefund_Sept2018_APPROVED.pdf).

##  Hospitality

**Accommodation**

All Speed Nation Alpine 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

|  |  |  |  |
| --- | --- | --- | --- |
| **Discipline** | **Position** | **Speed Nation ALPINE** | **Speed Nation ALPINE Nationals** |
| **Senior** | **Senior** | **Junior** | **U15/ U13** | **Para** |
| PGS | 1st | C$500 + VIK | C$500 + VIK | VIK only – cash N/A | VIK only – cash N/A | VIK only – cash N/A |
| 2nd | C$300 + VIK | C$300 + VIK | VIK only – cash N/A | VIK only – cash N/A | VIK only – cash N/A |
| 3rd | C$150 + VIK | C$150 + VIK | VIK only – cash N/A | VIK only – cash N/A | VIK only – cash N/A |
| PSL | 1st | C$500 + VIK | C$500 + VIK | VIK only – cash N/A | VIK only – cash N/A | VIK only – cash N/A |
| 2nd | C$300 + VIK | C$300 + VIK | VIK only – cash N/A | VIK only – cash N/A | VIK only – cash N/A |
| 3rd | C$150 + VIK | C$150 + VIK | VIK only – cash N/A | VIK only – cash N/A | VIK only – cash N/A |

*Note: same cash prize for both genders.*

## Scoring

* The organizer shall follow the [FIS online scoring guidelines](https://www.canadasnowboard.ca/files/Annex%20L-FISscoringguidelines.pdf)

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

# 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](https://www.cces.ca/anti-doping)).

The organizer shall follow the [CS Anti-doping Control Policy](https://www.canadasnowboard.ca/files/Anti-DopingPolicy.pdf)  and [FIS Anti-doping Control Policy](https://www.fis-ski.com/en/inside-fis/governance/fis-anti-doping)

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

# SPEED NATION ALPINE TOUR RIGHTS

## Canada Snowboard Propriety Rights

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

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

The organizer shall follow the Speed Nation Alpine Tour Branding Guidelines. *(doc under review)*

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

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

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

## Protection of Proprietary Rights

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

# SPEED NATION ALPINE TOUR - MARKETING

## Marketing Plan

Canada Snowboard shall share the Speed Nation Alpine Tour Marketing Plan (doc under review) with the organizer

The Marketing Plan must contain all marketing elements, including but not limited to:

* Overall Speed Nation Alpine 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 Limitations Policy](https://www.canadasnowboard.ca/files/CSsponsorshiprestrictions.pdf)
* 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 Speed Nation Alpine Tour and Speed Nation Alpine 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 Speed Nation and Speed Nation ALPINE Nationals currently consists of the following Canada Snowboard partners and applies to the product categories set out below:

* Mazda Canada
* Government of Canada

All of these Canada Snowboard partners have been granted rights to Speed Nation and Speed Nation ALPINE Nationals. Canada Snowboard Events/ Competitions lead will share the details of these partnerships with each Speed Nation and Speed Nation ALPINE Nationals event organizer as soon as the collaboration agreements are signed.

The organizer shall use all the marketing documents to “sell” the Speed Nation and Speed Nation ALPINE 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 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:

* [Speed Nation ALPINE Tour Communication Operational Guidelines](https://www.canadasnowboard.ca/files/AirSpeedNationFreestyleTour_CommunicationOperationalGuidelines.pdf)
* [Event Crisis Communication Management Plan](https://www.canadasnowboard.ca/files/EventCrisisCommunicationsManagementPlan.docx)
* Communication Implementation Plan
* [Speed Nation ALPINE Tour Photographer Guidelines](https://www.canadasnowboard.ca/files/Annex%20S-PhotographyShotList.pdf)

## Branding & Signage

The organizer shall follow the Speed Nation Alpine 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:

* Speed Nation bibs – one (1) set of 100 bibs
* Canada Snowboard training bibs – one (1) set of 100 bibs (if needed)
* Speed Nation color bibs – fifteen (15)/ color
* 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