****

HANDBOOK

SPEED NATION SBX TOUR

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

TABLE OF CONTENTS

[1. INTRODUCTION 4](#_Toc532912364)

[2. WORKING STRUCTURE 4](#_Toc532912365)

[3. SPEED NATION SBX TOUR 4](#_Toc532912366)

[4. EVENT REQUIREMENTS 5](#_Toc532912367)

[4.1 Disciplines 5](#_Toc532912368)

[4.2 Categories 5](#_Toc532912369)

[4.3 Speed Nation SBX Nationals - Spots 5](#_Toc532912370)

[4.4 Sanction 6](#_Toc532912371)

[4.5 Sanction Requirements 6](#_Toc532912372)

[5. ATHLETES REQUIREMENTS 6](#_Toc532912373)

[6. COACHES REQUIREMENTS 6](#_Toc532912374)

[7. TERRAIN REQUIREMENTS 7](#_Toc532912375)

[8. SCHEDULE REQUIREMENTS 7](#_Toc532912376)

[8.1 Speed Nation SBX 7](#_Toc532912377)

[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. 7](#_Toc532912378)

[8.2 Speed Nation SBX NationalsSenior & Junior 7](#_Toc532912379)

[9. COMPETITION FORMATS 8](#_Toc532912380)

[9.1 Snowboardcross – Timed qualification format (all FIS NorAm sanction) 8](#_Toc532912381)

[9.2 Snowboardcross – Seeded groups without timed runs (all FIS Junior National Championships sanction)\* 9](#_Toc532912382)

[10. EQUIPMENT REQUIREMENTS 10](#_Toc532912383)

[11. STAFFING REQUIREMENTS 10](#_Toc532912384)

[11.1 Major Technical Officials 10](#_Toc532912385)

[11.2 Minor Technical Officials 11](#_Toc532912386)

[11.3 First Aid and Medical Service 11](#_Toc532912387)

[12. FACILITIES REQUIREMENTS 12](#_Toc532912388)

[12.1 Event Office 12](#_Toc532912389)

[12.2 Team Captains Meeting room 12](#_Toc532912390)

[12.3 Waxing room 12](#_Toc532912391)

[13. ORGANIZER’S RESPONSIBILITIES 12](#_Toc532912392)

[13.1 The Event 12](#_Toc532912393)

[13.2 Event Administration 13](#_Toc532912394)

[13.3 Hospitality 14](#_Toc532912395)

[13.4 Prizing 14](#_Toc532912396)

[13.5 Scoring 14](#_Toc532912397)

[14. ANTI-DOPING CONTROL 15](#_Toc532912398)

[15. SPEED NATION SBX TOUR RIGHTS 15](#_Toc532912399)

[15.1 Canada Snowboard Propriety Rights 15](#_Toc532912400)

[15.2 Protection of Proprietary Rights 16](#_Toc532912401)

[16. SPEED NATION SBX TOUR - MARKETING 16](#_Toc532912402)

[16.1 Marketing Plan 16](#_Toc532912403)

[16.2 Communication Plan 17](#_Toc532912404)

[16.3 Branding & Signage 17](#_Toc532912405)

# INTRODUCTION

This Handbook provides all the information needed to organize Speed Nation SBX 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 SBX Tour events.

All Speed Nation SBX 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 SBX 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 SBX TOUR

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

The Tour is composed by four (4) events:

* Three (3) Speed Nation SBX events
* One (1) Speed Nation SBX Nationals event

# EVENT REQUIREMENTS

## Disciplines

Speed Nation SBX Tour disciplines:

* Snowboard cross (Ladies & Men)

## Categories

Speed Nation SBX Tour age categories:

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

## Speed Nation SBX Nationals - Spots

Each Provincial & Territorial Snowboard Association will have a certain number of spots for the Speed Nation SBX Nationals. Each Provincial & Territorial Snowboard Association is responsible for their internal qualification process for nationals.

Spots per PTSA:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Speed Nation Nationals** | | | | |
| **PTSA** | **FIS Senior** | **U15/ U13** | **FIS Junior** | **Para** |
| Northwest Ter. | 2 | 2 | 2 | 25 |
| British Columbia | 12 | 12 | 12 |
| Quebec | 12 | 12 | 12 |
| Ontario | 12 | 12 | 12 |
| Nova Scotia | 9 | 9 | 9 |
| Yukon | 9 | 9 | 9 |
| Saskatchewan | 2 | 2 | 2 |
| Alberta | 12 | 12 | 12 |
| New Brunswick | 2 | 2 | 2 |
| Manitoba | 2 | 2 | 2 |
| Newfoundland Lab. | 2 | 2 | 2 |
| Prince Edward Island | 2 | 2 | 2 |
| National Team | 8 | 0 | 0 | 4 |
| International | 20 | 10 | 10 | 20 |
| **Total** | **106** | **88** | **88** | **49** |

## Sanction

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

Speed Nation SBX Tour sanction:

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

Note: Canada Snowboard is responsible for FIS 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 SBX 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 SBX courses will need to be approved by Canada Snowboard.

All organizers shall follow the [SBX Terrain Guidelines](https://www.canadasnowboard.ca/files/Cross%20Course%20Instruction%20Document%20copy.pdf).

# SCHEDULE REQUIREMENTS

## Speed Nation SBX

## 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:

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

Option 2:

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

## Speed Nation SBX NationalsSenior & Junior

Option 1:

* Day 1 – Official Training
* Day 2 – Qualification + Finals (Senior) – FIS NorAm
* Day 3 – Official Training
* Day 4 – Qualification + Finals (Junior) – FIS NJC
* Day 6 – Official Training
* Day 7 – Qualification + Finals (U15 & Para) – IPC NorAm

Option 2:

* Day 1 – Official Training
* Day 2 – Official Training
* Day 3 – Qualification + Finals (Senior) – FIS NorAm
* Day 4 – Qualification + Finals (Junior) – FIS NJC
* Day 6 – Official Training
* Day 7 – Qualification + Finals (U15 & Para) – IPC NorAm

# COMPETITION FORMATS

## Snowboardcross – Timed qualification format (all FIS NorAm sanction)

**Qualifications - Two Timed Qualification runs (Option #1)**

All competitors take two timed runs, the best run out of two timed runs determines the qualification ranking.

Competitors who did not start (DNS) or did not finish (DNF) in qualification run one (1) can participate in qualification run two (2).

The start list for the second run will be same as in first run except for the first 16 competitors, who will start in the reserve order of run one start list.

**Qualifications - Two Timed Qualification runs in “Cut Down System” (Option #2)**

From Qualification run one (1), the top 50% of the final seeding bracket positions will be ranked by time. (e.g. brackets 32 men: 16 are qualified after 1st run brackets, 16 ladies, 8 are qualified after 1st run)

The start order for the 2nd qualification run will be the same start order as the 1st qualification run reduced by the already qualified competitors.

The best qualification run of the two counts for the remaining athletes.

**Qualifications - One Timed Qualification run (Option #3) – Only if Options #1 and #2 are not possible**

All competitors take one timed run.

**Qualifications - Ties in Qualification for finalists**

If two (2) or more competitors have the same best time, the tie will be broken by their total time of the two (2) qualification runs. If they are still tied the tie will be broken using the highest current rank in the Continental Cup (NorAm) or FIS rank whichever is better.

If there is only one qualification run or one time in case of being directly qualified in cut-down format the tie will be broken accordingly.  
If they are still tied the competitor with the higher bib number will receive the better rank.

If the Cut Down System is used all competitors tied on the last position of qualification run one, despite the tie breaking, will be directly qualified for the finals. The starter field for the second qualification run will be reduced accordingly.

**Finals – single knockout format**

Finals are based on 32 men and 16 ladies of 4 competitors per heat.

The first 2 competitors advance from phase to phase as determined by their place of finish in each heat. Place of finish is determined by the first part of the body or snowboard that crosses the finish line. A finish line camera (video or photo finish) must be available.

Ties after reviewing the photo finish will be broken by the qualification phase rank position; in the small final or in the big final the competitors will remain tied,

The competitors who do not advance to the next phase will be grouped according to their placing in the heat and then ranked within that group according to their qualification rank position. In any case a competitor who has qualified for a certain group (1/8 final, ¼ final, etc.) will remain in this group and be ranked there. For example: Once a competitor is qualified for top 16 they will remain for scoring purposes in the top 16 group.

If two (2) or more competitors do not finish or are disqualified (pushing, holding, missing a gate etc.) they will be ranked according to the length of the course finished – determined by the number of gate negotiated. If two (2) or more competitors do not finish the course, stop or fall or were disqualified at the same gate, the qualification rank will be utilized to determine their position at the end of the heat.

## Snowboardcross – Seeded groups without timed runs (all FIS Junior National Championships sanction)\*

\* Format only allowed at NorAm level if the timed qualification format is not possible

The competitors will be seeded according to their actual FIS points in heats of 4.

The first two 2 competitors per heat advance from round to round as determined by their place of finish in each heat.

Place of finish is determined by the first part of the body or Snowboard that crosses the finish line. Whenever possible, a finish line camera (video or photo finish) should be available to clarify about the order of finish, after reviewing the photo-finish presentation.

In case of a tie, at the finish line, the competitor with the better Continental Cup rank (NorAm) or FIS rank whichever is better will be ranked first.

In case of an unbreakable tie in the small final or in the big final, the competitors will remain tied.

The competitors who do not advance in their heats will be grouped into a new heat bracket. The ones who placed 3rd in their heat will compete against each other and the ones who placed 4th correspondingly. Competitors who placed 3rd or 4th in 1/16 Finals will compete for a placing in the Quarter Finals and the Finals (or small Finals) for the places 33-64. The competitors who finished 3rd or 4th in 1/8 Finals will conduct a placing in the Semi Finals and the Finals (or small Finals) for the places 17-32. Competitors who placed 3rd or 4th in the 1/4 Finals will compete for a placing in the Semi Finals and Finals (or small Finals) for the places 9-16. If there are more than 64 competitors, the looser rounds are limited to a maximum of one additional rounds and after those rounds the competitors will be tied at their respective positions.

The brackets are available HERE.

# EQUIPMENT REQUIREMENTS

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

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

# STAFFING REQUIREMENTS

## Major Technical Officials

**Speed Nation SBX Tour events – Jury Positions:**

* FIS Technical Delegate
* Chief of Finish
* 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)

**Chief of Finish**

The Chief of Finish is responsible for the organization and supervision of the finish area and the finish line Judges. The Chief of Finish will accept protests in the finish area. The Chief of Finish must report all protests immediately to the other jury members.

Any problem or concern regarding the Chief of Finish 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 [SBX Roles table](https://www.canadasnowboard.ca/files/Annex%20I-RolesTable%20.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. Minimum two (2) certified First Aid (patrollers) on course.

The four (4) 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 SBX 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 SBX organizers shall follow the registration fee guidelines (before pre-registration discount):

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Discipline** | **Speed Nation SBX** | **Speed Nation SBX Nationals** | | | |
| **FIS NorAm** | **FIS NorAm** | **FIS Junior** | **U15/ U13** | **Para** |
| SBX | 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 SBX 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 SBX** | **Speed Nation SBX Nationals** | | | |
| **Senior** | **Senior** | **Junior** | **U15/ U13** | **Para** |
| SBX | 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 SBX 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 SBX 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 SBX 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 SBX 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 SBX 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 SBX Nationals Proprietary Rights in Canada including any necessary legal action in consultation with Canada Snowboard.

# SPEED NATION SBX TOUR - MARKETING

## Marketing Plan

Canada Snowboard shall share the Speed Nation SBX 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 SBX 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 SBX Tour and Speed Nation SBX 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 SBX 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 SBX Nationals. Canada Snowboard Events/ Competitions lead will share the details of these partnerships with each Speed Nation and Speed Nation SBX 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 SBX 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 SBX 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 SBX Tour Photographer Guidelines](https://www.canadasnowboard.ca/files/Annex%20S-PhotographyShotList.pdf)

## Branding & Signage

The organizer shall follow the Speed Nation SBX 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