



THE CALLING 2018

A MOUNTAIN SNOWMOBILE FESTIVAL
and NON-PROFIT FUNDRAISER

FREERIDE COMPETITION DIRECTOR

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The Calling Profile

Mission Statement

The Calling is an annual snowmobiling festival in Revelstoke, British Columbia that generates funding for non-profit groups, shifts the culture of safe backcountry mountain motorized use practices, generates community revenue and exposure for Revelstoke as a world-class snowmobiling destination.

Objectives

The objectives of *The Calling* are as follows:

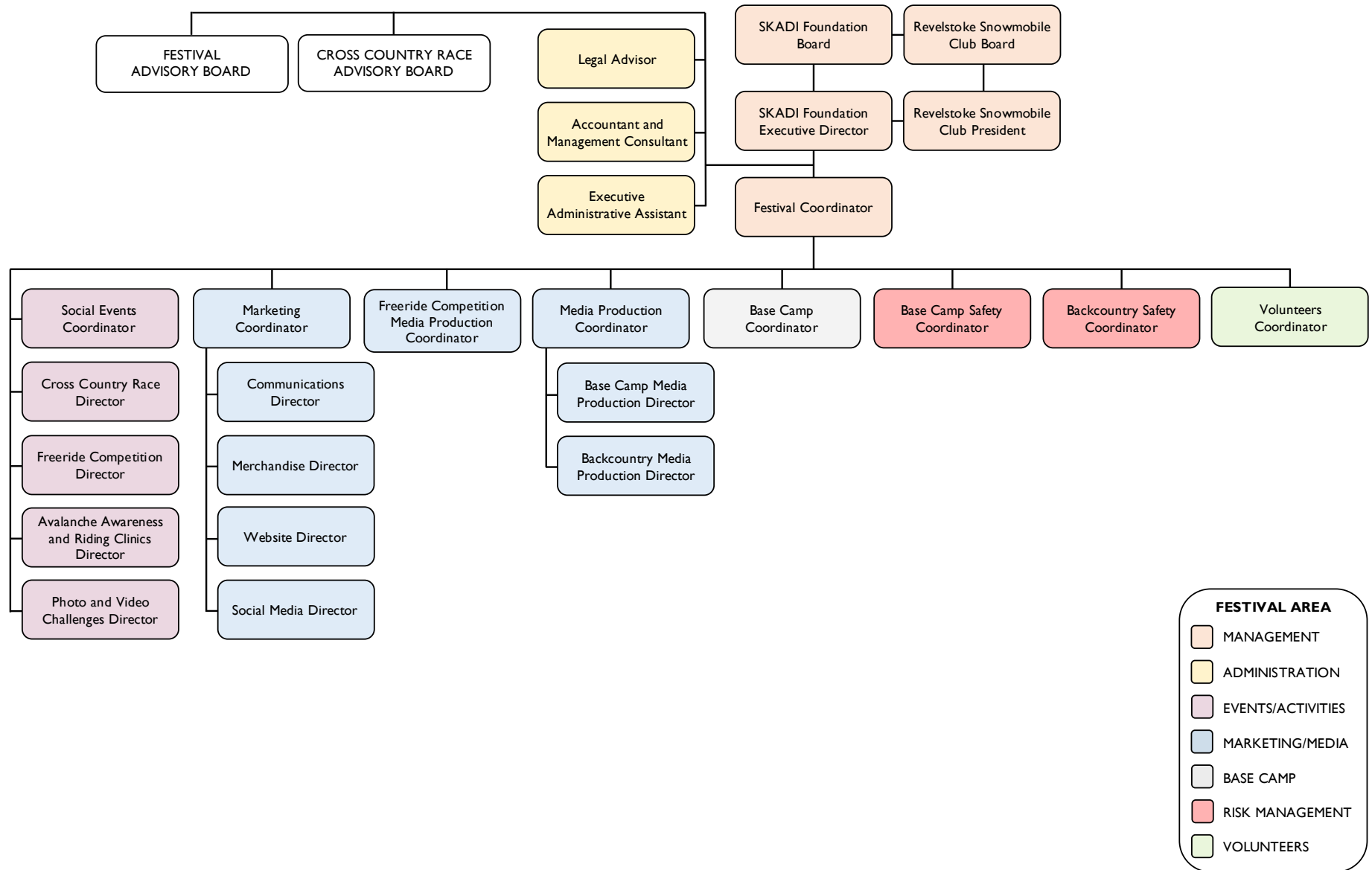
- Establish an annual snowmobiling festival in Revelstoke, BC specific to the winter sport community that includes a prestigious Cross Country Snowmobiling Race, Vendor Village, Freestyle Demonstrations, Education Clinics and Entertainment.
- Devise a strict Risk Management Plan that includes an effective Emergency Response Plan; these plans should set a new precedence in the industry and be used as a legacy for succeeding winter sport events.
- Raise funds for local non-profits.
- Provide educational opportunities that direct a shift in the culture of safe backcountry mountain motorized use practices.
- Work with local volunteers and clubs to achieve an inclusive community event.
- Use community resources wherever possible to generate community revenue.
- Cross-market Revelstoke, British Columbia and Canada as a world-class snowmobiling destination.
- Maximize marketing opportunities for sponsors and stakeholders.

Organizational Chart

Attached Organization Chart.

THE CALLING ORGANIZATIONAL CHART

as at August 1, 2017



Activity Profile

The Freeride Competition is a competitor invite only event. Ten snowmobile competitors (2 wild cards) are awarded the opportunity to compete in this tournament style competition. The event will be held in the Copland Mines area. Competitors are given the opportunity to work and build terrain prior to the competition. Competitors may be dropped on to the course by helicopter and given approximately 5 minutes to show-off their best use of terrain. The event has potential to be televised and has a designated Freeride Competition Media Production crew.

Director Roles and Responsibilities

The Director works directly with the Festival Coordinator. The following is a summary of the Director's responsibilities:

- Design a proposal that meets the requirements outlined in the Activity Profile and follows *The Calling's* objectives and Director Package Template.
- The Director of the winning proposal must make any changes required by the Boards in accordance with their contract and resubmit their package for final approval. The Festival Coordinator is then responsible for forwarding the approved package to the Executive Administration Assistant and relevant Coordinators indicated in each section of the package.
- Ensure the Festival Coordinator, Executive Administrative Assistant and relevant Coordinators indicated in each section of the package are immediately notified regarding changes to the package leading up to the festival and during the festival.
- Submit detailed schedules for all persons involved with their Activity.
- The Director is required to attend the daily Morning Safety/Operations Meetings and Safety/Operations Debrief Meetings during the festival.
- Provide a general budget for their Activity.
- Work within the Legal and Liability Management outline provided by *The Calling* and provide insight on potential Legal and Liability Management issues within their Directorship.
- Submit the Risk Assessment Package for their Activity and work within the Risk Management outline provided by the Backcountry Safety Coordinator.
- Appoint a designated emergency response lead at the site of their Activity who in the event of an Emergency follows the steps outlined in the Emergency Procedures Insert at the front of the final Director Package.
- The Director must contract, supply and is responsible for equipment required to conduct their Activity.
- The Director must hire and is responsible for sub-contractors required to conduct their Activity.
- Collect and provide feedback for Festival Debrief Meeting.
- The Director must ensure their Activity is conducted in compliance with *The Calling's* Code of Conduct and Policies.

Contacts Sheet

The Director must submit a Contacts Sheet for persons involved in their Activity. The Festival Coordinator, Executive Administration Assistant and the Backcountry Safety Coordinator must be notified immediately if changes are made to the Contacts Sheet.

FREERIDE COMPETITION DIRECTOR CONTACTS SHEET			
Name	Role	Email	Phone
(enter later)	Executive Administrative Assistant	(enter later)	(enter later)
	Festival Coordinator		
	Cross Country Race Director		
	Freeride Competition Director		
	Avalanche Awareness and Riding Clinics Director		
	Photo and Video Challenges Director		
	Social Events Coordinator		
	Marketing Coordinator		
	Communications Director		
	Merchandise Director		
	Website Director		
	Social Media Director		
	Media Production Coordinator		
	Base Camp Media Production Director		
	Backcountry Media Production Director		
	Freeride Competition Media Production Coordinator		
	Base Camp Coordinator		
	Base Camp Safety Coordinator		
	Backcountry Safety Coordinator		
	Volunteers Coordinator		
	(Additional contacts may be entered later)		
	Contractor		

Timeline and Activity Schedules

The Director must submit schedules for all persons involved in their Activity. The Festival Coordinator, Backcountry Safety Coordinator, Executive Administrative Assistant and Marketing Coordinator (relevant information) must be notified immediately if changes are made to the timeline and schedules.

THE CALLING 2018 PROJECT DEVELOPMENT/IMPLEMENTATION TIMELINE 2017-2018	
2017 Project Development Budgets Fundraising Communications Scheduling Implementation Monitoring Problem Management	<ul style="list-style-type: none"> ▪ May-Sep: PHASE 1 – BUDGET DEVELOPMENT <ul style="list-style-type: none"> ▪ Complete Draft 3 of Operations and Business Plans ▪ Coordinators/Directors submit proposals; upon acceptance revisions required by Board ▪ Fill all positions ▪ Definitive Budgets (+10% to -10% accuracy) ▪ Finalize Coordinator/Director Packages ▪ Jul-Sep: PHASE 2 – FUNDRAISING STRATEGY <ul style="list-style-type: none"> ▪ Team Meeting <ul style="list-style-type: none"> ▪ Fundraising Strategies Brainstorm Session ▪ Team Resources and Skills Assessment ▪ Establish Sponsorship Structure/The Calling 2018 Branding ▪ Media Development for fundraising strategies ▪ Strategy Launches ▪ Jul-Sep: PHASE 3 – COMMUNICATIONS <ul style="list-style-type: none"> ▪ Team Communication Strategies/Templates ▪ Stakeholder Communication Strategies/Templates ▪ Media Communication Strategies/Templates ▪ Jul-Sep: PHASE 4 – SCHEDULING <ul style="list-style-type: none"> ▪ Work Breakdown Structures, GANTT Charts, Milestones Chart (visually easy to follow) ▪ Deadlines, follow-up, accountability, monitoring ▪ Status Updates and Status Reports ▪ Sep-Dec: PHASE 5 – IMPLEMENTATION <ul style="list-style-type: none"> ▪ Deposits to Coordinators/Directors ▪ Booking ▪ Permits/Government Approvals ▪ Public Consultations ▪ Vital Services Meetings ▪ Policy Development ▪ Launch Marketing Strategy ▪ Sep-Dec: PHASE 6 – MONITORING <ul style="list-style-type: none"> ▪ Follow-up ▪ Team and Stakeholder Communications ▪ Sep-Dec: PHASE 7 – PROBLEM MANAGEMENT <ul style="list-style-type: none"> ▪ Assist team with staying on track
2018 Implementation Monitoring Problem Management Closing	<ul style="list-style-type: none"> ▪ Jan-Mar: PHASES 5-7 <ul style="list-style-type: none"> ▪ Jan: Confirm contractors and rentals ▪ Feb: Plan review and last-minute corrections ▪ Mar: Festival set-up and take-down ▪ Mar-Apr: PHASE 8 – CLOSING <ul style="list-style-type: none"> ▪ Apr: Appreciation to Volunteers, Stakeholders, The Calling Members and Contractors ▪ Apr: Festival Debrief and develop The Calling 2019 Plan ▪ May: Present The Calling 2019 Plan to Stakeholders

**FREERIDE COMPETITION
DEVELOPMENT/IMPLEMENTATION TIMELINE
2017-2018**

<p>Activities that need to be included in Timeline</p>	<ul style="list-style-type: none"> ▪ Work with Exec Admin Team on Policy Development ▪ Meet with Backcountry Safety Coordinator to develop Risk Management Plan ▪ Work with Backcountry Safety Coordinator to establish clearly defined routes, develop maps (design, layout), safety team requirements, barrier and pylon requirements ▪ Submit backcountry safety equipment (avalanche transceiver, probe, shovel, airbag) request to Backcountry Safety Coordinator ▪ Submit Volunteers Request to Volunteers Coordinator ▪ Submit safety gear, radios, barriers and pylons request to Base Camp Safety Coordinator ▪ Meet with Marketing Coordinator to develop/pick-up/distribute marketing content <ul style="list-style-type: none"> ▪ (advertising posters/newspapers/radio ads not required – this event will be advertised in the overall The Calling 2018 campaign) badges and identifiers, swag bag, signage (route, event indicator, crowd control, traffic control), sponsor banners, novelty cheques, Participant Recruitment, Invite and Accepted Packages, participant jerseys, custom webpage (tournament updates, racer profiles, schedule, post-event results, schedule and location changes), working group webpage (schedules for volunteers, vested parties), social media ads (schedule and location changes, participant profiles, tournament updates, post-event info). ▪ Develop Terms and Conditions for competition (review Competition Act and relevant Criminal Code Guidelines) ▪ Work with Revelstoke Snowmobile Club to establish parking plans, land use agreement, waste management ▪ Apply for Land Use and Event Permits ▪ Discuss Application Fees and Deposit collection with Exec Admin ▪ Meet with Freeride Media Production Coordinator to discuss routes and boundaries ▪ Work with Base Camp Coordinator to establish Racer Pits at Base Camp ▪ Select Judges (ask Admin to assist with formal letter), Board Approval
<p>2017</p>	<ul style="list-style-type: none"> ▪ Aug <ul style="list-style-type: none"> ▪ Submit Proposal, complete required adjustments ▪ Sep <ul style="list-style-type: none"> ▪ Attend Fundraiser Meeting ▪ Oct ▪ Nov <ul style="list-style-type: none"> ▪ Marketing Coordinator to launch participant recruitment campaign ▪ Dec <ul style="list-style-type: none"> ▪ Marketing Coordinator to close participant recruitment campaign ▪ Participant selection process, Marketing Coordinator to mail-out invite packages

2018	<ul style="list-style-type: none"> ▪ Jan <ul style="list-style-type: none"> ▪ Confirm contractors and rentals ▪ Marketing Coordinator to mail-out accepted participant packages ▪ Provide Social Media Director and Website Director with participant profiles ▪ Assist Marketing Coordinator with arranging participant radio interviews ▪ Feb <ul style="list-style-type: none"> ▪ Plan review and last-minute corrections ▪ Mar <ul style="list-style-type: none"> ▪ Conduct Volunteer Briefing Meeting with volunteers scheduled to work within your Directorship ▪ Collect/distribute badges and identifiers from Marketing Coordinator ▪ Collect and distribute safety gear and radios from Base Camp Safety Coordinator ▪ Collect and distribute avalanche safety equipment from Backcountry Safety Coordinator ▪ Apr <ul style="list-style-type: none"> ▪ Collect Feedback ▪ Collect/return safety gear and radios to Base Camp Safety Coordinator ▪ Collect/return avalanche safety equipment to Backcountry Safety Coordinator ▪ Attend Appreciation Event ▪ Attend Festival Debriefing Meeting
As at XXX, 2017	

**DAILY FREERIDE COMPETITION SCHEDULE
DIRECTOR
March 29 – April 2, 2018**

Thursday, March 29	<ul style="list-style-type: none"> ▪ 1:00pm - 2:00pm: <i>The Calling</i> Members Meeting ▪ 6:00pm - 7:00pm: Participant Meeting
Friday, March 30 STAT	<ul style="list-style-type: none"> ▪ 7:00am - 8:00am: Festival Safety Meeting ▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast ▪ 10:00am - 5:00pm: Freeride Competition ▪ 5:00pm - 6:00pm: Opening Ceremony ▪ 6:00pm - 7:00pm: Festival Recap ▪ 6:00pm - 7:00pm: Rider Introductions and Meet and Greet ▪ 7:00pm - 8:00pm: Safety/Operations Debrief Meeting
Saturday, March 31	<ul style="list-style-type: none"> ▪ 7:00am - 8:00am: Festival Safety Meeting ▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast ▪ 10:00am - 5:00pm: Freeride Competition ▪ 6:00pm - 7:00pm: Festival Recap ▪ 7:00pm - 8:00pm: Safety/Operations Debrief Meeting
Sunday, April 1	<ul style="list-style-type: none"> ▪ 7:00am - 8:00am: Festival Safety Meeting ▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast ▪ 10:00am - 5:00pm: Freeride Competition ▪ 5:00pm - 6:00pm: Closing Ceremony and Awards ▪ 6:00pm - 7:00pm: Festival Recap ▪ 7:00pm - 8:00pm: Safety/Operations Debrief Meeting
Monday, April 2	<ul style="list-style-type: none"> ▪ 8:00am - 9:00am: <i>The Calling</i> Members and Stakeholders Meeting ▪ 9:00am - 10:00am: Participant Meeting
As at XXX, 2017	

**DAILY FREERIDE COMPETITION SCHEDULE
VOLUNTEER
March 30 – April 1, 2018**

Friday, March 30 STAT	<ul style="list-style-type: none"> ▪ 7:00am - 8:00am: Festival Safety Meeting ▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast ▪ 7:00pm - 8:00pm: Safety/Operations Debrief Meeting
Saturday, March 31	<ul style="list-style-type: none"> ▪ 7:00am - 8:00am: Festival Safety Meeting ▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast ▪ 7:00pm - 8:00pm: Safety/Operations Debrief Meeting
Sunday, April 1	<ul style="list-style-type: none"> ▪ 7:00am - 8:00am: Festival Safety Meeting ▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast ▪ 7:00pm - 8:00pm: Safety/Operations Debrief Meeting
As at XXX, 2017	

**DAILY FREERIDE COMPETITION SCHEDULE
PARTICIPANT
March 29 – April 2, 2018**

Thursday, March 29	<ul style="list-style-type: none"> ▪ 6:00pm - 7:00pm: Participant Meeting
Friday, Mach 30 Bad Weather: Tournament Schedule to Saturday	<ul style="list-style-type: none"> ▪ 7:00am - 8:00am: Festival Safety Meeting ▪ 8:00am - 10:00am: Free Breakfast ▪ 10:00am - 5:00pm: Freeride Competition ▪ 5:00pm - 6:00pm: Opening Ceremony ▪ 6:00pm - 7:00pm: Festival Recap ▪ 6:00pm - 7:00pm: Rider Introductions and Meet and Greet ▪ 7:00pm - 8:00pm: Safety/Operations Debrief Meeting
Saturday, March 31 Bad Weather: Tournament Schedule to Sunday	<ul style="list-style-type: none"> ▪ Friday riding schedule if weather was unstable ▪ 7:00am - 8:00am: Festival Safety Meeting ▪ 8:00am - 10:00am: Free Breakfast ▪ 10:00am - 5:00pm: Freeride Competition ▪ 6:00pm - 7:00pm: Festival Recap ▪ 7:00pm - 8:00pm: Safety/Operations Debrief Meeting
Sunday, April 1	<ul style="list-style-type: none"> ▪ Saturday riding schedule if weather was unstable ▪ 5:00pm - 6:00pm: Closing Ceremony and Awards ▪ 6:00pm - 7:00pm: Festival Recap
Monday, April 2	<ul style="list-style-type: none"> ▪ 9:00am - 10:00am: Participant Meeting
As at XXX, 2017	

Budget

The budget of \$XX,XXX has been allocated to this Directorship. The Director must provide a general breakdown of projected expenses for the Activity. Include in-kinds and potential receivables.

The budget in this Directorship may include: Director salary, satellite phone, GPS communicator, prize money \$XX,XXX, clipboards, timing equipment.

Items supplied by other areas of responsibility include: marketing materials indicated in Marketing section supplied by Marketing Coordinator; safety gear, radios, barriers and pylons supplied by Base Camp Safety Coordinator; Safety Team supplied by Backcountry Safety Coordinator; Swag Bag contents supplied by Base Camp Coordinator; spare backcountry safety equipment (avalanche transceiver, probe, shovel, airbag) for working groups and participants supplied by the Backcountry Safety Coordinator.

Potential Receivables in this Directorship may include: Participant Application Fees.

Marketing

Marketing for this Directorship is supplied by the Marketing Coordinator. Items in the Marketing Plan specific to this Directorship include: (advertising posters/newspapers/radio ads not required – this event will be advertised in the overall The Calling 2018 campaign) badges and identifiers, swag bag, signage (route, event indicator, crowd control, traffic control), sponsor banners, novelty cheques, Participant Recruitment, Invite and Accepted Packages, participant jerseys, custom webpage (tournament updates, racer profiles, schedule, post-event results, schedule and location changes), working group webpage (schedules for volunteers, vested parties), social media ads (schedule and location changes, participant profiles, tournament updates, post-event info).

The Director must submit a request for marketing materials, provide content, and notify the Marketing Coordinator of any incorrect or updated information for the website and social media regarding their Directorship.

It is an objective of *The Calling* to maximize marketing opportunities for sponsors and stakeholders. The Director must provide insight to and submit requests to the Marketing Coordinator for marketing opportunities within their Directorship for example: promotions, cross-marketing and merchandise.

Legal and Liability Management

The Director must work within the Legal and Liability Management outline provided by *The Calling*. The Director must provide insight on potential Legal and Liability Management issues within their Directorship.

Potential Legal and Liability Management within this Directorship include:

- Role Contract
- Collect required copies for due diligence: waivers (participant, sub-contractors, volunteers), contracts, certificates, permits, licenses, sub-contractor WCB clearance letters
- Event Permit
- Radio Use Permit
- Land Use Requirements
- Liability Insurance
- Policy Development: competition rules (Terms and Conditions), discipline, skill requirements (participant and volunteers), confidentiality (participant and volunteers), Bad Weather, Injured Participant, Medical Policy for the Removal of Athletes from Competition, Wildcards, Spectator

Policies

Code of Conduct

Members of *The Calling*, Contractors and Volunteers actively representing *The Calling* must behave in a professional, safe manner and act in the best interest of *The Calling*. Alcohol consumption and drug use is detrimental to *The Calling's* vision of providing a safe, community event and is not acceptable.

Policies in Review

The following policies are in review for this Directorship: competition rules (Terms and Conditions), discipline, skill requirements (participant and volunteers), confidentiality (participant and volunteers), Bad Weather, Injured Participant, Medical Policy for the Removal of Athletes from Competition, Wildcards, Spectator

Risk Management

It is an objective of *The Calling* to devise a thorough Risk Management Plan that includes an effective Emergency Response Plan. Risk Assessment Packages assist Safety Coordinators in the development of Risk Management Plans and ensure Vital Service requirements are in place at each Activity. The following plans are explored in the Risk Assessment Package: Master Site Plan, Medical Plan, Security Plan, Public Health Plan, Fire Safety Plan, Communications Plan, Traffic Management Plan, Liquor Control Plan, Other Contingency Plans.

The Backcountry Safety Coordinator will assist with developing and finalizing the Risk Assessment Package for this Directorship. The Director must work within the finalized Risk Management Plan provided by the Backcountry Safety Coordinator. The Director must appoint a designated emergency response lead at the site of the Activity who in the event of an emergency follows the steps outlined in the Emergency Procedures Insert (provided by the Backcountry Safety Coordinator) at the front of the final Director Package. The Festival Coordinator, Backcountry Safety Coordinator and the Executive Administration Assistant must be notified immediately if changes are made to the Risk Management Plan.

The following planning considerations will be reviewed in the Risk Assessment Package for this Directorship:

Medical Plan

medical personnel, equipment and sources, medical personnel schedules, transportation plan (emergency and non-emergency), medical team communications, incident documentation plan, insurance for medical team

Security Plan

security risk assessment, security team lead, personnel deployment schedule and locations, on-site protocol, emergency security protocol risk assessment/contingencies, communications protocol (on-site and off-site), incident documentation, insurance for security team

Public Health Plan

waste management, site clean-up

Fire Safety Plan

complete risk assessment result will be - Not Applicable in this Directorship

Communications Plan

designated communications lead, communication devices, media access arrangements, pre-scripted messages for delay/cancellation/evacuation, spectator/volunteer/contractor/participant messaging, event safety messages

Traffic Management Plan

emergency response route protocol, route signage, parking arrangements

Other Contingency Plans

weather, evacuation plan, delay/cancellation protocol, emergency response protocol, missing persons

Additional Risk Management within this Directorship may include: Director must attend Morning Safety/Operations Meetings and evening Safety/Operations Debrief Meetings, Participants must attend Morning Safety and Safety/Operations Debrief Meetings, constant contact with Freeride Competition Safety Team, timed interval check-in log, Freeride Competition Safety Team to respond in the event of an Emergency, spectator management.

Vital Services that may need to be consulted outside of the generic Risk Management Plan for the Freeride Competition may include: Search and Rescue, Local Authority: Parks and Recreation, Conservation Officer and Environment Canada.

Site Plan

The location for the Freeride Competition is pre-determined by *The Calling*. The proposed location for the Freeride Competition is Copeland Mines. The Director must provide a detailed Site Plan which includes the following: Access/Exit Routes, Parking Plan, Vender/Supplier Areas, Staging Area, Start/Finish Area, Routes, Perimeter, Staff/VIP/Media Areas, Medical Layout, Security Layout, Waste Management Area.

{INSERT MAP HERE}

Equipment

It is an objective of *The Calling* to use community resources wherever possible to generate community revenue. The Director must contract, supply and are responsible for equipment needed to conduct their Activity. The cost for equipment is outlined in the budget.

Equipment required in this Directorship may include: satellite phones, and GPS Communicators, timing equipment.

Contractors

It is an objective of *The Calling* to use community resources wherever possible to generate community revenue. The Director is responsible for hiring Contractors. Contractors hired must be in good standing with WCB. The Director must collect insurance, waivers and other pertinent documents from their Contractors and submit copies to the Festival Coordinator for proof of due diligence. A list of potential/confirmed Contractors should be provided here.

Contractors required in this Directorship may include:

Volunteers

It is an objective of *The Calling* to achieve an inclusive community event; Directors are encouraged to access volunteers and community groups wherever possible. Directors must submit a Request for Volunteers to the Volunteers Coordinator and include the information sampled in table below. For liability and security purposes all volunteers must be registered by the Volunteers Coordinator.

The Volunteers Coordinator recruits and schedules volunteers, ensures relevant waivers and Criminal Record Checks are completed, and collects copies of required certifications and licenses. Volunteers must not be given money or gift certificates for their services. The Director may contact the Volunteers Coordinator if a scheduled volunteer does not show up for their shift.

A list of potential/confirmed Volunteer opportunities should be provided here.

REQUEST FOR VOLUNTEERS			
	General Job Description	Requirements	Safety Gear/ Certificates/Licenses
Freeride Competition			
Staging Area Assistant (2)	Help outfit and organize participants	{What days/hours?}	Vests

Volunteer opportunities for this Directorship may include: judges, guest/participant services, staging area volunteer to assist with outfitting and organizing groups, old school and GPS Communicator timers, security volunteers to watch participant equipment (snowmobiles, trucks, gear).

Volunteers to be requested by Backcountry Safety Coordinator may include: members of the Freeride Competition Safety Team.

Sponsors

It is an objective of *The Calling* to maximize marketing opportunities for sponsors and stakeholders. The Director must provide a list of sponsor marketing opportunities within their Activity.

Sponsor Opportunities for this Directorship may include: satellite phone, avalanche transceiver, GPS Communicator, apps, energy drinks, energy bars, safety gear, apparel, prize sponsor, sled manufacturer, tourism. Sponsors advertised via flags at base, logos on participant jerseys, logos placed on media production during event and at festival recaps/awards, webpage banners.

Stakeholders and Community Resources

The Director must provide a list of stakeholders and organizations that may be effected by or could provide insight to their Activity and may need to be solicited.

Stakeholders that may be effected by this Activity may include: Avalanche Canada, Local CAA Professional Members, Search and Rescue, Revelstoke Snowmobiling Club, Ministry of Forests, British Columbia Snowmobile Federation, Columbia Shuswap Regional District, City of Revelstoke, First Nations.

Additional Notes

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