



THE CALLING 2018

A MOUNTAIN SNOWMOBILE FESTIVAL
and NON-PROFIT FUNDRAISER

PHOTO AND VIDEO CHALLENGES 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:

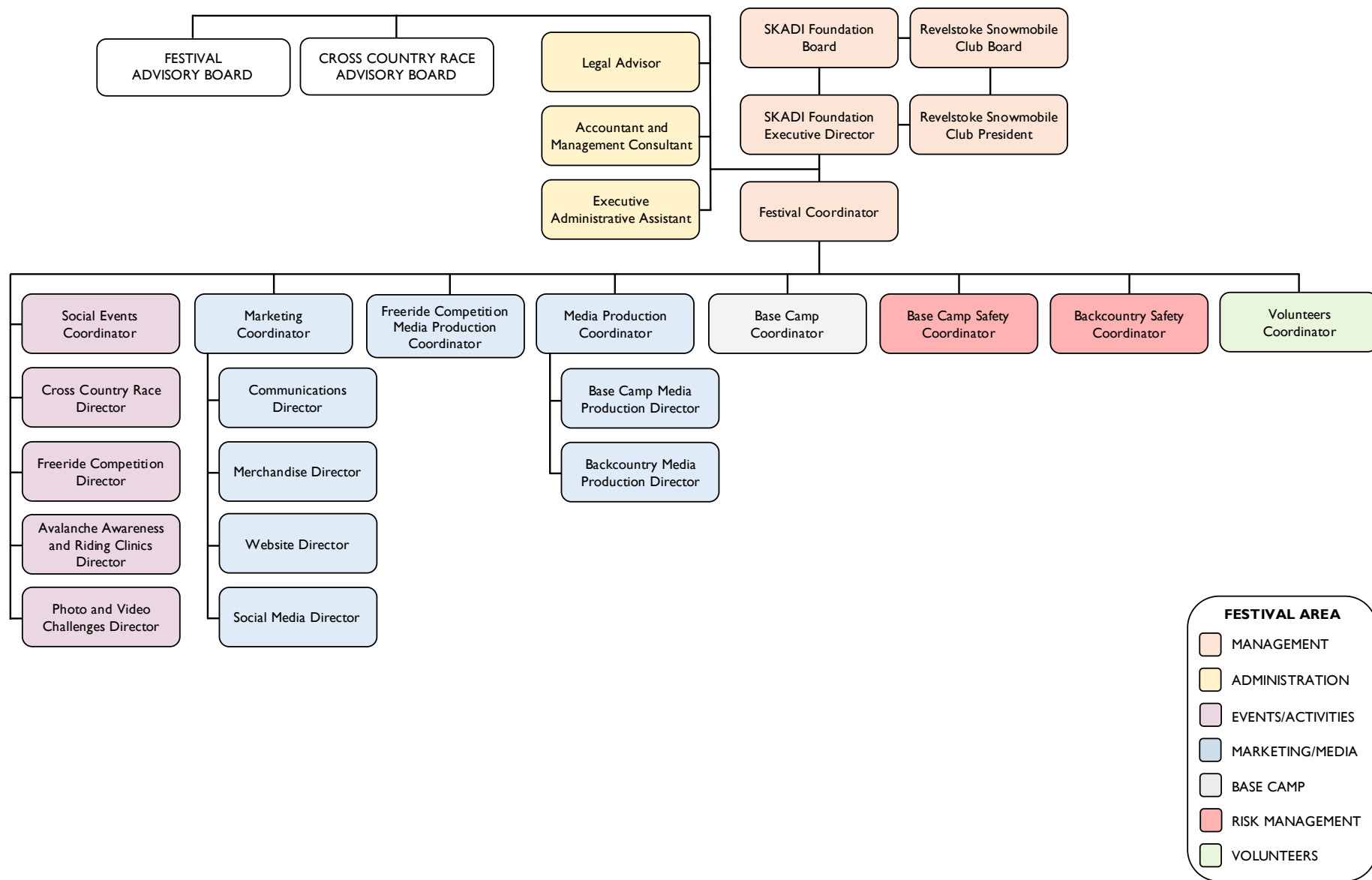
- Establish an annual snowmobiling festival in Revelstoke, BC specific to the winter sport community that includes a prestigious Cross Country Snowmobiling Race, Vendor Village, Freestyle Demonstrations, Education Clinics and Entertainment.
- Devise a strict Risk Management Plan that includes an effective 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 Photo and Video Challenges are online submission contests to be launched in September 2017. Entrants must pay a registration fee to enter. Photo and video submissions deadline will be early March 2018. Entries will be judged by a preliminary panel of judges to determine the Top 10 Photos and Top 10 Videos. The Top 10s will be announced Friday morning at Base Camp and shown on live feeds during the festival. Live Voting Kiosks will be set-up at Base Camp during the festival providing guests with the opportunity to vote for their favorite to earn a People's Choice Award. A panel of judges will choose 1st, 2nd and 3rd place prizes in each challenge. Prize winners will be announced on Sunday at the Closing Ceremony. The Top 10s photographer and videographer write-ups will be published on The Calling 2017 website following the festival. Submitted photos and videos may be used in The Calling 2019 marketing campaign.

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 Base Camp 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 Base Camp Safety Coordinator must be notified immediately if changes are made to the Contacts Sheet.

PHOTO AND VIDEO CHALLENGES 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, Base Camp 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

**PHOTO AND VIDEO CHALLENGES DIRECTOR
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 Base Camp Safety Coordinator to develop Risk Management Plan ▪ 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"> ▪ digital and printed advertising poster, newspaper ad, radio ad, badges and identifiers, swag bag, novelty cheques, custom webpage (terms and conditions, submissions form, online voting, post-event results), social media ads (Fall Launch ad, targeted posts to various groups {surrounding communities, industry suppliers/marketers, special interest groups}, target market ads, scheduled boost strategy). ▪ Establish preliminary judging panel (judges all entries and chooses Top 10s) ▪ Establish final judging panel (judges top 10s and chooses 1st, 2nd, 3rd place winners in each challenge) ▪ Presentation compilation strategy (to be reviewed by Marketing and Exec) ▪ Obtain prizes ▪ Live Voting Kiosk strategy
<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 ▪ Preliminary and final judging criteria/worksheets for judges ▪ Participant rights waivers (not exclusive) ▪ Develop Terms and Conditions (will require Board and Legal approval) ▪ Submit Terms and Conditions, registration form and waiver to Marketing Coordinator ▪ Assist with sharing and promoting the online competition (ongoing) ▪ Oct ▪ Nov ▪ Dec
<p>2018</p>	<ul style="list-style-type: none"> ▪ Jan <ul style="list-style-type: none"> ▪ Confirm contractors and rentals ▪ Assist with sharing and promoting the online competition (ongoing) ▪ 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 ▪ Forward all entries and judging criteria/worksheets to preliminary judging panel ▪ Presentation Compilation ▪ Apr <ul style="list-style-type: none"> ▪ Collect Feedback ▪ Collect/return safety gear and radios to Base Camp Safety Coordinator ▪ Attend Festival Debriefing Meeting ▪ Write Top 10s photo and video participant profiles and submit to Marketing Coordinator

As at XXX, 2017

DAILY PHOTO AND VIDEO CHALLENGES 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 ▪ Presentation Test Run
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 ▪ X:00am - X:00am: Top 10s Photo and Video Challenge Presentation ▪ 5:00pm - 6:00pm: Opening Ceremony
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
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 ▪ 5:00pm - 6:00pm: Closing Ceremony and Awards
Monday, April 2	<ul style="list-style-type: none"> ▪ 8:00am - 9:00am: <i>The Calling</i> Members and Stakeholders Meeting
As at XXX, 2017	

DAILY PHOTO AND VIDEO CHALLENGES SCHEDULE VOLUNTEERS – VIDEO EDITOR ASSISTANT March 29 – April 1, 2018	
Thursday, March 29	<ul style="list-style-type: none"> ▪ Presentation Test Run
Friday, March 30 STAT	<ul style="list-style-type: none"> ▪ 8:00am - 10:00am: Free Breakfast ▪ X:00am - X:00am: Top 10s Photo and Video Challenge Presentation ▪ 5:00pm - 6:00pm: Opening Ceremony
Saturday, March 31	<ul style="list-style-type: none"> ▪ 8:00am - 10:00am: Free Breakfast
Sunday, April 1	<ul style="list-style-type: none"> ▪ 8:00am - 10:00am: Free Breakfast ▪ 5:00pm - 6:00pm: Closing Ceremony and Awards
As at XXX, 2017	

DAILY PHOTO AND VIDEO CHALLENGES SCHEDULE VOLUNTEERS – FINAL JUDGES AND HOST March 29 – April 1, 2018	
Thursday, March 29	<ul style="list-style-type: none"> ▪ Presentation Test Run (HOST)
Friday, March 30 STAT	<ul style="list-style-type: none"> ▪ 8:00am - 10:00am: Free Breakfast ▪ X:00am - X:00am: Top 10s Photo and Video Challenge Presentation (JUDGES?) ▪ 5:00pm - 6:00pm: Opening Ceremony
Saturday, March 31	<ul style="list-style-type: none"> ▪ 8:00am - 10:00am: Free Breakfast
Sunday, April 1	<ul style="list-style-type: none"> ▪ 8:00am - 10:00am: Free Breakfast ▪ 5:00pm - 6:00pm: Closing Ceremony and Awards (JUDGES? HOST)
As at XXX, 2017	

**DAILY PHOTO AND VIDEO CHALLENGES SCHEDULE
VOLUNTEER
March 30 – April 1, 2018**

Friday, March 30 STAT	<ul style="list-style-type: none"> ▪ 8:00am - 10:00am: Free Breakfast ▪ X:00am - X:00am: Top 10s Photo and Video Challenge Presentation ▪ 5:00pm - 6:00pm: Opening Ceremony
Saturday, March 31	<ul style="list-style-type: none"> ▪ 8:00am - 10:00am: Free Breakfast
Sunday, April 1	<ul style="list-style-type: none"> ▪ 8:00am - 10:00am: Free Breakfast ▪ 5:00pm - 6:00pm: Closing Ceremony and Awards (People's Choice Award)
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, prize money, prizes, live voting kiosks

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 Base Camp Safety Coordinator; Swag Bag contents supplied by Base Camp Coordinator.

Potential Receivables in this Directorship may include: Submission Fees.

Marketing

Marketing for this Directorship is supplied by the Marketing Coordinator. Items in the Marketing Plan specific to this Directorship include: digital and printed advertising poster, newspaper ad, radio ad, badges and identifiers, swag bag, novelty cheques, custom webpage (terms and conditions, submissions form, online voting, post-event results), social media ads (Fall Launch ad, targeted posts to various groups {surrounding communities, industry suppliers/marketers, special interest groups}, target market ads, scheduled boost strategy).

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
- Waive photo and video rights
- Policy Development: competition rules (Terms and Conditions), judging criteria

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), judging criteria.

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 Base Camp 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 Base Camp 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 Base Camp Safety Coordinator) at the front of the final Director Package. The Festival Coordinator, Base Camp 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

Complete risk assessment result will be - Not Applicable in this Directorship. Provided by Base Camp.

Security Plan

security risk assessment, communications protocol

Public Health Plan

Complete risk assessment result will be - Not Applicable in this Directorship. Provided by Base Camp.

Fire Safety Plan

Complete risk assessment result will be - Not Applicable in this Directorship. Provided by Base Camp.

Communications Plan

designated communications lead, communication devices

Traffic Management Plan

Complete risk assessment result will be - Not Applicable in this Directorship. Provided by Base Camp.

Other Contingency Plans

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

Additional Risk Management within this Directorship include: Director must attend Morning Safety/Operations Meetings and evening Safety/Operations Debrief Meetings, Base Camp Safety Team to respond in the event of an Emergency.

Site Plan

The location for the Photo and Video Challenges is at Base Camp. The Director will be provided with a copy of the Base Camp Site Plan which will include the following: Access/Exit Routes, Parking Plan, Stage Area, Staff/VIP/Media Areas, Medical Layout, Security Layout, Porta Potty areas, and Waste Management Areas.

{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: presentation equipment, voting kiosks

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
Photo and Video Challenges			
Video Editor Assistant (1)	compiling video presentation, presentation set-up	{What days/hours?}	None
Preliminary Judge (3)	Judge all submissions and pick Top 10s in each Challenge	2 nd week of March (after submission deadline)	None
Finals Judge (3)	Judge Top 10s after presentation on March 30 th and pick Top 5s, 1 st , 2 nd and 3 rd place in each Challenge	March 30, 2018 at ?am-?am attend presentation	None
Host (1)	Host presentation	March 30, 2018 at 5pm-6pm attend presentation	None

Volunteer opportunities for this Directorship may include: video compilation collection and editing assistance, preliminary and final judges, host.

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: prize sponsors, photography equipment companies/suppliers

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:

Additional Notes

High profile and relevant Final Judges.

Presentation equipment may be available through Media Production Coordinator or Base Camp.

SKADI Foundation has a PayPal account for accepting registration fees. Entry fees are donated to SKADI Foundation.

Review Competition Act and relevant Criminal Code when developing Terms and Conditions. The Calling 2017 Photo and Video Challenge Terms and Conditions are available to be refined for The Calling 2018 Photo and Video Challenge.

Instead of Host volunteer it may be possible to use the Base Camp Host. This would need to be discussed with Base Camp Coordinator.

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