



# THE CALLING 2018

A MOUNTAIN SNOWMOBILE FESTIVAL  
and NON-PROFIT FUNDRAISER

## MARKETING COORDINATOR

SKADI Foundation  
Box 362  
Revelstoke BC V0E 2S0

skadifoundation@gmail.com  
<http://www.skadifoundation.com>

# Table of Contents

I.	<b>The Calling Profile</b> .....	2
	Mission Statement	
	Objectives	
	Organizational Chart	
II.	<b>Activity Profile</b> .....	4
III.	<b>Coordinator Roles and Responsibilities</b> .....	5
IV.	<b>Contacts Sheet</b> .....	6
V.	<b>Timeline and Activity Schedules</b> .....	7
VI.	<b>Budget</b> .....	16
VII.	<b>Marketing Campaign Structure</b> .....	17
VIII.	<b>Marketing Content Required</b> .....	19
IX.	<b>Legal and Liability Management</b> .....	21
X.	<b>Policies</b> .....	22
	Code of Conduct	
	Policies in Review	
XI.	<b>Risk Management</b> .....	23
XII.	<b>Site Plan</b> .....	24
XIII.	<b>Equipment</b> .....	26
XIV.	<b>Contractors</b> .....	26
XV.	<b>Volunteers</b> .....	27
XVI.	<b>Sponsors</b> .....	28
XVII.	<b>Stakeholders and Community Resources</b> .....	28
XVIII.	<b>Additional Notes</b> .....	28

# 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:

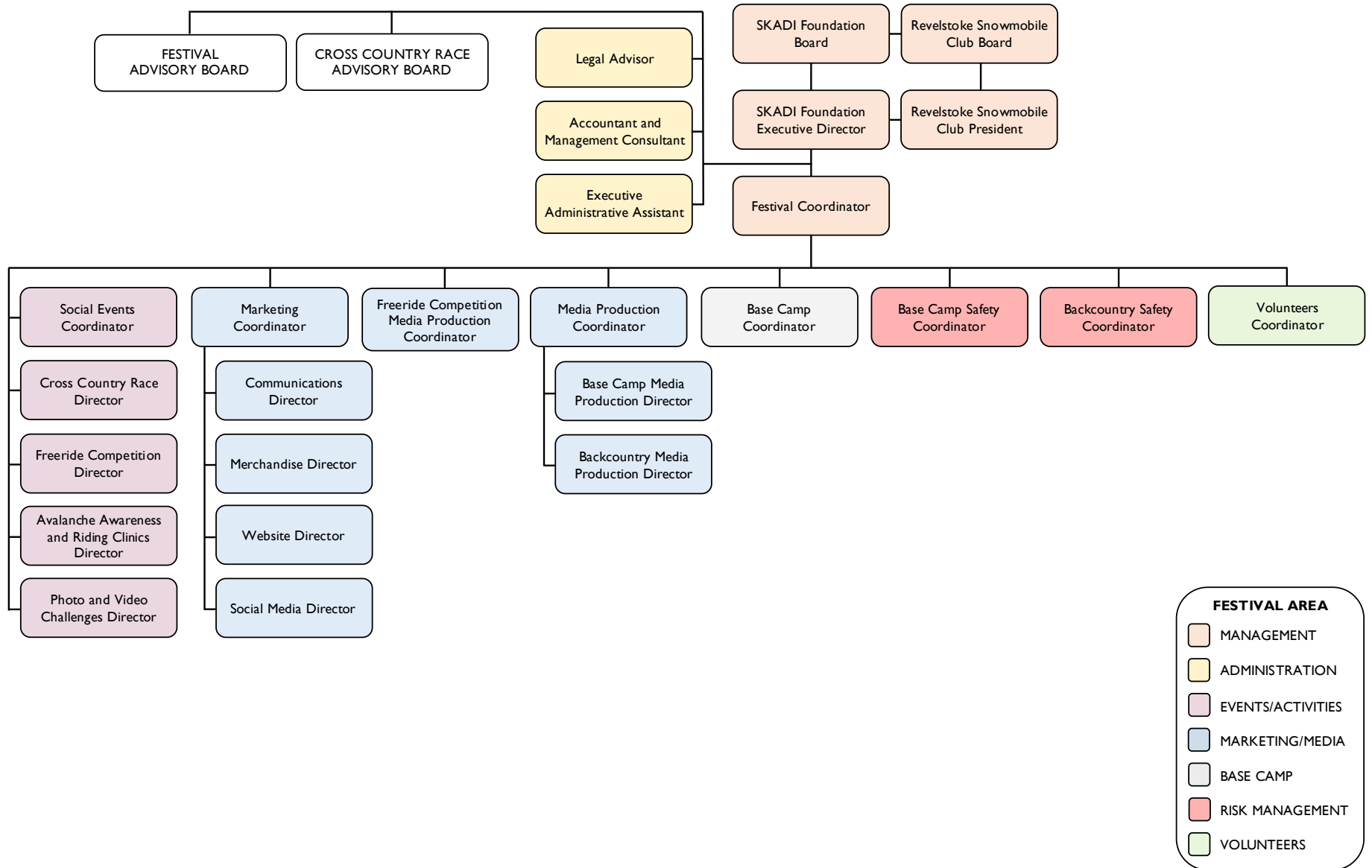
- Establish an annual snowmobiling festival in Revelstoke, BC specific to the winter sport community that includes a prestigious Cross Country Snowmobiling Race, Vendor Village, Freestyle Demonstrations, Education Clinics and Entertainment.
- Devise a strict Risk Management Plan that includes an effective 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 Calling* brand is the most exclusive, high quality, big mountain, backcountry snowmobiling event in the world. *The Calling* will have a presence in social media, video, photography, write-ups, and word-of-mouth with industry connections. The objectives of the Marketing Plan include:

- Promote the Cross Country Race as an exclusive, high profile, competitor invite only event with the biggest cash haul in snowmobiling to attract the biggest names in the industry wanting to “Answer the Call”.
- Promote Base Camp, Events and Activities.
- Create high quality video edits that show the public how intense and amazing *The Calling* is.
- Establish a brand that has as much punch as a Red Bull Signature Series event.
- Cross-market Revelstoke, British Columbia and Canada as a world-class snowmobiling destination.
- Maximize marketing opportunities for sponsors and stakeholders.
- Adhere to Sponsor/Stakeholder ad and logo usage agreements.
- Maintain controlled and consistent messaging and design.
- Themes: snowmobiling, snowbiking, winter, big mountain, mountain safety and survival, British Columbia backcountry, extreme sports.

## Communications

*The Calling's* Marketing Plan includes widespread marketing avenues. A variety of media will be used including: video, photos, and posters. Advertising avenues include: promotions at industry expos, articles in publications, radio contests, invite packets to professional athletes and word-of-mouth.

## Webpage and Social Media

Social Media platforms to be utilized include: Facebook, Instagram, Twitter, Vimeo, YouTube and additional internet forums. *The Calling* webpage will include the following headers:

- About SKADI Foundation and The Calling/Contact Information
- Cross Country Race and Freeride Competition feeds, web updates, blogs from race teams, participant profiles, event results
- Photo and Video Challenges information and submission form
- Avalanche Awareness and Riding Clinics instructor and activity profiles, registration form
- Interactive Location Maps
- Event and Activity Schedules
- Ticket and Merchandise Sales
- Sponsor and Stakeholder advertising/links

## Festival Tickets and Merchandise

*The Calling* tickets and merchandise will be available for purchase.

# Coordinator Roles and Responsibilities

---

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

- Design a proposal that meets the requirements outlined in the Activity Profile and follows *The Calling's* objectives and Coordinator Package Template.
- The Coordinator 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 Coordinator 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 area of responsibility.
- 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 Coordinator Package.
- The Coordinator must contract, supply and is responsible for equipment required to conduct their Activity.
- The Coordinator must hire and is responsible for sub-contractors required to conduct their Activity.
- Collect and provide feedback for Festival Debrief Meeting.
- The Coordinator must ensure their Activity is conducted in compliance with *The Calling's* Code of Conduct and Policies.

# Contacts Sheet

The Coordinator 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.

<b>MARKETING COORDINATOR CONTACTS SHEET</b>			
<b>Name</b>	<b>Role</b>	<b>Email</b>	<b>Phone</b>
(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 Coordinator must submit schedules for all persons involved in their Activity. The Festival Coordinator and Executive Administrative must be notified immediately if changes are made to the timeline and schedules.

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



<b>MARKETING LAUNCH STRATEGY 2017-2018</b>	
2017	<ul style="list-style-type: none"> <li>▪ September: launch sponsorship skeleton, launch The Calling 2018 Photo and Video Challenges, establish social media profiles (maintain presence leading up to and during festival)</li> <li>▪ October: word-of-mouth and representation at industry events (ongoing)</li> <li>▪ November: launch website, launch competitor recruitment/application process, launch volunteer recruitment</li> <li>▪ December:</li> </ul>
2018	<ul style="list-style-type: none"> <li>▪ January: launch staggered release of awarded participant announcements through various avenues, launch event info, ongoing social media amp ups (sponsor/stakeholder ads, Facebook Ads, Facebook Offers, Boosts, bumps, The Calling posters release dates, merch/ticket contest ads, competitor profiles, event info, educational content), launch print media – posters and maps in local communities, launch ticket and merchandise sales</li> <li>▪ February</li> <li>▪ March: active social media posts during festival</li> <li>▪ April: collect media for The Calling 2019 campaign</li> </ul>

<b>MARKETING COORDINATOR DEVELOPMENT/IMPLEMENTATION TIMELINE 2017-2018</b>	
Activities that need to be included in Timeline	<ul style="list-style-type: none"> <li>▪ Work with Exec Admin Team on Policy Development</li> <li>▪ Meet with Base Camp Safety Coordinator to develop Risk Management Plan</li> <li>▪ Submit Volunteers Request to Volunteers Coordinator</li> <li>▪ Submit safety gear, radios, barriers and pylons request to Base Camp Safety Coordinator</li> <li>▪ Meet with each Director/Coordinator to develop/distribute marketing content</li> </ul>
2017	<ul style="list-style-type: none"> <li>▪ Aug               <ul style="list-style-type: none"> <li>▪ Submit Proposal, complete required adjustments</li> </ul> </li> <li>▪ Sep               <ul style="list-style-type: none"> <li>▪ Attend Fundraiser Meeting</li> <li>▪ Hire Directors</li> <li>▪ Marketing Launch Strategy</li> </ul> </li> <li>▪ Oct</li> <li>▪ Nov</li> <li>▪ Dec</li> </ul>
2018	<ul style="list-style-type: none"> <li>▪ Jan               <ul style="list-style-type: none"> <li>▪ Confirm contractors and rentals</li> </ul> </li> <li>▪ Feb               <ul style="list-style-type: none"> <li>▪ Plan review and last-minute corrections</li> </ul> </li> <li>▪ Mar               <ul style="list-style-type: none"> <li>▪ Conduct Volunteer Briefing Meeting with volunteers scheduled to work within your area of responsibility</li> <li>▪ Collect/distribute badges and identifiers</li> <li>▪ Collect and distribute safety gear and radios from Base Camp Safety Coordinator</li> </ul> </li> <li>▪ Apr               <ul style="list-style-type: none"> <li>▪ Collect Feedback</li> <li>▪ Collect/return safety gear and radios to Base Camp Safety Coordinator</li> <li>▪ Attend Festival Debriefing Meeting</li> </ul> </li> </ul>
As at XXX, 2017	

**COMMUNICATIONS DIRECTOR  
DEVELOPMENT/IMPLEMENTATION TIMELINE  
2017-2018**

Activities that need to be included in Timeline	<ul style="list-style-type: none"> <li>▪ Meet with Marketing Coordinator to establish requirements</li> <li>▪ Design/order Badges and badge holders</li> <li>▪ Design/order Identifiers</li> <li>▪ Design/print/distribute posters</li> <li>▪ Design/submit newspaper/magazine ads</li> <li>▪ Produce radio ads</li> <li>▪ Design/print guest maps</li> <li>▪ Order signage (event indicators, traffic control, crowd control, routes)</li> <li>▪ Design/order sponsor banners</li> <li>▪ Order novelty cheques</li> <li>▪ Design/order swag bags</li> <li>▪ Design/order Cross Country Race Poker Cards</li> <li>▪ Design/order Base Camp Admission wristbands</li> <li>▪ Design/order jerseys</li> <li>▪ Meet with Merchandise Director to establish design requirements</li> <li>▪ Design/submit designs to Merchandise Director</li> <li>▪ Meet with Social Media Director to discuss content requirements (content and launch dates)</li> </ul>
2017	<ul style="list-style-type: none"> <li>▪ Aug</li> <li>▪ Sep <ul style="list-style-type: none"> <li>▪ Branding Requirements</li> <li>▪ Sponsorship Skeleton</li> <li>▪ Design/order tradeshow materials</li> <li>▪ Develop competitor application process</li> </ul> </li> <li>▪ Oct</li> <li>▪ Nov <ul style="list-style-type: none"> <li>▪ Launch competitor application process</li> </ul> </li> <li>▪ Dec <ul style="list-style-type: none"> <li>▪ Distribute competitor invite packages</li> </ul> </li> </ul>
2018	<ul style="list-style-type: none"> <li>▪ Jan <ul style="list-style-type: none"> <li>▪ Confirm contractors and rentals</li> <li>▪ Distribute accepted competitor packages</li> <li>▪ Launch competitor announcement strategy</li> <li>▪ Arrange competitor radio interviews</li> </ul> </li> <li>▪ Feb <ul style="list-style-type: none"> <li>▪ Plan review and last-minute corrections</li> <li>▪ Distribute swag bags to Base Camp Coordinator</li> <li>▪ Distribute guest maps</li> </ul> </li> <li>▪ Mar <ul style="list-style-type: none"> <li>▪ Distribute Cross Country Race Poker Cards</li> <li>▪ Distribute signage (event indicators, traffic control, crowd control, routes)</li> <li>▪ Distribute sponsor banners</li> <li>▪ Distribute Base Camp Admissions wristbands</li> <li>▪ Distribute novelty cheques</li> <li>▪ Distribute jerseys</li> </ul> </li> <li>▪ Apr</li> </ul>
As at XXX, 2017	

**MERCHANDISE DIRECTOR  
DEVELOPMENT/IMPLEMENTATION TIMELINE  
2017-2018**

Activities that need to be included in Timeline	<ul style="list-style-type: none"> <li>▪ Meet with Marketing Coordinator to establish requirements</li> <li>▪ Source promotional items</li> <li>▪ Meet with Communications Director to establish merchandise design requirements</li> <li>▪ Order merchandise (to be received before promotional contests)</li> <li>▪ Secure storage options – content insurance?</li> <li>▪ Develop inventory tracking method</li> <li>▪ If posting promotional items online make model and photography arrangements</li> <li>▪ Submit images and details Website Director</li> <li>▪ Online sales Point-of-Sale strategy</li> <li>▪ Work with Base Camp Coordinator to establish in-person Point-of-Sale strategy and merchandise display strategy</li> <li>▪ Order display hangers/equipment</li> <li>▪ Source/order/distribute merchandise bags</li> </ul>
2017	<ul style="list-style-type: none"> <li>▪ Aug</li> <li>▪ Sep</li> <li>▪ Oct</li> <li>▪ Nov</li> <li>▪ Dec</li> </ul>
2018	<ul style="list-style-type: none"> <li>▪ Jan <ul style="list-style-type: none"> <li>▪ Confirm contractors and rentals</li> </ul> </li> <li>▪ Feb <ul style="list-style-type: none"> <li>▪ Plan review and last-minute corrections</li> </ul> </li> <li>▪ Mar <ul style="list-style-type: none"> <li>▪ Set-up merchandise display at Base Camp</li> <li>▪ Restock check-ins</li> </ul> </li> <li>▪ Apr</li> </ul>
As at XXX, 2017	

**WEBSITE DIRECTOR  
DEVELOPMENT/IMPLEMENTATION TIMELINE  
2017-2018**

Activities that need to be included in Timeline	<ul style="list-style-type: none"> <li>▪ Meet with Marketing Coordinator to establish requirements</li> <li>▪ Meet with Backcountry Media Production Director and Freeride Competition Media Production Director to establish feed requirements</li> </ul>
2017	<ul style="list-style-type: none"> <li>▪ Aug</li> <li>▪ Sep               <ul style="list-style-type: none"> <li>▪ Website framework</li> <li>▪ Website development</li> </ul> </li> <li>▪ Oct</li> <li>▪ Nov               <ul style="list-style-type: none"> <li>▪ Launch Website</li> <li>▪ Launch Cross Country Race and Freeride Competition application and recruitment</li> </ul> </li> <li>▪ Dec               <ul style="list-style-type: none"> <li>▪ Analytics Report to Exec Admin</li> </ul> </li> </ul>
2018	<ul style="list-style-type: none"> <li>▪ Jan               <ul style="list-style-type: none"> <li>▪ Cross Country Race and Freeride Competition competitor announcements and profile uploads</li> <li>▪ Analytics Report to Exec Admin</li> </ul> </li> <li>▪ Feb               <ul style="list-style-type: none"> <li>▪ Plan review and last-minute corrections</li> <li>▪ Analytics Report to Exec Admin</li> </ul> </li> <li>▪ Mar               <ul style="list-style-type: none"> <li>▪ Close Photo and Video Challenges</li> <li>▪ Available full-time during festival</li> <li>▪ Analytics Report to Exec Admin</li> </ul> </li> <li>▪ Apr               <ul style="list-style-type: none"> <li>▪ Post-festival Analytics Report to Exec Admin</li> </ul> </li> </ul>
As at XXX, 2017	

**SOCIAL MEDIA DIRECTOR  
DEVELOPMENT/IMPLEMENTATION TIMELINE  
2017-2018**

Activities that need to be included in Timeline	<ul style="list-style-type: none"> <li>▪ Meet with Marketing Coordinator to establish content requirements</li> <li>▪ Meet with Communications Director to discuss content requirements (content and launch dates)</li> <li>▪ Custom Social Media map pins</li> </ul>
2017	<ul style="list-style-type: none"> <li>▪ Sep <ul style="list-style-type: none"> <li>▪ Establish Social Media Accounts</li> <li>▪ Hacked Account Procedure</li> <li>▪ Procedure for handling comments/questions/messages</li> <li>▪ Editorial Calendar (include in schedule: sponsor/stakeholder ads, Facebook Ads, Facebook Offers, Boosts, bumps, The Calling posters release dates, merch/ticket contest ads, competitor profiles, event info, educational content, etc.)</li> </ul> </li> <li>▪ Analytics Report to Exec Admin</li> <li>▪ Oct <ul style="list-style-type: none"> <li>▪ Analytics Report to Exec Admin</li> </ul> </li> <li>▪ Nov <ul style="list-style-type: none"> <li>▪ Launch Competitor recruitment</li> <li>▪ Analytics Report to Exec Admin</li> </ul> </li> <li>▪ Dec <ul style="list-style-type: none"> <li>▪ Analytics Report to Exec Admin</li> </ul> </li> </ul>
2018	<ul style="list-style-type: none"> <li>▪ Jan <ul style="list-style-type: none"> <li>▪ Cross Country Race and Freeride Competition competitor announcements</li> <li>▪ Analytics Report to Exec Admin</li> </ul> </li> <li>▪ Feb <ul style="list-style-type: none"> <li>▪ Analytics Report to Exec Admin</li> </ul> </li> <li>▪ Mar <ul style="list-style-type: none"> <li>▪ Available full-time during Festival</li> <li>▪ Advertise feature entertainment 1 hour prior to scheduled event</li> <li>▪ Post professional images supplied by Media Production photographers</li> <li>▪ Advertised Avalanche Awareness and Riding Clinics, and Social Events open spots</li> <li>▪ Analytics Report to Exec Admin</li> </ul> </li> <li>▪ Apr <ul style="list-style-type: none"> <li>▪ Post-festival Analytics Report to Exec Admin</li> </ul> </li> </ul>
As at XXX, 2017	

<b>DAILY MARKETING SCHEDULE COORDINATOR March 29 – April 2, 2018</b>	
Thursday, March 29	▪ 1:00pm - 2:00pm: <i>The Calling</i> Members Meeting
Friday, March 30 STAT	▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast ▪ 5:00pm - 6:00pm: Opening Ceremony
Saturday, March 31	▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast
Sunday, April 1	▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast ▪ 5:00pm - 6:00pm: Closing Ceremony and Awards
Monday, April 2	▪ 8:00am - 9:00am: <i>The Calling</i> Members and Stakeholders Meeting
As at XXX, 2017	

<b>DAILY MARKETING SCHEDULE COMMUNICATIONS DIRECTOR March 29 – April 2, 2018</b>	
Thursday, March 29	▪ 1:00pm - 2:00pm: <i>The Calling</i> Members Meeting
Friday, March 30 STAT	▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast ▪ 5:00pm - 6:00pm: Opening Ceremony
Saturday, March 31	▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast
Sunday, April 1	▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast ▪ 5:00pm - 6:00pm: Closing Ceremony and Awards
Monday, April 2	▪ 8:00am - 9:00am: <i>The Calling</i> Members and Stakeholders Meeting
As at XXX, 2017	

<b>DAILY MARKETING SCHEDULE MERCHANDISE DIRECTOR March 29 – April 2, 2018</b>	
Thursday, March 29	▪ 1:00pm - 2:00pm: <i>The Calling</i> Members Meeting
Friday, March 30 STAT	▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast ▪ 10:00am - 6:00pm: Restock merchandise check-ins ▪ 5:00pm - 6:00pm: Opening Ceremony
Saturday, March 31	▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast ▪ 10:00am - 6:00pm: Restock merchandise check-ins
Sunday, April 1	▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast ▪ 10:00am - 6:00pm: Restock merchandise check-ins ▪ 5:00pm - 6:00pm: Closing Ceremony and Awards
Monday, April 2	▪ 8:00am - 9:00am: <i>The Calling</i> Members and Stakeholders Meeting
As at XXX, 2017	

<b>DAILY MARKETING SCHEDULE WEBSITE DIRECTOR March 29 – April 2, 2018</b>	
Thursday, March 29	<ul style="list-style-type: none"> <li>▪ 1:00pm - 2:00pm: <i>The Calling</i> Members Meeting</li> </ul>
Friday, March 30 STAT	<ul style="list-style-type: none"> <li>▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast</li> <li>▪ 10:00am: Provide Avalanche Awareness and Riding Clinics with registration info</li> <li>▪ 10:00am - 5:00pm: Cross Country Race, Freeride Competition media feeds</li> <li>▪ 1:00pm: Provide Avalanche Awareness and Riding Clinics with registration info</li> <li>▪ 5:00pm - 6:00pm: Opening Ceremony</li> </ul>
Saturday, March 31	<ul style="list-style-type: none"> <li>▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast</li> <li>▪ 10:00am: Provide Avalanche Awareness and Riding Clinics with registration info</li> <li>▪ 10:00am - 5:00pm: Cross Country Race, Freeride Competition media feeds</li> <li>▪ 1:00pm: Provide Avalanche Awareness and Riding Clinics with registration info</li> </ul>
Sunday, April 1	<ul style="list-style-type: none"> <li>▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast</li> <li>▪ 10:00am: Provide Avalanche Awareness and Riding Clinics with registration info</li> <li>▪ 10:00am - 5:00pm: Cross Country Race, Freeride Competition media feeds</li> <li>▪ 1:00pm: Provide Avalanche Awareness and Riding Clinics with registration info</li> <li>▪ 5:00pm - 6:00pm: Closing Ceremony and Awards</li> </ul>
Monday, April 2	<ul style="list-style-type: none"> <li>▪ 8:00am - 9:00am: <i>The Calling</i> Members and Stakeholders Meeting</li> </ul>
As at XXX, 2017	

<b>DAILY MARKETING SCHEDULE SOCIAL MEDIA DIRECTOR March 29 – April 2, 2018</b>	
Thursday, March 29	<ul style="list-style-type: none"> <li>▪ 1:00pm - 2:00pm: <i>The Calling</i> Members Meeting</li> </ul>
Friday, March 30 STAT	<ul style="list-style-type: none"> <li>▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast</li> <li>▪ 10:00am - 8:00pm: Promote all events/activities 1 hour prior to start time</li> <li>▪ 10:00am - 8:00pm: Post images/videos submitted by Media Production Photographers</li> <li>▪ 5:00pm - 6:00pm: Opening Ceremony</li> </ul>
Saturday, March 31	<ul style="list-style-type: none"> <li>▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast</li> <li>▪ 10:00am - 8:00pm: Promote all events/activities 1 hour prior to start time</li> <li>▪ 10:00am - 8:00pm: Post images/videos submitted by Media Production Photographers</li> </ul>
Sunday, April 1	<ul style="list-style-type: none"> <li>▪ 8:00am - 10:00am: Festival Operations Meeting (8-9) and Free Breakfast</li> <li>▪ 10:00am - 8:00pm: Promote all events/activities 1 hour prior to start time</li> <li>▪ 10:00am - 8:00pm: Post images/videos submitted by Media Production Photographers</li> <li>▪ 5:00pm - 6:00pm: Closing Ceremony and Awards</li> </ul>
Monday, April 2	<ul style="list-style-type: none"> <li>▪ 8:00am - 9:00am: <i>The Calling</i> Members and Stakeholders Meeting</li> </ul>
As at XXX, 2017	

**DAILY MARKETING SCHEDULE  
VOLUNTEER  
March 30 – April 1, 2018**

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



## Budget

---

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

The budget in this area of responsibility may include: Coordinator salary,

Communications Director: branding package, video trailers, posters (design/print), newspaper ads (design/publishing fees), radio ads, badges (design/print/holders), identifiers (design/purchase), admission wristbands (design/purchase), signage (design/print), guest map Revelstoke (design/print), guest map Base Camp (design/print), novelty cheques (design/print), swag bags (design/print), Cross Country Race Poker cards (design/print), Cross Country Race and Freeride Competition participant application/invite/accepted packages (design/print), merchandise (design)

Merchandise Director: Merchandise, bags, point-of-sale system, photographer, model, storage facility, content insurance?

Website Director: website development, online forms, hosting

Social Media Director: social media set-up and management, Facebook ads, boosts

Items supplied by other areas of responsibility include: safety gear, radios, barriers and pylons supplied by Base Camp Safety Coordinator; Safety Teams supplied by Base Camp Safety Coordinator; Swag Bag contents supplied by Base Camp Coordinator.

# Marketing Campaign Structure

The following outlines The Calling's print and online media marketing campaign requirements.

## Print Media Campaign:

Along with the Activity Profile objectives of the Marketing Plan, the following are the expectations of The Calling's Print Media Campaign.

Communications Director	Merchandise Director
<p><b>BRANDING</b></p> <ul style="list-style-type: none"> <li>▪ Brand Package including: color, font, logo, tagline, hashtags</li> <li>▪ Imagery (Photos and Videos)</li> <li>▪ Usage Guidelines</li> <li>▪ Trademark and Copyright</li> <li>▪ Video Trailers</li> <li>▪ Marketing Launch Strategy</li> </ul> <p><b>ADVERTISING</b></p> <ul style="list-style-type: none"> <li>▪ Posters (design, print, distribution strategy): The Calling 2018, Base Camp (feature entertainment, vendors, schedule), Avalanche Awareness Clinics, Riding Clinics, Photo and Video Challenges, Social Events (Adults-only, Family-friendly, Appreciation), Volunteer Recruitment</li> <li>▪ Newspaper/Magazine Ads (design, publish, distribution strategy): Volunteer Recruitment Drives, The Calling 2018 (Bird's Eye Revelstoke Area Map), Base Camp feature entertainment, Avalanche Awareness and Riding Clinics, Photo and Video Challenges, Social Events (Adults-only, Family-friendly, Appreciation). Possibly use Advertising Poster versions or create a full-page ad with The Calling 2018 and additional events.</li> <li>▪ Radio Ads (write script, publish, distribution strategy): Volunteer Recruitment Drives, The Calling 2018 with special events – Base Camp feature entertainment, Avalanche Awareness and Riding Clinics, Photo and Video Challenges, Social Events (Adults-only, Family-friendly), Ticket/Merchandise Contests, Competitor Interviews</li> </ul> <p><b>VITAL COMMUNICATIONS</b></p> <ul style="list-style-type: none"> <li>▪ Badges (design, print): Participant-Competitive, The Calling Member, Contractor, Sub-contractor, Volunteer, TENTATIVE: Stakeholder Representative, Vital Services, Sponsor Representative, Media, Political Representative, Entertainer</li> <li>▪ Identifiers (design, source, order): Custom shirts/jackets for different user groups, jerseys for Cross Country Race and Freeride Competition participants, Base Camp Admissions wristbands. To Be Discussed</li> <li>▪ Signage (design, source, order): routes, traffic control, crowd control, event indicators, sponsor banners</li> <li>▪ Guest Maps (design, print, distribution strategy): Bird's Eye Revelstoke Area (event locations, master schedule, sponsor logos), Base Camp Layout</li> </ul> <p><b>EXTRAS</b></p> <ul style="list-style-type: none"> <li>▪ Novelty Cheques (design, source, order): Cross Country Race, Freeride Competition, Photo and Video Challenges, Social Events (present funds raised for non-profits at Closing Ceremony-tentative)</li> <li>▪ Swag Bag (design, source, order): Possible multiple versions or use merchandise bags. To Be Discussed</li> <li>▪ Specialty Projects (design, source, order, print): Cross Country Race Poker Cards, Participant Recruitment for Cross Country Race and Freeride Competition, Participant Packages for Cross Country Race and Freeride Competition (Participant Application, Invite and Accepted Packages), Sponsorship Skeleton, Tradeshow materials, merchandise designs. Additional To Be Discussed</li> </ul>	<p><b>MERCHANDISE</b></p> <ul style="list-style-type: none"> <li>▪ Strategy (items, amounts, distribution, pricing)</li> <li>▪ Source and Order</li> <li>▪ Packaging (bags) (design, source, order, distribute)</li> <li>▪ Online and in-person Point-of-Sale strategies</li> <li>▪ Inventory Management: (storage, tracking, distribution)</li> </ul>

## Online Media Campaign:

Along with the Activity Profile objectives of the Marketing Plan, the following are the expectations of The Calling's Online Media Campaign.

Website Director	Social Media Director
<p><b>GUIDELINES</b></p> <ul style="list-style-type: none"> <li>▪ Must Link from SKADI Foundation</li> <li>▪ Domain provided by SKADI Foundation</li> <li>▪ Hosting cost to be included in Marketing Budget</li> <li>▪ Website Director must be available full-time for changes/updates during Festival</li> <li>▪ Website Director must report daily registered participants to the Guest Services Hub, Avalanche Awareness and Riding Clinics Directors and the Social Events Coordinator.</li> <li>▪ Website Launch Strategy</li> <li>▪ Adhere to Sponsor/Stakeholder ad and logo usage agreements</li> </ul> <p><b>WEBSITE CONTENT</b></p> <ul style="list-style-type: none"> <li>▪ About</li> <li>▪ Contact Information</li> <li>▪ Advertising Space/Sponsorship/Stakeholder Logo Areas</li> <li>▪ Master Festival Schedule (Guest User Group)</li> <li>▪ Master Locations Map (Guest User Group)</li> <li>▪ Social Media Links/Feeds</li> <li>▪ Ticket and Merchandise Sales</li> <li>▪ Policies</li> <li>▪ Post-event Info and Appreciation/Acknowledgements</li> <li>▪ Base Camp: Feature Entertainment Schedule, Vendor List, Base Camp Map, Schedule Changes, Location Changes</li> <li>▪ Cross Country Race: Participant Application/Recruitment, Updates/real-time tracking, Feed, Racer Profiles, Blog from Teams, Schedule (Race and Meet and Greet), Post-event Results, Schedule Changes, Location Changes</li> <li>▪ Freeride Competition: Participant Application/Recruitment, Updates, Feed, Competitor Profiles, Competitor Blog, Schedule (Tournament and Meet and Greet), Post-event Results, Schedule Changes, Location Changes</li> <li>▪ Avalanche Awareness and Riding Clinics: Activity Profiles, Schedule, Instructor Profiles, Open Spots, Online Registration, Location Map, Schedule Changes, Location Changes</li> <li>▪ Photo and Video Challenges: Updates, Terms and Conditions, Submissions Form, Online Voting, Post-event Results</li> <li>▪ Social Events: Online Registration, Location Maps, Activity Profiles, Schedule, Open Spots, Schedule Changes, Location Changes</li> <li>▪ Volunteers: Position Descriptions (schedule, job description, times and locations), Volunteer Registration Form, Open Positions, Recruitment Drive Schedule, Schedule Changes, Location Changes</li> <li>▪ Emergency Response Page (hidden – unhide in emergency): pre-determined emergency information</li> <li>▪ Working Group Page (Password Protected): Volunteers Registration/Schedules, Vested Parties Schedules, Vendor and Entertainment schedules, Location Maps for Working Groups/Vested Parties/Vendors/Entertainment, Schedule Changes, Location Changes</li> </ul>	<p><b>ACCOUNT SET-UP AND MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>▪ All accounts must be created under SKADI Foundation. No personal emails can be used. A Social Media email account will be provided. The Marketing Coordinator and Executive Admin Assistant must be notified immediately of any passwords/changes.</li> <li>▪ Admins must be added to all accounts and should include the Executive Director, Executive Admin Assistant, Marketing Coordinator, a back-up Social Media Manager</li> <li>▪ Social Media Manager must be available full-time for changes/updates during Festival</li> <li>▪ Adult content filters should be applied and public posts to accounts limited.</li> <li>▪ Hacked account procedure</li> <li>▪ Consistent/accurate profile information and User IDs</li> <li>▪ Primary Platforms: Facebook, Instagram</li> <li>▪ Secondary Platform: Twitter</li> <li>▪ Conditional Platforms: Vimeo, YouTube, Internet Forums, Relevant Websites</li> <li>▪ Header Design</li> <li>▪ Custom social media map pins so people can check-in to each location. Google Maps?</li> <li>▪ Procedure for responding to comments/messages/questions</li> <li>▪ Monthly Facebook/Instagram Insights/Analytics Reports</li> <li>▪ Adhere to current Social Media Platform contest rules</li> <li>▪ Gain Followers strategy</li> </ul> <p><b>POSTING</b></p> <ul style="list-style-type: none"> <li>▪ Content release strategy/schedule (Editorial Calendar)</li> <li>▪ Consistent Hashtags</li> <li>▪ Maintain professional representation: check spelling, positive messaging, avoid conflict-of-interest, adhere to The Calling's Code of Conduct, act in the best interest of The Calling/Sponsors/Stakeholders</li> <li>▪ Adhere to Sponsor/Stakeholder ad and logo usage agreements</li> <li>▪ Facebook ads and boosts. Ensure we are attracting our target market. Identify Target Market.</li> <li>▪ Facebook Offers and Cross-Promotions with Sponsors</li> <li>▪ Links to The Calling related published media (magazine articles etc.)</li> <li>▪ Marketing: Post all Advertising Posters, advertise ticket/merchandise contest</li> <li>▪ Photo and Video Challenges: where to post strategy/schedule, Fall Launch ad, targeted posts to various groups (surrounding communities, industry suppliers/marketers, special interest groups), target market Ads, scheduled Boosts strategy, bumps to maintain interest, post-event info</li> <li>▪ Base Camp: photo op strategy (develop custom filter?), advertise feature entertainment 1 hour prior to scheduled time</li> <li>▪ Cross Country Race and Freeride Competition: participant recruitment, post schedule and location changes, participant profiles, race/tournament updates, post-event info</li> <li>▪ Avalanche Awareness and Riding Clinics: advertise and encourage registration, post open spots, schedule and location changes</li> <li>▪ Social Events: advertise and encourage registration, post open spots, schedule and location changes</li> <li>▪ Media Production: post images provided by our professional photographers</li> <li>▪ Safety Teams; post pre-determined Emergency messaging</li> </ul>

# Marketing Content Required

---

The following outlines marketing content to be supplied by the Marketing Coordinator in each area of responsibility. Directors and Coordinators 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 area of responsibility.

## ***Cross Country Race Director***

(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 (routes, event indicator, crowd control, traffic control), sponsor banners, novelty cheques, Cross Country Race Poker Cards, Participant Recruitment, Invite and Accepted Packages, participant jerseys, custom webpage (updates/real-time tracking, feed, racer profiles, blog from teams, 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, race updates, post-event info).

## ***Freeride Competition Director***

(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).

## ***Avalanche Awareness and Riding Clinics Director***

digital and printed advertising poster, newspaper ad, radio ad, badges and identifiers, signage (event indicator, traffic control), sponsor banners, swag bag, custom webpage (schedule, activity profile, instructor profile, open spots, online registration, location map, schedule changes and location changes), working group webpage (schedules for volunteers, vested parties), social media ads (open spots, encourage registration, activity ads, schedule and location changes).

## ***Photo and Video Challenges Director***

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).

## ***Social Events Coordinator***

digital and printed advertising posters, newspaper ads, radio ads, badges and identifiers, Base Camp Admission wristbands, event media to be discussed, signage (event indicator, crowd control, traffic control), sponsor banners, swag bag, custom webpage (schedule, activity profile, open spots, online registration, location map, schedule changes and location changes), working group webpage (schedules for volunteers, vested parties), social media ads (open spots, encourage registration, activity ads, schedule and location changes).

### ***Freeride Competition Media Production Coordinator***

badges and identifiers, feed link to connect to on the Freeride Competition webpage, working group webpage (location and schedules for working groups).

### ***Media Production Coordinator***

badges and identifiers, feed link to connect to on the Cross Country Race webpage, working group webpage (location and schedules for working groups).

### ***Base Camp Coordinator***

digital and printed advertising poster, newspaper ad, radio ad, badges and identifiers, Base Camp Admissions wristbands, signage (event indicator, crowd control, traffic control), sponsor banners, swag bag, custom webpage (feature entertainment schedule, vendor list, Base Camp Map, schedule changes, location changes), working group webpage (schedules for user groups), social media ads (advertise feature entertainment 1 hour prior to schedule time, photo-op strategy {and develop custom filter?}).

### ***Base Camp Safety Coordinator***

badges and identifiers, custom webpage (emergency information), working group webpage (locations and schedules), social media posts (emergency information).

### ***Backcountry Safety Coordinator***

badges and identifiers, custom webpage (emergency information), working group webpage (locations and schedules), social media posts (emergency information).

### ***Volunteers Coordinator***

Volunteer Recruitment Drive marketing (digital and printed advertising posters, newspaper ads, radio ads), badges and identifiers, signage (event indicator-Volunteers Headquarters at Base Camp), sponsor banners, swag bag, custom webpage (position descriptions [schedule, job descriptions, times and locations], volunteer registration form, recruitment drive schedule, schedule changes and location changes), working group webpage (schedules for volunteers), social media ads (open spots, encourage registration, activity ads, schedule and location changes).

# Legal and Liability Management

---

The Coordinator must work within the Legal and Liability Management outline provided by *The Calling*. The Coordinator must provide insight on potential Legal and Liability Management issues within their area of responsibility.

Potential Legal and Liability Management within this area of responsibility include:

- Role Contract
- Collect required copies for due diligence: waivers (participant, sub-contractors, volunteers), contracts, certificates, permits, licenses, sub-contractor WCB clearance letters
- Copyrighting and Trademarking (*The Calling*)
- Policy Development: Graphic Standards and Logo Use, Photo Credits
- Sponsor/Stakeholder Graphic Standards and Logo Use agreements

# 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 area of responsibility: Hacked Account Procedure, Data Storage and Privacy Policy, Graphic Standards and Logo Use, Photo Credits

# 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 area of responsibility. The Coordinator must work within the finalized Risk Management Plan provided by the Base Camp Safety Coordinator. The Coordinator 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 Coordinator 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 area of responsibility:

## **Medical Plan**

Complete risk assessment result will be – Not Applicable in this area of responsibility\*

## **Security Plan**

security risk assessment, communications protocol\*

## **Public Health Plan**

Complete risk assessment result will be – Not Applicable in this area of responsibility\*

## **Fire Safety Plan**

complete risk assessment result will be - Not Applicable in this area of responsibility\*

## **Communications Plan**

designated communications lead, communication devices\*

## **Traffic Management Plan**

Complete risk assessment result will be – Not Applicable in this area of responsibility\*

## **Other Contingency Plans**

weather, delay/cancellation protocol, emergency response protocol\*

Additional Risk Management within this area of responsibility include: Hacked Account Procedure, Data Storage and Privacy Policy

*\*If Marketing Headquarters is set-up at Base Camp during the Festival, Risk Management must be reassessed.*



## Site Plan

---

The Site Plan for this area of responsibility will be included in the Base Camp Site Plan if the Marketing Headquarters is set-up at Base Camp. If a Marketing Headquarters is set-up elsewhere a Site Plan may/may not be required.

{INSERT SITE PLAN HERE}

## Equipment

---

It is an objective of *The Calling* to use community resources wherever possible to generate community revenue. The Coordinator 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 area of responsibility may include:

## Contractors

---

It is an objective of *The Calling* to use community resources wherever possible to generate community revenue. The Coordinator is responsible for hiring Contractors. Contractors hired must be in good standing with WCB. The Coordinator 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 area of responsibility may include:

# Volunteers

---

It is an objective of *The Calling* to achieve an inclusive community event; Coordinators are encouraged to access volunteers and community groups wherever possible. Coordinators 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 Coordinator 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.

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

Volunteer opportunities for this area of responsibility may include:

Volunteers to be requested by the Base Camp Safety Coordinator may include: members of the Safety Team.

## Sponsors

---

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

Sponsor Opportunities for this area of responsibility may include:

## Stakeholders and Community Resources

---

The Coordinator 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 area of responsibility may include:

## Additional Notes

---

We would like to preview the Communications Director and Website Director portfolios before they are hired.

A festival program was suggested on the original draft Sponsorship Skeleton. If a festival program is required add it in the Communications Director – Print Media Campaign – Vital Communications section.

The Sponsorship Skeleton needs to include in-kinds.

**© 2017 SKADI Foundation ALL RIGHTS RESERVED**

Plans contained in this document are owned and protected by SKADI Foundation. No part may be reproduced in the development of a similar event without prior written permission from SKADI Foundation. No part of this work may be reproduced or used in any form or by any means – graphic, electronic, or mechanical, including photocopying, recording, taping, or information storage and retrieval systems – without prior written permission from SKADI Foundation.

SKADI Foundation  
Box 362  
Revelstoke BC V0E 2S0  
skadifoundation@gmail.com  
<http://www.skadifoundation.com>

Writer: Jeremy Hanke  
Writer/Editor: Misty Bergquist  
Contributors: Craig Moore, Duncan Lee, Emily Roberts, Erik Luzak, Jaclyn Moore, Jeff Scott, Mark Karlstrom, Robert Sim, Scott Wickson