



THE CALLING 2018

A MOUNTAIN SNOWMOBILE FESTIVAL
and NON-PROFIT FUNDRAISER

FESTIVAL OPERATIONS PLAN

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Executive Summary

The Calling is a three-day annual mountain snowmobiling festival in Revelstoke, British Columbia. *The Calling* offers competitive events including a Cross Country Race, Freeride Competition, Photo Challenge and a Video Challenge. Additional non-competitive events include Riding and Avalanche Awareness Clinics, Non-Profit Fundraisers, Freestyle Demonstration and a Vendor Village. *The Calling* will attract snowmobilers, professional athletes and people interested in winter/extreme sports.

The Cross Country Race is *The Calling's* premier event. The Cross Country Race is the most exclusive, high quality, big mountain, backcountry snowmobiling event in the world and offers the largest cash haul in snowmobiling to attract high profile professional athletes in the industry.

The Calling will have a presence in social media, video, photography, write-ups, and word-of-mouth with industry connections. *The Calling* brand will be exclusive and pack a punch similar to a Red Bull Signature Series Event.

SKADI Foundation works in conjunction with Revelstoke Snowmobiling Club to produce *The Calling*. *The Calling* is SKADI Foundation's flagship non-profit fundraiser. All events in the festival will be coordinated and directed by individual contractors (Coordinators and Directors) in concurrence with guidelines and support from *The Calling's* Boards.

The proposed date for the first annual festival is Friday, March 30, 2018 to Sunday, April 1, 2018.

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, Freeride Competition, 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.

Contacts Sheets

The following tables include important contact information.

THE CALLING MEMBERS AND CONTRACTORS CONTACTS SHEET				
Festival Area	Name	Role	Email	Phone
Management and Administration		SKADI Foundation, President		
		SKADI Foundation, Executive Director		
		Legal Advisor		
		Accountant / Management Consultant		
		Executive Administrative Assistant		
		Festival Coordinator		
Events		Cross Country Race Director		
		Freeride Competition Director		
		Avalanche Awareness and Riding Clinics Director		
		Photo and Video Challenges Director		
		Social Events Coordinator		
Marketing		Marketing Coordinator		
		Communications Director		
		Merchandise Director		
		Website Director		
		Social Media Director		
Media Production		Media Production Coordinator		
		Base Camp Media Production Director		
		Backcountry Media Production Director		
		Freeride Competition Media Production Coordinator		
Base Camp		Base Camp Coordinator		
Safety		Base Camp Safety Coordinator		
		Backcountry Safety Coordinator		
Volunteers		Volunteers Coordinator		

OTHER CONTACTS SHEET			
Name	Company/Role	Email	Phone

**VITAL SERVICES
CONTACTS SHEET**

Name	Company/Role	Email	Phone
	Regional Health Authority		
	Environmental Health Officer		
	Health Emergency Management BC		
	BC Ambulance Services		
	BC Coroners		
	Local Authority: Public Works		
	Local Authority: Parks and Recreation		
	Local Authority: Waste Management		
	Local Authority: Emergency Manager		
	Local Authority: Building Inspector		
	Ministry of Transportation		
	RCMP		
	Ministry of Justice: Police Services		
	Ministry of Justice: Security Programs		
	Liquor Control and Licensing		
	Conservation Officer		
	Fire Department		
	BC Safety Authority		
	Environment Canada		
	Search and Rescue		
	Columbia Shuswap Regional District		

**STAKEHOLDERS
CONTACTS SHEET**

Name	Company/Role	Email	Phone
	Ministry of Forests		
	First Nations		
	Avalanche Canada		
	BC Tourism		
	Revelstoke Tourism		
	Eagle Pass Heliskiing		
	City of Revelstoke		
	Columbia Shuswap Regional District		
	Revelstoke Snowmobile Club		
	Eagle Valley Snowmobile Club		

Events and Activities

The Calling offers competitive events and none-competitive events designed to attract snowmobilers, professional athletes and people interested in winter/extreme sports.

MASTER EVENT LIST		
COMPETITIVE	NON-COMPETITIVE	COMPLEMENTARY
Cross Country Race	Riding Clinics	Base Camp <i>Vendor Village, Special Events and Freestyle Demonstrations</i>
Freeride Competition	Avalanche Awareness Clinics	Non-Profit Fundraisers
Photo Challenge		
Video Challenge		

Cross Country Race

The Cross Country Race is *The Calling's* flagship event. The Cross Country Race is an exclusive, high profile, competitor invite only event with the biggest cash haul in snowmobiling to attract the biggest names in the industry. Ten teams (two wild cards) of two are awarded the opportunity to compete in the race. To achieve a coveted spot in the race competitors must submit a video application describing their desire, merit and skill. Applications are open to Snowmobilers and Snowbikers. Applications are evaluated based on pre-set guidelines and awarded accordingly. The race starts in the Eagle Pass cabin, weaves through approximately 80 km of Monashee Mountain Range and finishes in the Boulder Mountain cabin.

Freeride Competition

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 Copeland Mine 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.

Photo and Video Challenges

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.

Base Camp

Base Camp is *The Calling's* nerve center. Base Camp is fully operational during the four days of the festival and partially operational for set-up prior to the festival and take-down after the festival. The proposed location for Base Camp is the Revelstoke Ball Diamonds. Base Camp hosts all four festival user groups.

Vital Services

- Medical Aid
- Incident Command Center
- Operations Tent: Host operational meetings including Morning Operations Meeting and Safety Debrief Meeting in the evening. Host breakfasts and appetizer nights.
- Public Health: Porta Potty and waste management areas
- Volunteers Headquarters
- Guest Services Hub: provide support to all four user groups.
 - Spectator/General Public/VIP/Participant: Concierge (maps, questions, transportation arrangements, phone book, assistance), Day-Pass purchases, Event/Activity Registration
 - *The Calling* Member/Contractor/Volunteer: Concierge (maps, questions, assistance), access to an organizational chart for reference and protocol guidebook for specific inquiries
 - Stakeholder/Vital Service/Media: Concierge (maps, questions, assistance), access to an organizational chart for reference and protocol guidebook for specific inquiries
 - Dealer/Supplier/Manufacturer/Professional Athlete/Entertainer/Food or Drink Vendor: Concierge (maps including vendor map, questions, assistance)
 - Sell *The Calling* merchandise
 - Maps: Vendor Map, Festival Map, Revelstoke Map

Vendor Village, Special Events and Freestyle Demonstrations

- Dealers/Suppliers/Manufacturers booths: selling snowmobiles, snow bikes, gear and accessories, Rider Autograph booths, *The Calling* Merchandise Booth, Selfie Booth
- Sponsor/Stakeholder/Community Resources booths
- Entertainment: Event Live Feeds, DJ/Radio Station and Live Bands, Bonfire Pit, Chili Cook-off, Presentations and Ceremonies
- Food/Drink Vendors: Beer Gardens, 5 local food vendors
- Freestyle Demonstrations
- Kids Zone: face painting, mini sled races, bouncy castle

Riding Clinics

Riding Clinics operate all three days of the festival and offer four clinics per day and ten participants per clinic totaling 120 participant opportunities. Each clinic is three hours long and is facilitated by two professional snowmobiling athletes/guides. Each clinic includes: Beginner or Intermediate levels, a ride up Eagles Pass, skill and technique guidance to achieve riding goals, demo snowmobile and gear onsite and an evaluation of participant skills and abilities and recommendations for further education opportunities.

Avalanche Awareness Clinics

Avalanche Awareness Clinics are part of *The Calling's* objective to provide educational opportunities that direct a shift in the culture of safe backcountry mountain motorized use practices. The clinics operate all three days of the festival and offer four clinics per day and ten participants per clinic totaling 120 participant opportunities. Each clinic is three hours long and is facilitated by two certified instructors. Each clinic includes: a talk about updated backcountry mountain survival and safety practices, a ride up Boulder Mountain to Sugar Bowl (to provide participants with an overview of avalanche dangers that exist in different types of avalanche terrain), demo snowmobile and gear onsite, an evaluation of participant skills and abilities and recommendations for further education opportunities.

Non-Profit Fundraisers

It is the objective of *The Calling* to raise funds for local non-profits. The Social Events Coordinator is responsible for producing 3 non-profit fundraiser events. Non-profit fundraisers provide exposure for selected non-profits and exposure for participating venues. Events offer a game, prize and educational component, are fun and memorable. Required events include: 1 family-friendly event on Saturday or Sunday, 1 adults-only event (example: Pub Crawl) on Friday and a Headliner Band event at Base Camp on Saturday.

Festival User Groups

The following list outlines the expected user groups of the festival.

FESTIVAL USER GROUPS	
GUESTS	<ul style="list-style-type: none"> ▪ Spectator ▪ General Public ▪ VIP ▪ Participant – Competitive: Professional Athlete, Athlete, Photographer, Videographer ▪ Participant – Non-Competitive: age range child to adult
WORKING	<ul style="list-style-type: none"> ▪ <i>The Calling</i> Member: Board Member, Management, Administration, Advisory Board Member ▪ Contractor: Coordinator, Director ▪ Subcontractor: Hired by Contractor ▪ Volunteer
VESTED PARTIES	<ul style="list-style-type: none"> ▪ Stakeholder Representative: SKADI Foundation, Revelstoke Snowmobiling Club, Eagle Valley Snowmobiling Club, Ministry of Forests, First Nations, Avalanche Canada, Tourism BC, Revelstoke Tourism, Eagles Pass Heli Skiing, City of Revelstoke, Canadian Avalanche Association members, Columbia Shuswap Regional District ▪ Vital Services: BC Ambulance, RCMP, BC Coroner, Fire, Search and Rescue, Conservation Officer, Inspectors (food/liquor), Waste Management, Public Works ▪ Sponsor Representative ▪ Media ▪ Political Representative
VENDOR/ENTERTAINMENT	<ul style="list-style-type: none"> ▪ Dealer/Supplier/Manufacturer ▪ Food/Drink Vendor ▪ Professional Athlete ▪ Entertainer

Timeline and Schedules

The following timelines and schedules are tentative.

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

**FESTIVAL SET-UP SCHEDULE
MARCH 29, 2018**

Thursday, March 29	<ul style="list-style-type: none"> ▪ 7:00am - 8:00am: Festival Set-up Meeting ▪ 8:00am - 9:00am: Festival Stakeholders and Vital Services Meeting ▪ 10:00am - 6:00pm: Tents, Vendors, Stage, Beer Gardens Porta Pottys, Waste Management ▪ 10:00am - 6:00pm: Vendor set-up ▪ 1:00pm - 2:00pm: <i>The Calling</i> Members Meeting ▪ 2:00pm - 3:00pm: Safety Teams (2) Meeting ▪ 3:00pm - 4:00pm: Volunteers Meeting ▪ 5:00pm - 6:00pm: Media Production Teams (3) Meeting ▪ 6:00pm - 7:00pm: Participant Meeting ▪ Media Test Runs with Photo and Video Challenges Director and Media Production Teams
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**FESTIVAL MASTER SCHEDULE
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 ▪ 10:00am - 5:00pm: Cross Country Race, Freeride, Avalanche Awareness/Riding Clinics ▪ 10:00am - 6:00pm: Vendor Village/Kids Zone/DJ Music/Live Bands ▪ 10:00am - 7:00pm: Beer Gardens ▪ X:00am - X:00am: Top 10s Photo and Video Challenge Presentation ▪ 5:00pm - 6:00pm: Opening Ceremony ▪ 6:00pm - 7:00pm: Happy Hour, Festival Recap ▪ 6:00pm - 7:00pm: Rider Introductions and Meet and Greet ▪ 7:00pm - 8:00pm: Safety/Operations Debrief Meeting ▪ 8:00pm - 1:30am: Non-Profit Fundraiser – Pub Crawl
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: Cross Country Race, Freeride, Avalanche Awareness/Riding Clinics ▪ 10:00am - 6:00pm: Vendor Village/Kids Zone/DJ Music/Live Bands ▪ 10:00am - 12:00am: Beer Gardens ▪ 10:00am - hh:mm: Chili Cook-off starts TBA judging times ▪ 11:00am - 11:30am: Freestyle Demonstration ▪ 2:00pm - 2:30pm: Freestyle Demonstration ▪ 6:00pm - 7:00pm: Happy Hour, Festival Recap ▪ 7:00pm - 8:00pm: Safety/Operations Debrief Meeting ▪ 7:00pm - 8:00pm: Stage set-up for Headliner Band ▪ 8:00pm - 12:00am: Non-Profit Fundraiser – Headliner Band
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: Cross Country Race, Freeride, Avalanche Awareness/Riding Clinics ▪ 10:00am - 6:00pm: Vendor Village/Kids Zone/DJ Music/Live Bands ▪ 10:00am - 7:00pm: Beer Gardens ▪ 12:00pm - 12:30pm: Freestyle Demonstration ▪ 5:00pm - 6:00pm: Closing Ceremony and Awards, Photo/Video Challenges Winners ▪ 6:00pm - 7:00pm: Happy Hour, Festival Recap ▪ 7:00pm - 8:00pm: Safety/Operations Debrief Meeting
TBA	<ul style="list-style-type: none"> ▪ Non-Profit Fundraiser – Family Friendly

FESTIVAL TAKE-DOWN SCHEDULE
April 2, 2018

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▪ 9:00am - 6:00pm: Vendors, Tents, Stage, Beer Gardens, Porta Pottys, Waste Management
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Site Plans

The following maps are proposed event locations. Upon approval, full-page maps will be produced with in-depth site plan information including: access/exit routes, parking, vendor areas, staging, start/finish lines, routes, perimeters, festival user group areas, controlled boundaries, and vital service areas.

Proposed Event Location Maps



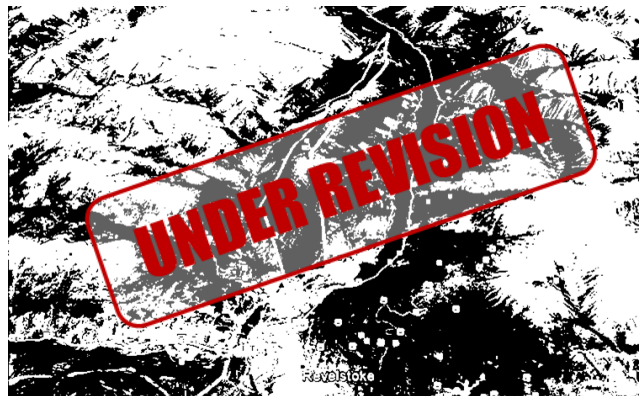
Base Camp (Revelstoke Ball Diamonds)



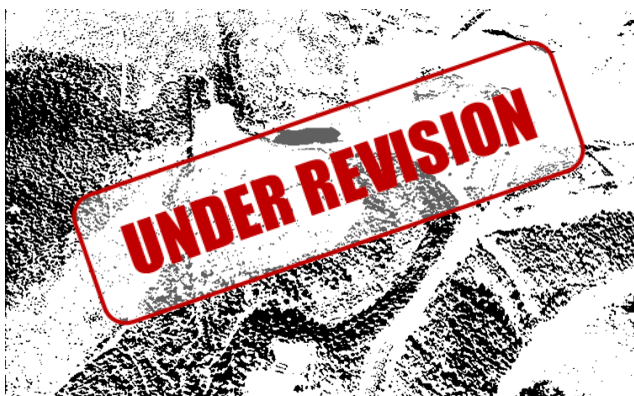
Freestyle Demonstration (Revelstoke Ball Diamonds)



Avalanche Awareness Clinics (Boulder Mtn area)

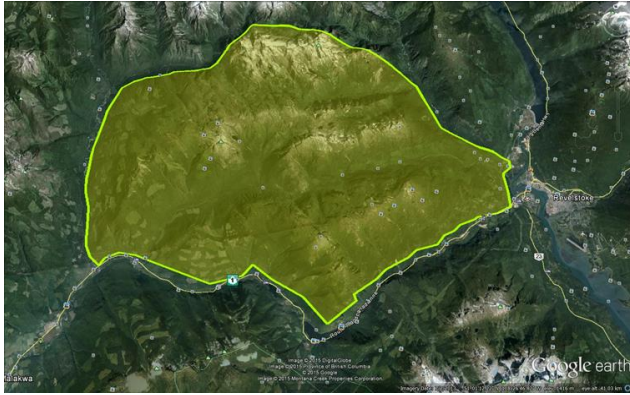


Riding Clinics (Eagle Pass area)



Freeride Competition (Copeland Mine area)

Proposed Cross Country Race Maps



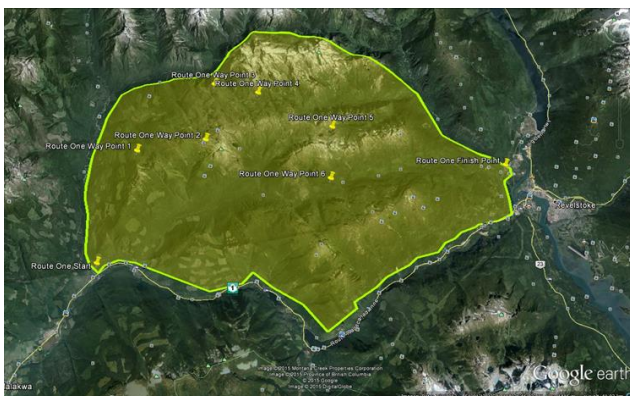
Proposed Racing Area



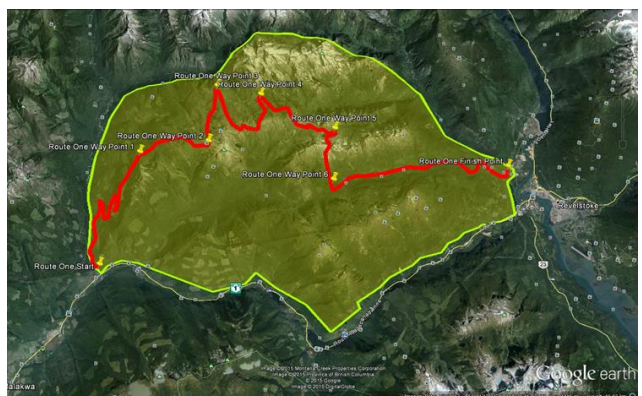
Simple Avalanche Terrain Route 2 Way Points



Simple Avalanche Terrain Route 2
(potential route racers would take)



Simple/Challenging/Complex Avalanche Terrain Route
1 Way Point



Simple/Challenging/Complex Avalanche Terrain Route
(potential route racers would take)

Proposed Base Camp Site Plan



Management

SKADI Foundation works in conjunction with Revelstoke Snowmobiling Club (RSC) to produce *The Calling*. Members from SKADI Foundation and RSC represent *The Calling* Boards. The Executive Director of SKADI Foundation, Jeremy Hanke, is piloting *The Calling* project. All events and activities in the festival will be coordinated and directed by individual contractors in concurrence with guidelines and support from *The Calling* Boards. <http://skadifoundation.com> <http://revelstokesnowmobileclub.com>

Executive Director, SKADI Foundation

Jeremy Hanke currently serves as the Executive Director of SKADI Foundation. Jeremy has lived in Revelstoke for 15 years and owns/operates multiple business in the area including Soul Rides, Monashee Mountain Escape, and Straight Up Rides. Jeremy has been a mountain enthusiast for 22 years. He has been working with winter action sports film companies for 16 years his favorite experience was in 2011 working with Brain Farm in *Art of Flight*. Jeremy was in a Class 3 avalanche in 2004, when he was pulled from the snow he was blue and not breathing. As a survivor, he is passionate about spreading the message of mountain safety. He has been doing avalanche presentations with the Canadian Avalanche Association for 8 years and conducting Fall Outreach Tours for snowmobile manufacturers for 3 years. Jeremy has completed professional level avalanche courses, first-aid certification training and mountain weather courses. He has been involved in avalanche safety and research development for 6 years. <http://soulrides.ca> <http://jeremy-hanke.com>

Festival Advisory Board

The Festival Advisory Board is a vested party of representatives to consult on festival issues. The Festival Advisory Board will provide insight and opinions and have no real workload. The Executive Director communicates with the Festival Advisory Board through email, phone and face-to-face meetings.

Cross Country Race Advisory Board

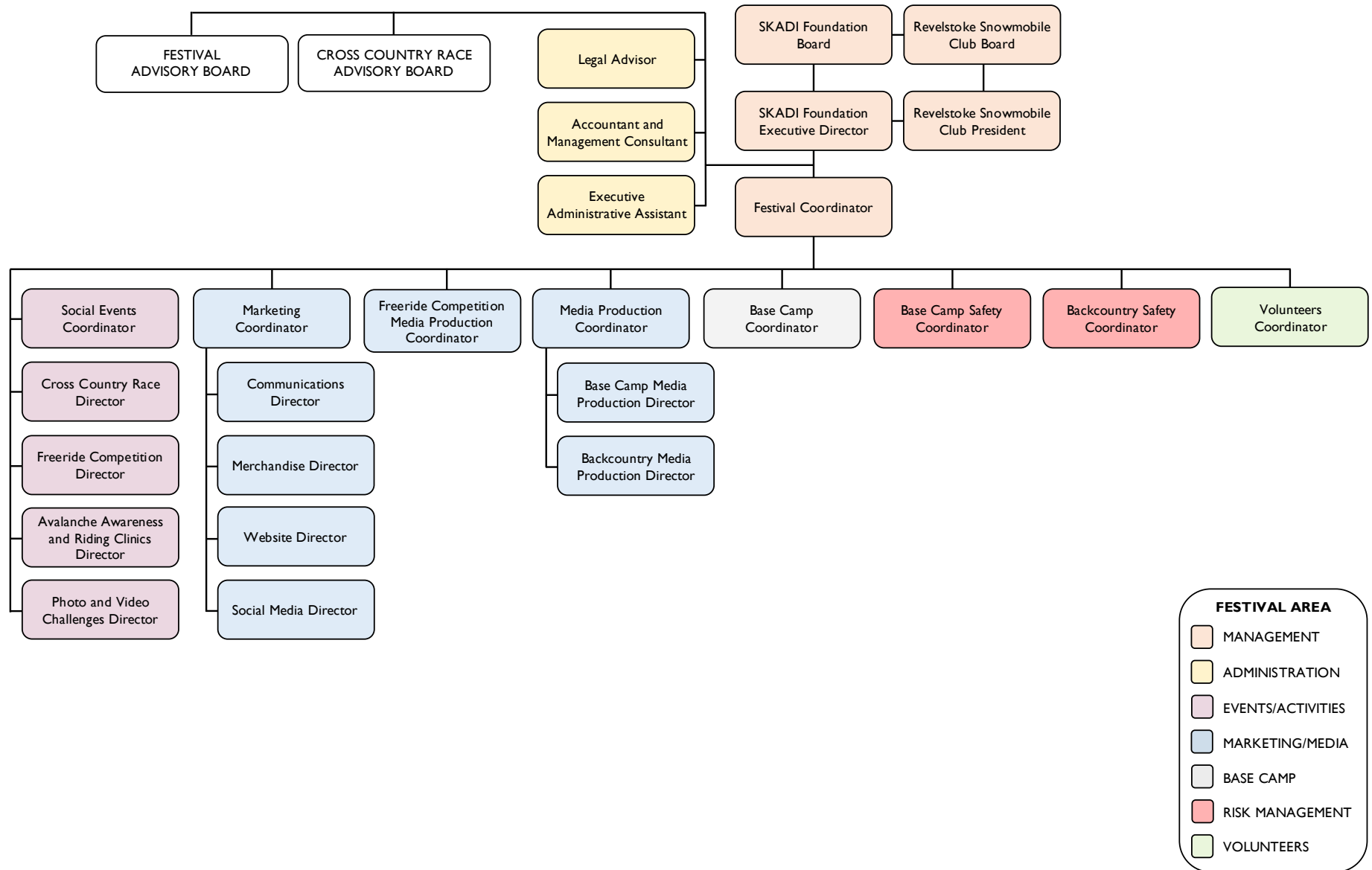
The Cross Country Race Advisory board consists of high profile, professional snowmobiling athletes to consult on Cross Country Race issues. The Cross Country Race Advisory Board will provide insight and opinions and have no real workload. The Executive Director communicates with the Cross Country Race Advisory Board through email, phone and face-to-face meetings.

Organizational Chart

The following Organizational Chart represents *The Calling* roles.

THE CALLING ORGANIZATIONAL CHART

as at August 1, 2017



Marketing Plan

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.

Communications

The Calling's Marketing Plan includes widespread marketing avenues. A variety of media will be used including: video, photos, and posters. Additional avenues include: promotions at industry expos, articles in publications, 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
- Cross Country Race feed including web updates, blogs from race teams, team profiles
- Interactive Location Maps
- Sponsor and Stakeholder links
- Event and Activity Schedules
- Registration Forms: competitor, participant and volunteers
- Contact Information
- Ticket and Merchandise Sales
- Advertising space throughout

Festival Tickets and Merchandise

The Calling tickets and merchandise will be available for purchase.

Marketing Implementation Strategy

The goal of *The Calling's* Marketing Implementation Strategy is to create underground buzz and intrigue. The following is a tentative timeline for the Marketing Implementation Strategy.

MARKETING IMPLEMENTATION STRATEGY 2017-2018	
2017	<ul style="list-style-type: none">▪ September: launch sponsorship skeleton, launch The Calling 2018 Photo and Video Challenges, establish social media profiles (maintain presence leading up to and during festival)▪ October: word-of-mouth and representation at industry events (ongoing)▪ November: launch website, launch competitor recruitment/application process, launch volunteer recruitment▪ December:
2018	<ul style="list-style-type: none">▪ 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▪ February▪ March: active social media posts during festival▪ April: collect media for The Calling 2019 campaign

Media Production

Media Production Coordinator

The Media Production Coordinator contracts the Backcountry Media Production Team and Base Camp Media Production Team to collect and produce festival content for: live feeds, web updates, race documentation, edits for presentations, competitor profiles, media to be used post festival. Teams have access to HD cameras, Go-Pros, drones and a spot in the helicopter utilized by the Backcountry Safety Coordinator. The Media Production Coordinator works closely with the Marketing Coordinator to ensure content is consistent with *The Calling's* Marketing Plan.

Freeride Media Production Coordinator

The Freeride Media Production Coordinator collects Freeride Competition content for: live feeds, web updates, race documentation, edits for presentations, competitor profiles, media to be used post festival. Teams have access to HD cameras, Go-Pros, drones and helicopter if necessary. The Freeride Media Production Coordinator works closely with the Marketing Coordinator to ensure content is consistent with *The Calling's* Marketing Plan.

Legal and Liability Management

SKADI Foundation will work with its partners, government and stakeholders to ensure land use and licensing agreements are in place for the festival. The following are legal and liability considerations that will be reviewed.

Festival Coordinator

- Role Contract
- Collect required copies for due diligence: waivers (participant, sub-contractors, volunteers), contracts, certificates, permits, licenses, sub-contractor WCB clearance letters
- Radio Use Permit

Cross Country Race Director

- 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: race 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

Freeride Competition Director

- 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, participant skill requirements (participant and volunteers), Bad Weather, Injured Participant, Medical Policy for the Removal of Athletes from Competition, Wildcards, Spectator

Photo and Video Challenges Director

- Role Contract
- Collect required copies for due diligence: waivers (participant, sub-contractors, volunteers), contracts, certificates, permits, licenses, sub-contractor WCB clearance letters
- Participant waiver
- Waive photo rights
- Waive video rights
- Participant selection process
- Policy Development: competition rules (Terms and Conditions), discipline, participant skill requirements, Bad Weather, Injured Participant, Medical Policy for the Removal of Participant from Competition, Wildcards

Avalanche Awareness and Riding Clinics Director

- Role Contract
- Collect required copies for due diligence: waivers (participant, sub-contractors, volunteers), contracts, certificates, permits, licenses, sub-contractor WCB clearance letters
- Liability Insurance
- Event Permit
- Radio Use Permit
- Land Use Requirements
- Policy Development: participant skill requirements, Bad Weather, Injured Participant, Medical Policy for the Removal of Participant

Social Events Coordinator

- Role Contract
- Collect required copies for due diligence: waivers (participant, sub-contractors, volunteers), contracts, certificates, permits, licenses, sub-contractor WCB clearance letters
- Liability Insurance
- Radio Use Permit

Pub Crawl Event:

- Participant waivers, Driver's License checks
- Transportation Plans
- Event Permit
- Radio Use Permit
- Policy Development: participant rules, removal of participants causing a disturbance

Marketing Coordinator

- Role Contract
- Collect required copies for due diligence: contracts, certificates, licenses
- Copyrighting and Trademarking (*The Calling*)
- Policy Development: Graphic Standards and Logo Use, Photo Credits
- Sponsor/Stakeholder Graphic Standards and Logo Use agreements

Media Production Coordinator

- Role Contract
- Collect required copies for due diligence: waivers (sub-contractors, volunteers), contracts, certificates, permits, licenses, sub-contractor WCB clearance letters
- Radio Use Permit

Base Camp Media Production Director

- Role Contract
- Collect required copies for due diligence: waivers (sub-contractors, volunteers), contracts, certificates, permits, licenses, sub-contractor WCB clearance letters,
- Radio Use Permit
- Drone Permit
- Liability Insurance
- Waive rights to photo/video edits

Backcountry Media Production Director

- Role Contract
- Collect required copies for due diligence: waivers (sub-contractors, volunteers), contracts, certificates, permits, licenses, sub-contractor WCB clearance letters
- Radio Use Permit
- Drone Permit
- Liability Insurance
- Waive rights to photo/video edits

Freeride Competition Media Production Coordinator

- Role Contract
- Collect required copies for due diligence: waivers (sub-contractors, volunteers), contracts, certificates, permits, licenses, sub-contractor WCB clearance letters
- Radio Use Permit
- Drone Permit
- Liability Insurance
- Waive rights to photo/video edits
- Helicopter: Noise Bylaw, Permits

Base Camp Coordinator

- Role Contract
- Collect required copies for due diligence: waivers (participant, sub-contractors, volunteers, vendors), contracts, certificates, permits, licenses, sub-contractor WCB clearance letters
- Event Permit
- Radio Use Permit
- Liability Insurance
- Policy Development: Handicap Accessibility, removal of guest/participant causing a disturbance, Fee Refund
- Liquor License/Serve it Right Certificate
- Building Permit (stage, liquor storage, Beer Gardens)
- Food Services Permit/Foodsafe / Health Certificate (Operations Tent)
- Fire Permit
- Electrical Permit
- BC Safety Authority Permit
- Sign Permit
- Noise Bylaw (generators, mini sled races, Freestyle Demonstration)
- Field Rental Agreement

Base Camp Safety Coordinator

- Role Contract
- Radio Use Permit

Backcountry Safety Coordinator

- Role Contract
- Radio Use Permit
- Helicopter: Noise Bylaw, Permits

Volunteers Coordinator

- Role Contract
- Volunteer waivers, Criminal Record Checks
- Radio Use Permit
- Policy Development: Confidentiality (collecting and storing volunteer data, Cross Country Race information), Volunteer Guidelines (not accepting money, not getting recognition if they do not show up for scheduled shift), Injured Volunteer, Bad Weather, Medical Policy for the Removal of Volunteer

Risk Management

It is an objective of *The Calling* to devise a thorough Risk Management Plan that includes an effective Emergency Response Plan. The Backcountry Safety Coordinator and the Base Camp Safety Coordinator are tasked with designing the Risk Management Plan for *The Calling*. Documentation will include the Emergency Response Plan (ERP), the Avalanche Safety Plan (ASP), and the Festival Safety Plan (FSP). Each Coordinator and Director must complete a Risk Assessment Package for their event. Emergency Response Inserts will be given to each Coordinator and Director outlining what to do in the event of an emergency based on the assessed risks in their Directorship. Avalanche Path and Terrain Exposure maps will be supplied.

Risk Assessment Packages

Each Coordinator and Director must complete a Risk Assessment Package for their event. The Risk Assessment Packages assist Safety Coordinators in the development of Risk Management Plans and ensure Vital Service requirements are in place at each event. The following plans will be 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.

Vital Services

The Calling will consult with the following vital service providers: Regional Health Authority, Environmental Health Officer, Health Emergency Management BC, BC Ambulance Service, BC Coroners, Local Authority (Public Works, Parks and Recreation, Waste Management, Emergency Manager, Building Inspector), Ministry of Transportation and Infrastructure, RCMP, Ministry of Justice (Police Services Division, Security Programs Division), Liquor Control and Licensing Branch, Conservation Officer, Fire Department, BC Safety Authority, Environment Canada, Search and Rescue, Columbia Shuswap Regional District.

Festival Assessed Risks

The following assessed risks are included in the Risk Management Plan:

- Avalanche
- Explosive Emergency
- Mass Casualty Incident
- Missing Persons
- Trauma Emergency
- Severe Weather
- Vehicle Accident (snowmobile, automobile, helicopter)
- Medical Emergency
- Human/Animal Conflict

Insurance Providers

The Calling is currently exploring major event insurance providers.

Volunteers

It is an objective of *The Calling* to achieve an inclusive community event; Contractors are encouraged to access volunteers and community groups wherever possible. Coordinators/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, collects copies of required certifications and licenses, and provides volunteers with badges, identifiers and safety gear. Volunteers must not be given money or gift certificates for their services. The Contractor may contact the Volunteers Coordinator if a scheduled volunteer does not show up for their shift.

REQUEST FOR VOLUNTEERS			
	General Job Description	Requirements	Safety Gear/ Certificates/Licenses
Riding Clinics			
Staging Area Assistant (2)	Help outfit and organize participants	{What days/hours?}	Vests
Guest Services (1)	Help participants with directions and any other questions they may have	{What days/hours?}	Vests

GENERAL VOLUNTEER SCHEDULES

Volunteer Coordinator	Backcountry Event Volunteer	Base Camp Volunteer
<p><i>Pre-Festival</i></p> <ul style="list-style-type: none"> ▪ Recruiting ▪ Develop Volunteers Form, Waiver and Guidelines ▪ Submit content for posters and newspaper ads to Marketing Coordinator ▪ Work with Coordinators/Directors to establish volunteer requirements ▪ Prepare/submit badge, identifiers, safety gear and radio requirement lists ▪ Collect waivers and relevant Criminal Record Checks ▪ Collect copies of licenses and certifications for due diligence ▪ Prepare/Distribute schedules ▪ Collect badges, identifiers, safety gear and radios for distribution ▪ Facilitate Pre-Festival Volunteers Meeting <p><i>During</i></p> <ul style="list-style-type: none"> ▪ Outstanding and last-minute waivers and Criminal Record Checks ▪ Distribute badges, identifiers, safety gear and radios ▪ Attend Morning Safety and Operations Meetings, attend Safety Debrief Meeting ▪ Free Breakfast ▪ Proper allocation of volunteers during festival <p><i>Post-Festival</i></p> <ul style="list-style-type: none"> ▪ Collect safety gear and radios ▪ Collect feedback from volunteers for Festival Debrief Meeting ▪ Attend Festival Debrief Meeting 	<p><i>Pre-Festival</i></p> <ul style="list-style-type: none"> ▪ Acquire required licenses and certifications ▪ Attend Pre-Festival Volunteers Meeting ▪ Pre-Festival Briefing Meetings with relevant Coordinators and Directors ▪ Complete waivers and Criminal Record Check (if required) <p><i>During</i></p> <ul style="list-style-type: none"> ▪ Collect schedule, badge, identifiers, safety gear and radios ▪ Attend Morning Safety and Operations Meetings ▪ Free Breakfast ▪ Attend Safety Debrief Meeting <p><i>Post-Festival</i></p> <ul style="list-style-type: none"> ▪ Return safety gear and radios ▪ Provide feedback for next year 	<p><i>Pre-Festival</i></p> <ul style="list-style-type: none"> ▪ Attend Pre-Festival Volunteers Meeting ▪ Pre-Festival Briefing Meetings with relevant Coordinators and Directors ▪ Complete waivers and Criminal Record Checks (if required) <p><i>During</i></p> <ul style="list-style-type: none"> ▪ Collect schedule, badge, identifiers, safety gear and radios ▪ Attend Morning Safety and Operations Meeting ▪ Free Breakfast ▪ Attend Safety Debrief Meeting <p><i>Post-Festival</i></p> <ul style="list-style-type: none"> ▪ Return safety gear and radios ▪ Provide feedback for next year

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: Bad Weather, Injured Participant, Medical Policy for the Removal of Athletes from Competition, Wildcards, Handicap Accessibility (Base Camp), Criminal Records Check, Board/Contractor Confidentiality, Collecting and Storing Data, Social Media Guidelines, Graphic Standards and Logo Use, Photo Credits, Competition Rules/Skill Requirements for Competitive Events.

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