

THE CALLING

A MOUNTAIN SNOWMOBILE FESTIVAL AND NON-PROFIT FUNDRAISER

LIVE-STREAM PRESENTATION WILL BEGIN SHORTLY...





THE CALLING 2019 LIVE-STREAM PRESENTATION



TODAY'S AGENDA

11:00 — 11:10 AM

11:10 — 11:20 AM

11:20 — 11:40 AM

11:40 — 11:55 AM

11:55 — 12:00 PM

INTRODUCTION

Welcome to our live-stream presentation. Who are these people anyway? and a little about SKADI Foundation

PURPOSE

In life we must all have a purpose so why are we here today?

THE CALLING FESTIVAL PLAN

The finer details of the plan we put our blood, sweat, and tears in to - summarized just for you of course!

QUESTIONS

Opportunity for you to ask those pressing questions you so have patiently waited to ask.

CLOSING

All good things must come to an end. Where do we go from here?

TODAY'S OBJECTIVE

TODAY WE ARE HOLDING A LIVE-STREAM
PRESENTATION FOR SPONSORS,
STAKEHOLDERS, CONTRACTORS AND MEDIA TO
ACHIEVE FUNDING, **RECRUIT** TEAM
MEMBERS AND **UPDATE** SPONSORS/MEDIA
FOR ***THE CALLING*** MOUNTAIN
SNOWMOBILE FESTIVAL AND NON-PROFIT
FUNDRAISER.

**JEREMY
HANKE**



**CLASS 3 AVALANCHE
SURVIVOR**



**AVALANCHE EDUCATOR
AND CONSULTANT**



**SKADI FOUNDATION
EXECUTIVE DIRECTOR**



**REVELSTOKE RESIDENT
20 YEARS**



**MISTY
BERGQUIST**



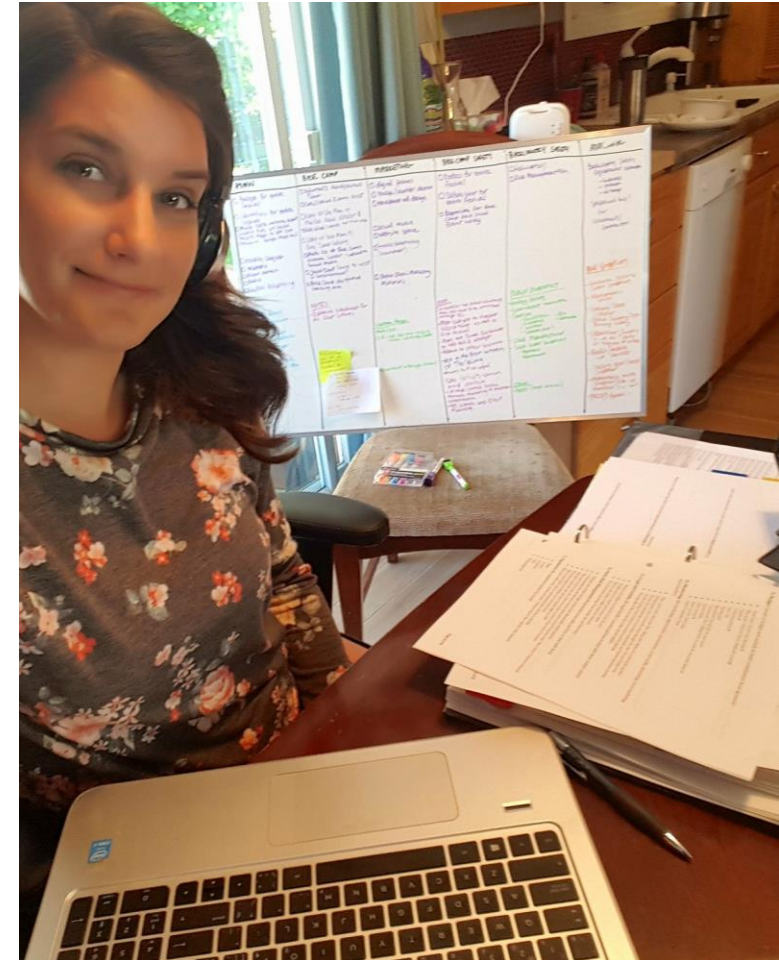
**SKADI FOUNDATION
EXEC ADMIN ASSISTANT**



**WRITER/EDITOR THE
CALLING OPERATIONS
AND BUSINESS PLANS
DRAFT 1/2, REQUESTS
FOR PROPOSALS AND
PROJECT MANAGEMENT
PLAN**



**ADMIN SUPPORT FOR
THE CALLING**



**FESTIVAL
PLAN
DEVELOPER
AND
PRODUCERS**



**SKADI
FOUNDATION**



**REVELSTOKE
SNOWMOBILE
CLUB**



**EAGLE VALLEY
SNOWMOBILE
CLUB**



SKADI FOUNDATION

LEADERS IN SAFETY
AND BEST PRACTICES
IN MOTORIZED
MOUNTAIN SURVIVAL

2016 SKADI FOUNDATION PROMO VIDEO



[HTTPS://VIMEO.COM/160973058](https://vimeo.com/160973058)

ACHIEVEMENT

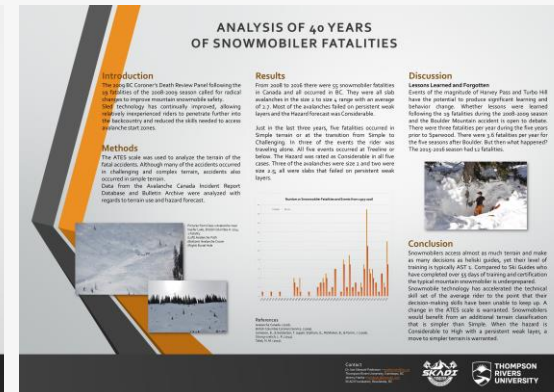
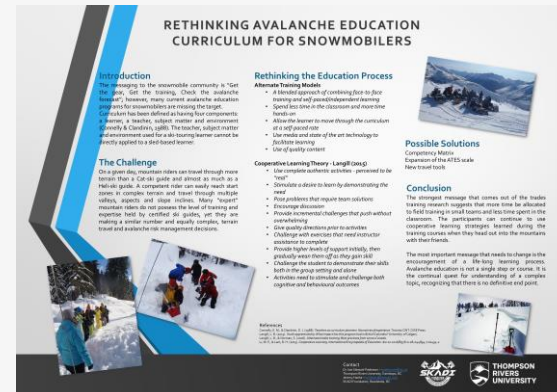
2015 INITIATE

- Founded SKADI Foundation including: Board recruitment, government applications, logo
- The Calling Initiation and Development



2016 DEVELOP AND PRODUCE

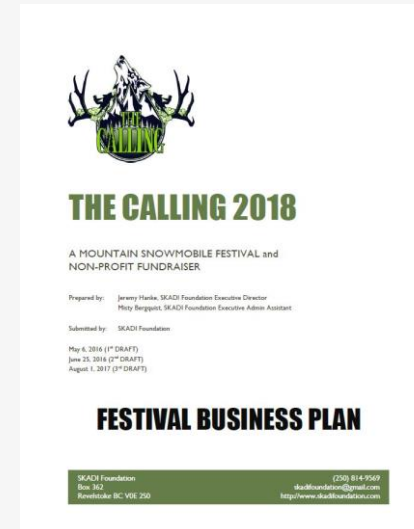
- Recruited administrative support
- SKADI Foundation development including business profile, stationary templates, website and social media presence, projects plan, sponsorship outline and promotional videos
- Completed collaborative research project with Dr. Iain Stewart Patterson and presented at International Snow Science Workshop
- Managed and refined The Calling flagship fundraiser
- Produced first fundraising event – Sled Night



ACHIEVEMENT [CONTINUED]

2017 MANAGE AND PRODUCE

- Released first Progress Report
- Launched GoFund Me Campaign
- Continued management of The Calling flagship fundraiser



WEBSITE



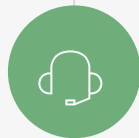
SKADI FOUNDATION

Projects, progress reports, news sponsorship/partnership opportunities, 5-year strategy to direct a shift in the culture of safe motorized mountain use practices, how to donate.



THE CALLING

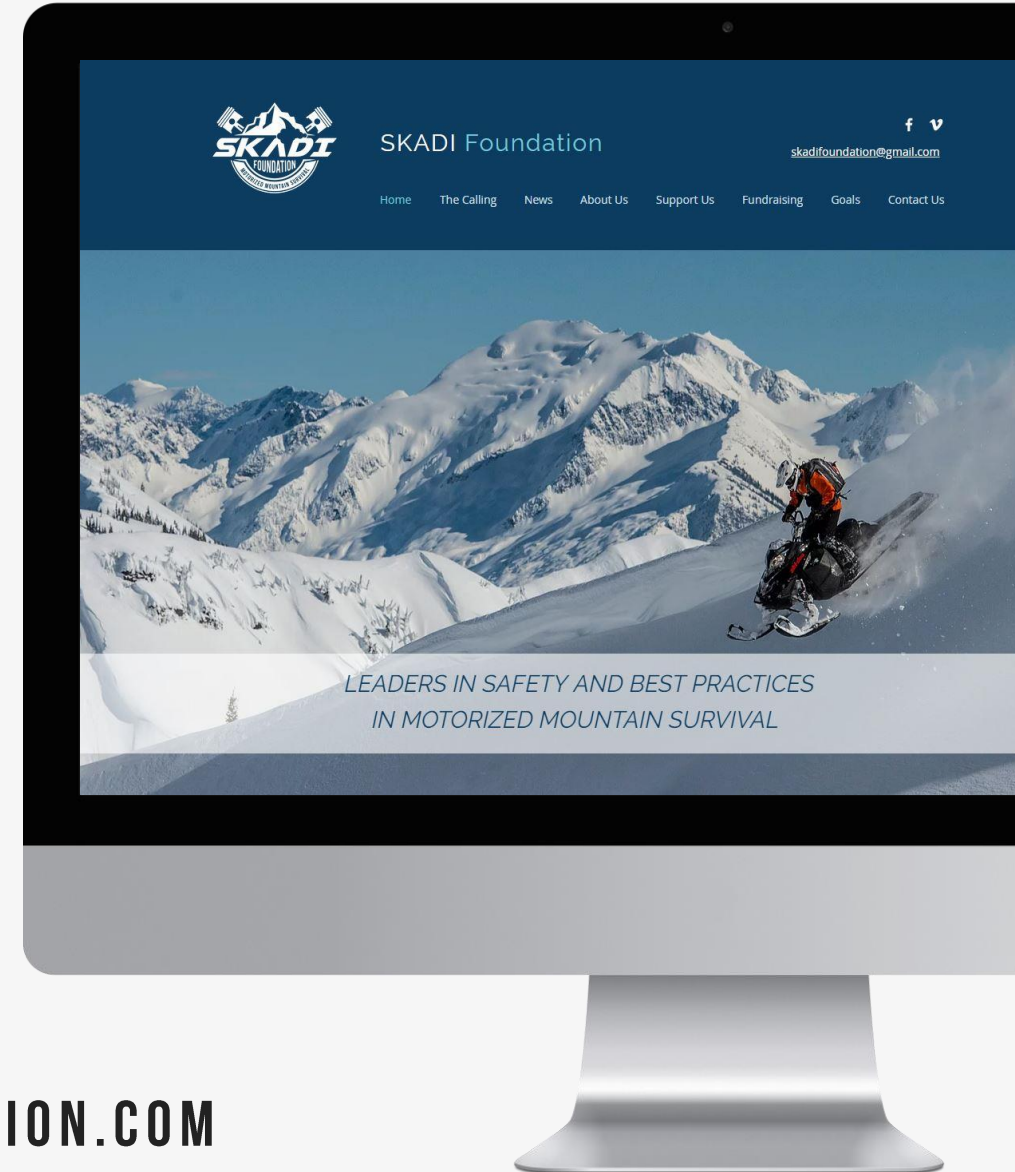
The Calling news, challenges, requests for proposals.



CONTACT INFO

About Us and how to reach us.

WWW.SKADIFOUNDATION.COM





THE CALLING PURPOSE





THE PROBLEM



AVALANCHE ACCIDENTS AND BACKCOUNTRY RESCUES

Search and rescue statistics indicate incidents in the backcountry requiring an emergency response are increasing.



INNOVATIVE AND HIGH-POWERED MACHINES

Better machines enable user to access deeper and more complex terrain. Innovative machines (for example snowbikes) have different rules.



MOTORIZED USER EDUCATION AND TOOLS

More updates needed to motorized user specific education and tools.



EGO

Some users think they are experienced and are not willing to invest time or money in education and tools. Chip-on-shoulder users hurt other people.



THE SOLUTION



AVALANCHE AWARENESS AND MOUNTAIN SURVIVAL

Increase awareness that a lack of education exists.



EXPOSURE AND ACCESS

Expose users to education opportunities and tools. Provide users with cheap and quick opportunity for users to see what level they are at with education and tools. Inspire further education and purchase of tools.



SHIFT THE CULTURE

Establish a culture that glorifies educated users and encourage all users to obtain mountain skills training. Users want to ride with users who are capable of saving their life in an accident. Generate culture in younger generation.



MENTORSHIP

Utilize professional athletes to demonstrate avalanche skills and standards through races and competitions. Provide users with a visual learning opportunity and inspire proper mentorship in the motorized user community.



**THE
ANSWER**

THE CALLING IS A THREE-DAY ANNUAL MOUNTAIN SNOWMOBILING FESTIVAL IN REVELSTOKE AND SICAMOUS, BRITISH COLUMBIA. THE CALLING OFFERS

COMPETITIVE EVENTS INCLUDING A CROSS COUNTRY RACE, FREERIDE COMPETITION AND PHOTO/VIDEO CHALLENGES. ADDITIONAL

NON-COMPETITIVE EVENTS INCLUDE 240 RIDING AND AVALANCHE AWARENESS CLINICS, NON-PROFIT FUNDRAISERS, FREESTYLE DEMONSTRATIONS AND A VENDOR VILLAGE.

FESTIVAL BENEFITS

GUEST

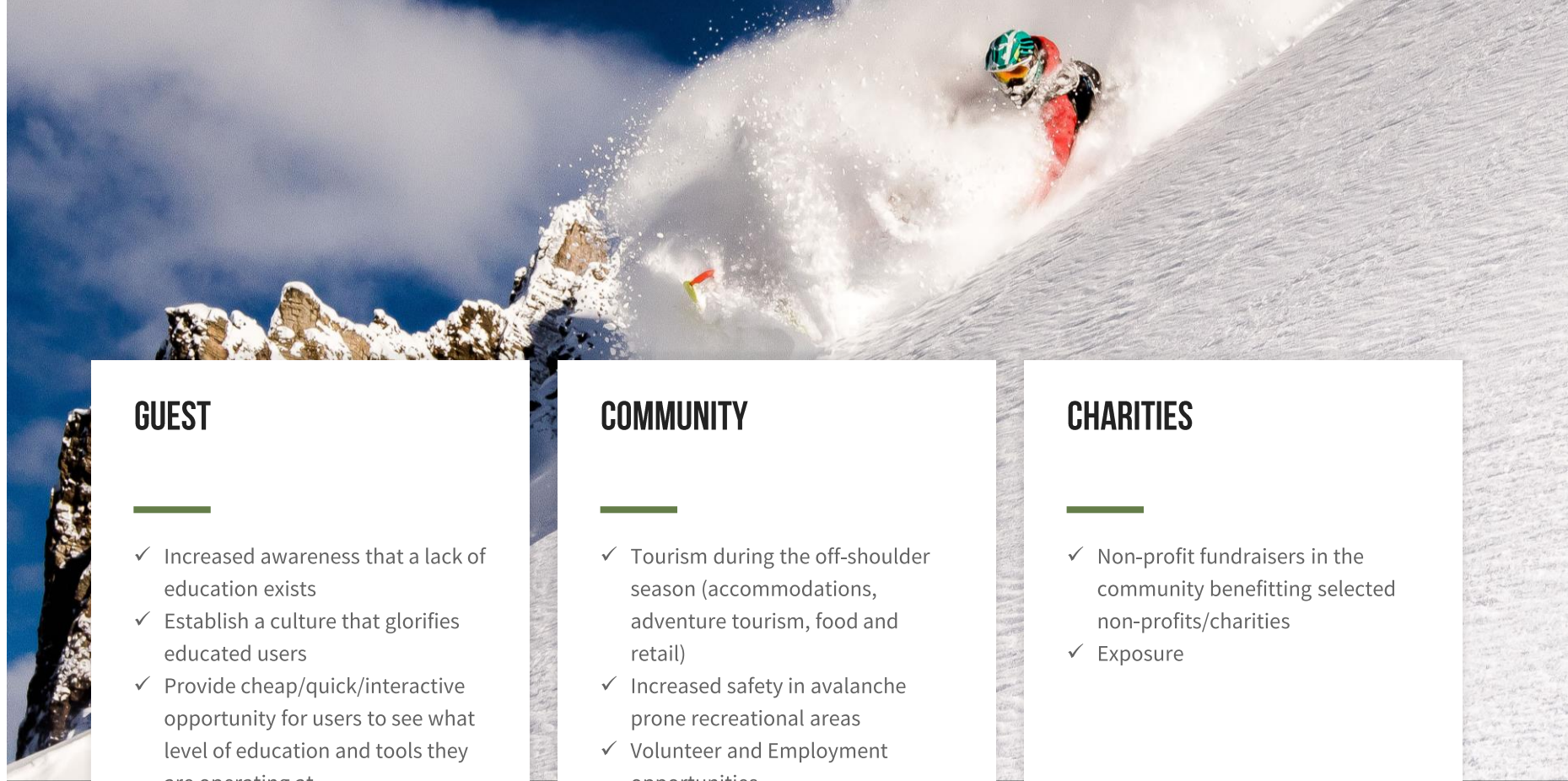
- ✓ Increased awareness that a lack of education exists
- ✓ Establish a culture that glorifies educated users
- ✓ Provide cheap/quick/interactive opportunity for users to see what level of education and tools they are operating at
- ✓ Generate culture with younger generation
- ✓ Professional athletes to demonstrate avalanche skills through competition provides users with visual learning opportunities, inspiration and mentorship
- ✓ Direct contact with a lot of users at one time

COMMUNITY

- ✓ Tourism during the off-shoulder season (accommodations, adventure tourism, food and retail)
- ✓ Increased safety in avalanche prone recreational areas
- ✓ Volunteer and Employment opportunities
- ✓ Community event with headliner band to attract people in the community
- ✓ Service and supplier opportunities (community resources to generate community revenue)
- ✓ Larger outlying communities will benefit from overflow

CHARITIES

- ✓ Non-profit fundraisers in the community benefitting selected non-profits/charities
- ✓ Exposure



FESTIVAL BENEFITS [CONTINUED]



SPONSOR

- ✓ Exposure: signage at events, newspaper/magazine ads, social media ads
- ✓ Reach
- ✓ Cross-Marketing
- ✓ Direct contact with clients

STAKEHOLDER

- ✓ Cross-Marketing
- ✓ Exposure
- ✓ Spot at Vendor Village
- ✓ Opportunity to spread message

VENDOR

- ✓ Spot at Vendor Village
- ✓ Time of year to show new product and get rid of old product
- ✓ Cross-Marketing
- ✓ Direct contact with clients



THE CALLING FESTIVAL PLANS



EXECUTIVE SUMMARY

The Calling is a three-day annual mountain snowmobiling festival in Revelstoke and Sicamous, 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 Demonstrations 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 and Eagle Valley Snowmobiling Clubs 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 Spring 2019.

MISSION & OBJECTIVES

Mission Statement

The Calling is an annual snowmobiling festival in Revelstoke and Sicamous, 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 and Sicamous as a world-class snowmobiling destination.

Objectives

The objectives of The Calling are as follows:

- ✓ Establish an annual snowmobiling festival in Revelstoke and Sicamous, BC specific to the winter sport community that includes a prestigious Cross Country Snowmobiling Race, Vendor Village, Freeride Event, 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 and Sicamous, British Columbia as a world-class snowmobiling destination.
- ✓ Maximize marketing opportunities for sponsors and stakeholders.



FESTIVAL OVERVIEW



PRIME LOCATION

WESTERN CANADA'S BIG MOUNTAIN SNOWMOBILING MECCA

The Calling is a festival so big it spans Revelstoke and Sicamous.

Revelstoke is rich with snowmobiling history and culture, is considered a big mountain riding mecca and has a reputation for deep snow. Revelstoke has the infrastructure to handle a large-scale event like The Calling.

Sicamous offers award winning alpine snowmobiling with deep snow, powder filled open bowls, endless meadows, groomed trails, breathtaking alpine scenery and spectacular lake views. Sicamous is establishing their winter destination reputation by offering innovative events including annual snowmobile and snowbike races.



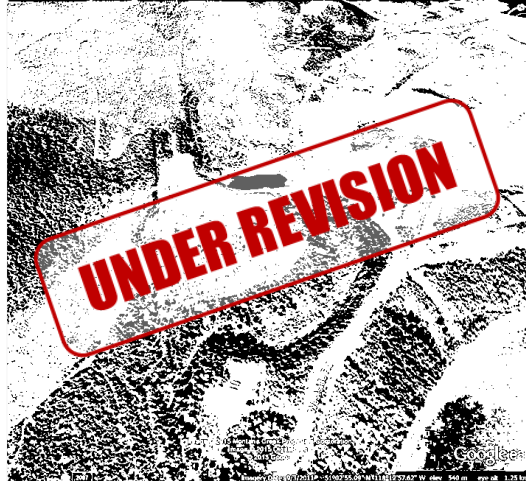
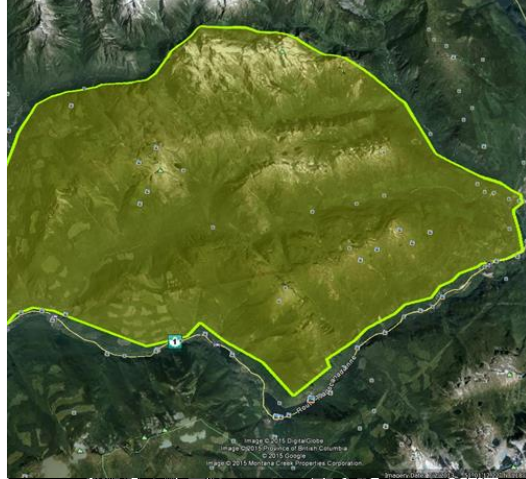
MASTER EVENT LIST

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		

COMPETITIVE EVENTS

INTERACTIVE OPPORTUNITIES FOR ADVANCED USERS

Utilize professional athletes to demonstrate avalanche skills and standards through races and competitions. Provide users with a visual learning opportunity and inspire proper mentorship in the motorized user community.



CROSS COUNTRY RACE *EAGLE PASS TO BOULDER MOUNTAIN*

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. The event has potential to be televised and has a designated Backcountry Media Production crew.

FREERIDE COMPETITION *COPELAND MINE AREA*

The Freeride Competition is a competitor invite only event. Ten snowmobile competitors (two 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 *REVELSTOKE BALL DIAMONDS*

The Photo and Video Challenges are online submission contests to be launched in September 2018. Entrants must pay a registration fee to enter. Photo and video submissions deadline will be early March 2019. 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 2019 website following the festival. Submitted photos and videos may be used in The Calling 2020 marketing campaign.

NON- COMPETITIVE EVENTS

INTERACTIVE EDUCATIONAL OPPORTUNITIES FOR ALL USERS

Provide educational opportunities that direct a shift in the culture of safe backcountry mountain motorized use practices.



RIDING CLINICS *EAGLE PASS AREA*

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 Eagle 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 *BOULDER MOUNTAIN AREA*

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.

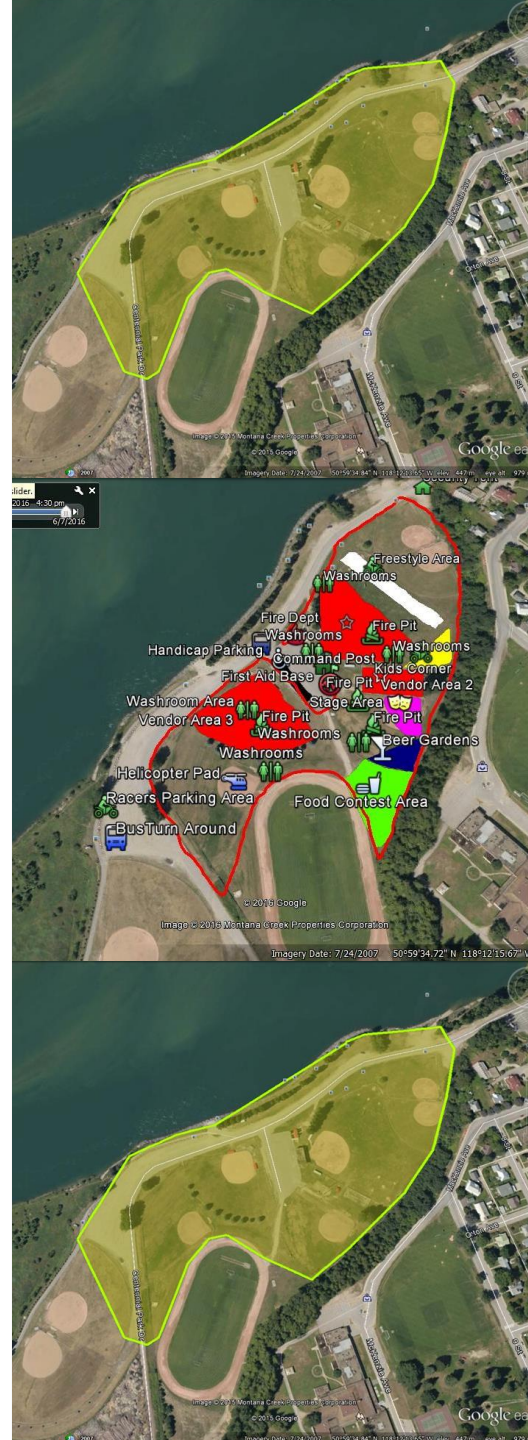
COMPLEMENTARY

INCLUSIVE COMMUNITY EVENT

Establish a culture that glorifies educated users and encourage all users to obtain mountain skills training. Users want to ride with users who are capable of saving their life in an accident. Generate culture in younger generation.

Raise funds for local non-profits.

—



BASE CAMP *REVELSTOKE BALL DIAMONDS*

Base Camp is The Calling's nerve center. Base Camp is fully operational during the three 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 and 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: 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

NON-PROFIT FUNDRAISERS *COMMUNITIES AND BASE CAMP*

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.

PROPOSED FESTIVAL SCHEDULE [DAILY]

FRIDAY

- 07AM-08AM Festival Safety Meeting
- 08AM-09AM Operations Meeting and Free Breakfast
- 10AM-05PM Cross Country Race, Freeride Competition, Avalanche Awareness/Riding Clinics
- 10AM-07PM Vendor Village, Kids Zone, DJ, Live Bands, Beer Gardens, Photo/Video Challenges Presentation
- 05PM-07PM Opening Ceremony, Happy Hour, Festival Recap, Rider Intros and Meet/Greet
- 07PM-08PM Safety/Operations Debrief Meeting
- 08PM-02AM Non-Profit Fundraiser (Pub Crawl)

SATURDAY

- 07AM-08AM Festival Safety Meeting
- 08AM-09AM Operations Meeting and Free Breakfast
- 10AM-05PM Cross Country Race, Freeride Competition, Avalanche Awareness/Riding Clinics
- 10AM-07PM Vendor Village, Kids Zone, DJ, Live Bands, Chili Cook-off
- 10AM-12PM Beer Gardens
- 11AM-11:30AM & 02PM-02:30PM Freestyle Demonstrations
- 06PM-07PM Happy Hour, Festival Recap
- 07PM-08PM Safety/Operations Debrief Meeting
- 08PM-12AM Non-Profit Fundraiser (Headliner Band)

SUNDAY

- 07AM-08AM Festival Safety Meeting
- 08AM-09AM Operations Meeting and Free Breakfast
- 10AM-05PM Cross Country Race, Freeride Competition, Avalanche Awareness/Riding Clinics
- 10AM-07PM Vendor Village, Kids Zone, DJ, Live Bands, Beer Gardens
- 12PM-12:30PM Freestyle Demonstration
- 05PM-07PM Closing Ceremony and Awards, Photo/Video Challenges Winners, Happy Hour, Festival Recap
- 07PM-08PM Safety/Operations Debrief Meeting
- TBA Non-Profit Fundraiser (Family-Friendly)

PROPOSED FESTIVAL SCHEDULE [SET-UP AND TAKE-DOWN]

FESTIVAL SET-UP

THURSDAY

07AM-08AM Festival Set-up Meeting

08AM-09AM Stakeholders and Vital Services Meetings

10AM-06PM Tents, Vendors, Stage, Beer Gardens, Porta Pottys, Waste Management

01PM-07PM Group Meetings: The Calling Members, Safety Teams (2), Volunteers, Media Production Teams (3), Participants

TBD Media Test Runs with Photo/Video Challenges Director and Media Production Teams

FESTIVAL TAKE-DOWN

MONDAY

08AM-09AM The Calling Members and Stakeholders Meeting

09AM-10AM Participant Meeting

09AM-06PM Vendors, Tents, Stage, Beer Gardens, Porta Pottys, Waste Management

PROPOSED PASS FEES

Proposed Pass Fees and Disbursement

The following tables outline the proposed Pass Fees for The Calling festival. Day Pass and Clinic Pass fees are donated to SKADI Foundation and Special Pass fees are donated to designated non-profits.

WHAT IS INCLUDED IN BASE CAMP PASS			
	Friday	Saturday	Sunday
Day Pass	Vendor Village	Vendor Village	Vendor Village
	Kids Activities	Kids Activities	Kids Activities
	Beer Gardens	Beer Gardens	Beer Gardens
	Rider Pits	Freestyle Demos	Freestyle Demos
	Opening Ceremony	Chili Cook-off Tester	Closing Ceremony
Special Pass	Pub Crawl	Headliner Band	Family-Friendly Activity

PASS FEES				
	BASE CAMP Day Pass	BASE CAMP 3 Day Pass	BASE CAMP Special Pass	CLINIC Pass
Adults	\$20	\$50	\$20	\$80
Youth 6-19	\$10	\$25	\$10	\$60
Child 0-5	FREE	FREE	FREE	N/A
Family	\$50	\$130	\$60	\$250



ACHIEVEMENTS AND PROJECT MANAGEMENT PLAN

ACHIEVEMENT

2015 INITIATE AND DEVELOP

- Compiled The Calling Draft 1 with capital investment from the Revelstoke Snowmobiling Club
- Developed Pitch Presentation
- Stakeholder Consultations

2016 REFINE

- Recruited The Calling Advisory Board (below)
- Completed The Calling Operations Plan Draft 2
- Completed The Calling Business Plan Draft 1 and 2
- Completed Emergency Response Plan Draft 1
- Refined The Calling Pitch Presentation
- Developed The Calling Logo



CRAIG MOORE
BASE CAMP SAFETY
Experienced Events Coordinator,
emergency disaster consultant and
safety consultant.



DUNCAN LEE
MARKETING
Professional athlete, produced events
in wakeboard industry including
wakeboard championships, announcer.



EMILY ROBERTS
AVALANCHE/RIDING CLINICS
Works with Great Canadian Tours.



ERIK LUZAK
SOCIAL EVENTS
Owner of APEX Training and Events,
experienced event planner.



JACLYN MOORE
BASE CAMP
Director of Vernon Snow Show, Vernon
Snowmobiling Association Director,
event planning for Relay for Life.



MARK KARLSTROM
CROSS COUNTRY RACE
Assistant Avalanche Technician at
MOTI and Guide at Baldface Lodge.



ROBERT SIM
VIDEO/PHOTO CHALLENGES
Professional photographer,
owner of The Effen Search.



SCOTT WICKSON
BACKCOUNTRY SAFETY
Ski patrol, avalanche technician, major
event safety planning, assisted with
Freeride World Tour, Avalanche
Forecaster at Sunshine Village.

2017 MANAGE, PRODUCE, ADJUST

- Organized The Calling 2017 Video and Photo Challenge
- Developing The Calling Operations and Business Plan Draft 3
- Devised The Calling Project Management Plan
- Developed and Posted Requests for Proposals

THE CALLING AND 509 VOLUME 12 PREMIERE



The Winners of The Calling 2017 Video and Photo Challenge were announced at the 509 film premiere on Saturday night. The top five selections in each category were presented to a captive audience.



ACHIEVEMENT
[CONTINUED]



2017 VIDEO CHALLENGE

SOCIAL MEDIA AWARD
RIDER: JOHN BENJAMIN
EDITOR: BLAKE SCOTT

SKY PIXEL MEDIA — THE POWDER CHRONICLES



[HTTPS://GOO.GL/3CTUSW](https://goo.gl/3CTUSW)

PROJECT MANAGEMENT PLAN

FEB-JUN 2018

PHASE 1 – BUDGET DEVELOPMENT

- Complete The Calling Operations and Business Plan Draft 3
- Review sponsorship structure
- Update and remarket published Request for Proposals
- Coordinators/Directors submit Proposals
- Fill all positions
- Establish Definitive Budgets (+10% to -10% accuracy)

JUN-SEP 2018

PHASE 2 – FUNDRAISING STRATEGY

- Team Meeting
 - Fundraising strategies brainstorm session
 - Team resources and skills assessment
- Review The Calling 2019 branding
- Media development for fundraising strategies
- Strategy launches

PHASE 3 – COMMUNICATIONS

- Team communication strategies/templates
- Stakeholder/Sponsor communication strategies/templates
- Media communication strategies/templates

PHASE 4 – SCHEDULING

- Work Breakdown Structures, GANTT Charts, Milestones Chart
- Deadlines, follow-up, accountability, monitoring
- Team Status Updates and Stakeholder Status Reports

PROJECT MANAGEMENT PLAN [CONTINUED]

OCT-DEC 2018

PHASE 5 – IMPLEMENTATION

- Deposits to Coordinators/Directors
- Booking
- Permits/Government Approvals
- Public Consultations
- Vital Services Meetings
- Policy Development
- Launch Marketing Strategy

PHASE 6 – MONITORING

- Follow-up
- Team, Stakeholder and Sponsor communications

PHASE 7 – PROBLEM MANAGEMENT

- Assist Team with staying on track

JAN-MAR 2019

PHASE 5-7 (Continued)

- January: Confirm contractors and rentals
- February: Plan review and last-minute adjustments
- March: Festival set-up and take-down
- FESTIVAL DATES: TBA

PHASE 8 – CLOSING

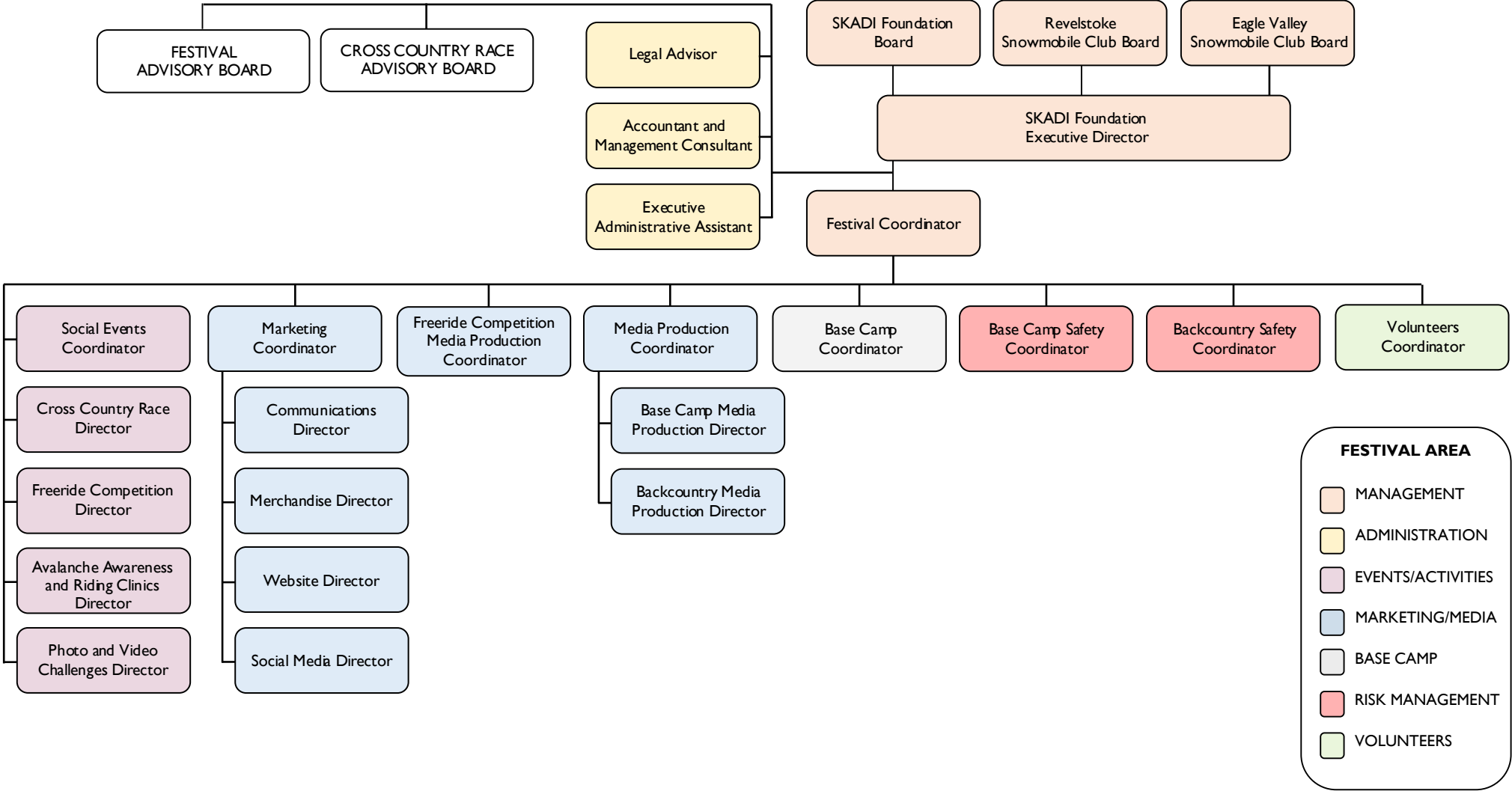
- April: Appreciation and Acknowledgements Campaign
- April: Festival Debrief and develop The Calling 2020 Plans
- May: Present The Calling 2020 Plans to Stakeholders



FESTIVAL MANAGEMENT



THE CALLING TEAM





LEGAL AND RISK MANAGEMENT



LEGAL MANAGEMENT

Legal and Liability Considerations

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 for each aspect of the festival:

- ✓ Role Contract
- ✓ Permits: Radio Use, Event, Drone, Fire, Electrical, BC Safety Authority, Sign, Building (stage, liquor storage, Beer Gardens)
- ✓ Land Use Requirements
- ✓ Liability Insurance
- ✓ Waivers: Participant, Photo/Video Rights
- ✓ Copyrights and Trademarks
- ✓ Sponsor/Stakeholder Graphic Standards and Logo Use Agreements
- ✓ Helicopter: Noise Bylaw, Permits
- ✓ Noise Bylaw (generators, mini sled races, Freestyle Demonstrations)
- ✓ Liquor License/Serve it Right Certificate
- ✓ Food Services Permit/Foodsafe/Health Certificate (Operations Tent)
- ✓ Field Rental Agreement
- ✓ Volunteer Waivers/Criminal Record Checks

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
- ✓ Fee Refunds

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.

RISK MANAGEMENT

Risk Management Plans

The Backcountry Safety Coordinator and the Base Camp Safety Coordinator are tasked with designing the Risk Management Plan for The Calling. Documentation will include:

- ✓ Emergency Response Plan
- ✓ Avalanche Safety Plan
- ✓ Festival Safety Plan

Risk Assessment Packages

Each Coordinator and Director must complete a Risk Assessment Package for their event to ensure Vital Service requirements are in place. 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.

“A Risk Management Plan that sets a new precedence in the industry and can be used as a legacy for succeeding winter sport events.”



MARKETING PLAN



MARKETING PLAN

Marketing Plan Goals

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.
- ✓ Utilize professional athletes to inspire proper mentorship in the motorized user community

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

01

OCTOBER

- Launch The Calling website
- Launch The Calling 2019 Photo/Video Challenges
- Establish Social Media Profiles (maintain presence leading up to and during festival)

02

OCTOBER-DECEMBER

- Word-of-mouth and representation at industry events (ongoing)
- Launch competitor recruitment/application process
- Launch Volunteer recruitment campaign

03

JANUARY

- Launch staggered release of awarded participant announcements through various avenues
- Launch event info
- Launch ticket and merchandise sales
- Launch print media (posters/maps)

04

FEBRUARY

- Ongoing social media amp ups (Facebook Ads, poster releases, merch/ticket contest ads, competitor profiles, event info, educational content)

05

MARCH/APRIL

- Active social media posts during festival
- Collect media for The Calling 2020 marketing campaign



COMMUNITY IMPACT



ECONOMIC IMPACT

Economy

While building budgets it is The Calling's primary objective to utilize resources first in Revelstoke/Sicamous, second in surrounding communities and third in British Columbia.

The Calling will require a few long-term and part-time positions for the creation and execution of the festival.

Local businesses that may see increased revenue include suppliers, manufacturers, distributors, dealers, resort and hotel facilities, bars, liquor stores, restaurants, service stations, insurance agencies, hardware stores, banks, credit unions, apparel stores, and tour companies. Surrounding communities may see increased revenues as a result of spill over, equipment and contractor requirements.

Non-Profit organizations will benefit from exposure and through direct fundraising and marketing initiatives.

Tourism

The Calling will have a cross promotion strategy focused on British Columbia tourism and promoting Revelstoke and Sicamous as a world-class snowmobiling destination. Communities in British Columbia will see an increase in tourism traffic leading up to and after the festival.

Projected Impact

The Revelstoke Snowmobile Club surveyed 182 snowmobilers in Revelstoke from December 13-15, 2011 and found a snowmobiler spends an average \$540 in Revelstoke per day.

Using the following Projected Guest Attendance Guideline listed below, the following table outlines the Projected Economic Impact for Revelstoke during The Calling festival:

Projected Guest Attendance Guideline

Year 1: Revelstoke Snowmobile Club busy weekend numbers
Year 2: Festival marketing and word-of-mouth
Year 3: Growth seen in the area of a past non-sanctioned event
Year 10: Maximum number of people attended at non-sanctioned event

PROJECTED ECONOMIC IMPACT FOR REVELSTOKE/SICAMOUS			
YEAR	GUESTS	IMPACT PER DAY	IMPACT 3 DAYS
YEAR 1	600	\$324,000	\$972,000
YEAR 2	1,200	\$648,000	\$1,944,000
YEAR 3	2,400	\$1,296,000	\$3,888,000
YEAR 4	3,000	\$1,620,000	\$4,860,000
YEAR 5	3,500	\$1,890,000	\$5,670,000
YEAR 10	4,700	\$2,538,000	\$7,614,000

Stakeholders

The following Stakeholders may be impacted by The Calling and have either been consulted or will be consulted during the festival execution process:

- ✓ Ministry of Forests
- ✓ First Nations – Shuswap Indian Band
- ✓ Avalanche Canada
- ✓ BC Tourism
- ✓ Revelstoke Tourism
- ✓ Sicamous Tourism
- ✓ City of Revelstoke
- ✓ District of Sicamous
- ✓ Columbia Shuswap Regional District
- ✓ Revelstoke Snowmobile Club
- ✓ Eagle Valley Snowmobile Club
- ✓ Eagle Pass Heliskiing



FINANCIAL MANAGEMENT



FINANCIAL MANAGEMENT [PAYABLES]

Payables

The Calling Level 1 Budget (-25% to +25% accuracy) was determined with the guidance of The Calling Advisory Board on June 12, 2016.

ESTIMATED FESTIVAL PAYABLES as at June 12, 2016	
Festival Coordinator	\$7,000
Base Camp Coordinator	\$40,000
Marketing Coordinator	\$20,000
Social Events Coordinator	\$6,000
Volunteers Coordinator	\$6,000
Events/Activities Coordinator \$6,000	\$75,000
Photo and Video Challenges Director \$12,000	
Avalanche Awareness/Riding Clinics Directors \$12,000	
Cross Country Race Director \$30,000	
Freestyle Competition Director \$15,000	
Media Production Coordinator	\$30,000
Backcountry Safety Coordinator \$30,000	\$40,000
Base Camp Safety Coordinator \$10,000	
Administration and Miscellaneous	\$15,000
TOTAL ESTIMATED PAYABLES	\$239,000

Establishing a Definitive Budget

Since the Level 1 Budget was published in The Calling Business Plan Draft 2, budget reduction measures were implemented and include the following:

- ✓ Reduced festival from 4 days to 3 days
- ✓ Eliminated events: Snow Drags, Vintage Show and Rides
- ✓ Adjusted events: Volunteer Appreciation Event reduced to food vouchers and quality identifiers, Photo/Video Challenges reduced to online format, Freestyle Competition reduced to Freestyle Demonstrations and included in the Base Camp entertainment package
- ✓ Eliminated positions: Events/Activities Coordinator, Freestyle Competition Director, Snow Drags Director, Vintage Show and Rides Director
- ✓ Adjusted positions: combined Avalanche Awareness and Riding Clinics Director

The final Level 2 Definitive Budget (-10% to +10% accuracy) will be determined when Proposals are accepted.

FINANCIAL
MANAGEMENT
[RECEIVABLES]

Receivables and Revenue Forecast

Projected receivables include: merchandise sales, event participant registration fees, corporate sponsorship, vendor fees, ticket sales, webpage ad space, stakeholder investments. The following chart outlines the Projected Festival Revenue based on the guidelines listed below:

Revenue Forecast Guideline

Merchandise: \$20 x 25% of expected attendance: Year 1 is 600, Year 2 is 1200, Year 3 is 2400

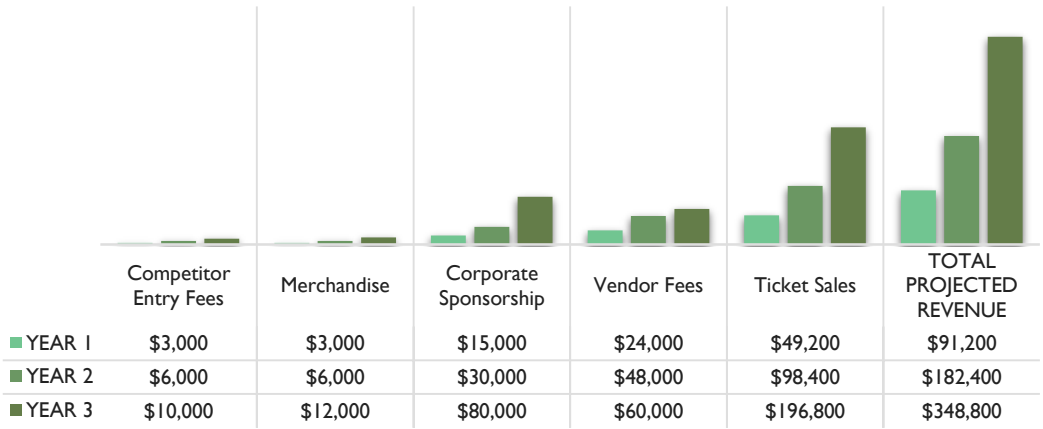
Competitor Fees: \$100 per entry. Expected entries in Year 1 is 30, Year 2 is 60, Year 3 is 100

Corporate Sponsorship: based on recent similar events

Vendor Fees: 6,000 sq ft x cost per sq ft: Year 1 is \$4 per sq ft, Year 2 is \$8 per sq ft, Year 3 is \$10 per sq ft

Ticket Sales: \$80 per person. Expected attendance in Year 1 is 600, Year 2 is 1200, Year 3 is 2400

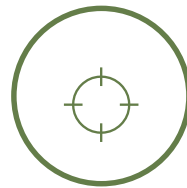
PROJECTED FESTIVAL REVENUE



INVESTMENT

Legal Entity

The Calling is funded through SKADI Foundation. The Calling should be fully sustainable after the first three years. The investment required over the first three years is approximately \$239,000 per year. Investors can exit at end of any contractual year. The projected return to Revelstoke/Sicamous is \$5,670,000 in year five with annual increases up to \$7,614,000 in year ten.



PROJECTED REVENUE YEAR 3
-ESTIMATED PAYABLES
=SELF-SUFFICIENT YEAR 4

PROJECTED ECONOMIC IMPACT FOR REVELSTOKE/SICAMOUS



UNDER REVISION

PROPOSED SPONSORSHIP STRUCTURE [ACTIVITY SPONSORS]

GOLD

- Title Sponsor of Stage
- Complimentary Booth 20'x50' (1,000 sq ft)
- Banners around Stage
- Flags at Base Camp entrance and at start line of Cross Country Race (12)
- Company Name on All-Access Tickets and Day-Pass Tickets
- Hyperlinked Banner on SKADI Foundation's website for 1 year
- Recognition on The Calling media promotions: Social Media, radio, newspapers
- Program ad full page, logos throughout, logo on front page
- All-Access Tickets (6)

\$20,000

SILVER

- Title Sponsor of Beer Gardens
- Complimentary Booth 20'x30' (600 sq ft)
- Banners around Beer Gardens
- Flags around Beer Gardens (8)
- Hyperlinked Banner on SKADI Foundation's website for 1 year
- Recognition on The Calling media promotions: Social Media, radio, newspapers
- Program ad 3/4 page
- All-Access Tickets (4)

\$10,000

BRONZE

- Title Sponsor of Freestyle Demonstrations or Kids Zone
- Complimentary Booth 10'x20' (200 sq ft)
- Flags (4) at Freestyle Competition or Kids Zone
- Hyperlinked Banner on SKADI Foundation's website for 1 year
- Recognition on The Calling media promotions: Social Media, radio, newspapers
- Program ad 1/2 page
- All-Access Tickets (2)

\$5,000

UNDER REVISION

PROPOSED SPONSORSHIP STRUCTURE [BASIC PACKAGES]

BASIC 1

- Title Sponsor of Chili Cook-off or VIP Tent and media feed adverts “Chili Cook-off presented by”
- Complimentary Booth 10’x10’ (100 sq ft)
- Program ad 2/3 page
- Recognition on The Calling Social Media and SKADI Foundation’s website
- Day-Pass Tickets (6)

\$2,500

BASIC 2

- Banners (4) outside perimeter of Base Camp
- Program ad 1/4 page
- Recognition on The Calling Social Media and SKADI Foundation’s website
- Day-Pass Tickets (4)

\$1,000

BASIC 3

- Banners (2) outside perimeter of Base Camp
- Program ad 3”x2”
- Recognition on The Calling Social Media and SKADI Foundation’s website
- Day-Pass Tickets (2)

\$500



QUESTIONS



GET IN CONTACT

WE WANT TO
HEAR FROM YOU!

WEBSITE

WWW.SKADIFOUNDATION.COM

E-MAIL:

SKADIFOUNDATION@GMAIL.COM

SOCIAL MEDIA



**SKADI FOUNDATION –
MOTORIZED MOUNTAIN SURVIVAL**

01



GET INVOLVED

If you are an interested sponsor or stakeholder please email us.

If you would like to join The Calling team check out the role packages on our website:

<http://www.skadifoundation.com/thecallingrequestsforproposals>.

02



GET OTHERS INVOLVED

Please share with friends and like our Facebook page for updates on projects and special events.

03



THANK YOU

Thank you for taking the time to hear our presentation.