

CREATED
BY RIDERS
FOR RIDERS
SINCE 2006

EUROSIMA, OSV & WSF PRESENT

← THE LARGEST EVENT IN THE WORLD →

WSD

WORLD
SNOWBOARD
DAY 6th EDITION
DECEMBER 18TH 2011



ORGANIZER'S GUIDE

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WORLD SNOWBOARD DAY IN A FEW WORDS...

WORLD SNOWBOARD DAY IS :

- ➔ A unique concept across the world's summits
- ➔ A day to celebrate the beginning of winter
- ➔ Two primary guidelines: friendly and absolutely free

World Snowboard Day provides the opportunity for everyone, from beginners to experts, to discover anywhere in the world, **FOR FREE**, snowboarding culture and the joys of snowboarding.

Discover
snowboarding
for free across
the world

The snowboard
industry's key
players are
heavily involved
in the event

WORLD SNOWBOARD DAY federates everyone who is a part of the international snowboard scene! Federations, brands, ski schools, shops, clubs, pro riders, sports and environmental associations.

EuroSIMA, Outdoor Sports Valley and the World Snowboard Federation (WSF) support World Snowboard Day and have joined forces with two additional very important partners: Core Power Asia and Snowsports Industries America.



WORLD SNOWBOARD DAY PARTNERS

Created in 2006 by **EUROSIMA** and the **WSF**, in 2010 **OUTDOOR SPORTS VALLEY (OSV)** became a WSD partner, with **SNOWSPORTS INDUSTRIES AMERICA (SIA)** in North America and **COREPOWER ASIA** in Asia as regional partners. All of these partnerships provide increased visibility and a broader worldwide presence for World Snowboard Day.



ABOUT EUROSIMA

www.eurosima.com

Founded in 1999, EuroSIMA is the European Boardsports Industry Manufacturers Association (surf, snowboard, skate ...). Its role is to federate, defend, educate, promote and develop boardsports and sliding sports in Europe through a wide range of services and competencies (innovation and R&D, training and employment, sustainable development and economic resources).



ABOUT WSF

www.worldsnowboardfederation.org

The WSF or World Snowboard Federation was created in 2002 by delegates in the snowboard community from 14 countries. The WSF is the only international non-profit organization exclusively working to promote and to develop snowboarding: competitions, instruction, and adaptive education for the disabled.



ABOUT OSV

www.outdoorsportsvalley.org

The Outdoor Sports Valley association, created in 2010, aims to federate, to represent and to contribute to the development of the outdoor sports industry. Based in Annecy, France, in the heart of one of planet's most unique playgrounds, OSV spans the Alps from Grenoble to Innsbruck, and encompasses the headquarters of most outdoor industry companies.



ABOUT SIA

www.snowsports.org

Since 1954 SIA (SnowSports Industries America) has been the referral organization that federates the snow sports industry in the United States. The association's goal is to contribute to the development of the industry and the practice of snow sports. Supporting WSD was a natural choice.



ABOUT CORE POWER ASIA

www.corepowerasia.com

Wang Lei has been a professional snowboarder since 2004. The Chinese native created a Marketing- Communications agency, "Core Power Asia", and decided to support WSD. This Beijing based agency is specialized in action sports, lifestyle, tourism, leisure, fashion and event organizing.

2010: ANOTHER GREAT YEAR

A MASSIVE MOBILIZATION

38 COUNTRIES

160 EVENTS

500+ ORGANIZERS

25 000 PEOPLE ENJOYED THE 2010 EDITION

MORE THAN **100 000** HAVE PARTICIPATED IN WSD SINCE THE EVENT WAS CREATED

A HUGE MEDIA IMPACT

Multiple radio reports and interviews: Virgin Radio, Cadena SER, NRJ, Radio Orient ...

100+ articles in the press: international, national, local, specialized and free.

More than 3 million Google results for the 2010 event ("World Snowboard Day").

Nearly **30 TV reports** worldwide: ATV (Austria), ShawTV (Canada), Lietuvos Rytas TV (Lithuania), Publica TV (Moldavia), Novy TV (Ukraine)...

A GREAT COMMUNICATIONS VECTOR

An international promotional campaign: **more than 360 000** full page adverts (color); **1 million+** potential readers.

Maximum visibility: **20 000** visits monthly on www.world-snowboard-day.com

More than 10 000 visitors on the key social media networks (Myspace, Youtube, Wat, Daily Motion and Zapiks).

5000+ posters

35 000 stickers

500 banners

**EuroSIMA, Outdoor Sports Valley, the
World Snowboard Federation (WSF),
SIA and Core Power Asia support World
Snowboard Day**

JOIN THE ADVENTURE AND BECOME AN ORGANIZER

Join us on Sunday, **DECEMBER 18, 2011**, by organizing your own event in order to share your passion with as many people as possible!

WHERE?

Wherever
there's snow and
snowboarding!

WHAT?

Whatever you'd like: BBQs,
parties, competitions,
demos, free beginner
lessons, gear tests...
Anything that will help to
promote snowboarding
and snowboarding
culture!

WHO?

Anyone
motivated and
passionate



WHY BECOME AN ORGANIZER?

Becoming an organizer offers multiple benefits, for your company, your club, your association, your brand ...

- Build a newfound passion for snowboarding and the next generation of enthusiasts
- Promote a club project, strengthen your team and develop member loyalty
- Increase public awareness about your structure, your job and your passion
- Create longlasting relationships with other actors and institutions
- Generate public awareness about environmental protection
- Take advantage of broad media coverage of the event

It is important to promote our sport and to
introduce snowboarding culture to others

AN EVENT IN YOUR IMAGE

You are totally free to organize an event in **YOUR IMAGE** according to **YOUR MEANS** or **YOUR OBJECTIVES!** Here are a few examples of what you can do in order to make this an unforgettable event.



A day for the public to discover and learn to snowboard
Rider autographs
Open house for snowboard schools or clubs



Competitions



Equipment tests
Demonstrations



Concerts



Parties
Barbecues



Build environmental awareness



Photo expos, paintings, graff...
Snowboard film showings



**ALL ORIGINAL
IDEAS AND
INITIATIVES ARE
WELCOME!**



TIP: feel free to group your efforts with others in the same area in order to create an exciting hub of activities.

ACTIVE AND TARGETED PROMOTION

Event partners - World Snowboard Federation (WSF), EuroSIMA, Outdoor Sports Valley (OSV), Snowsports Industry Association (SIA), and Core Power Asia - are combining their efforts to optimize promoting the event at an international level via multiple communications tools:

➔ A WEBSITE DEVELOPED FOR YOU

The website www.world-snowboard-day.com is a free promotional tool at your disposal. The website provides you with the possibility of making changes to your program up until the day of the event, allowing you to add activities as needed. This year you even have the option of uploading your organization's logo as well as a web banner for your profile! Sign up as soon as possible and update your program on a regular basis in order to optimize your exposure and ensure maximum attendance to your event. The World Snowboard Day website is equipped with a media library that allows you to download copyright-free photos, videos and high quality interviews in order to enhance your communications and promotional efforts. In parallel, news and banners will be widely broadcast across the Internet via numerous WSD partner websites.

➔ NEWSLETTER

Sign-up for the World Snowboard Day newsletter, sent to more than 10 000 contacts and receive sneak previews for all event information.

➔ SOCIAL NETWORKS: THE UNAVOIDABLE MEDIA



As you well know social networks have become a required media channel when promoting an event. Feel free to use WSD's Facebook, Twitter pages, Vimeo pages and Myspace pages in order to broadcast news on your events and to communicate with your target audience. Remember to invite your friends to join us on both of these social networks in order to create a buzz around this international event.

➔ PRESS RELATIONS: COMMUNICATE WITH SNOWBOARDING ENTHUSIASTS

We plan to place numerous advertisements in multiple international magazines, and will broadcast press releases regularly. The WSD press office guarantees widespread media coverage at an international level.

ACTIVE AND TARGETED PROMOTION

In addition to the promotional efforts driven by World Snowboard Day partners, you will need to promote locally in order to ensure the success of your event. All organizers registered in the **WORLD SNOWBOARD DAY** program will receive a communications kit that will include posters, stickers, postcards and banners. You will also have access to a video kit that includes graphics that you can use for any video editing.

POSTERS

We have provided a blank area at the bottom of each poster for you to include practical information about your event. It's important to place these posters in shops in your area: ski and snowboard shops, the tourism office, city hall and other shops, anywhere there's a significant amount of traffic in order to ensure that as many people as possible attend your event. The banners will allow you to designate a specific event area where the activities and entertainment will take place.



MEDIA RELATIONS

Beyond the efforts made by the WSD team, it's a good idea to inform local media on the activities planned, your program, where the event will take place, etc. To make your job easier, you can download a press kit and press releases at www.world-snowboard-day.com/press

INSTITUTIONAL COMMUNICATION

Remember to inform and involve your regular partners in the event: clubs associated with the event, local communities, private partners, etc...

The earlier you associate them with the event, the easier it will be to receive their help.

JOIN US AS AN ORGANIZER

1

The first step in becoming an organizer for World Snowboard Day is to go to the website www.world-snowboard-day.com

2

A section will be specifically created for you: click on **ORGANIZERS MANAGE YOUR EVENT**.

3

In the section **ORGANIZER**, click on **REGISTER**, fill out the online registration form and click on **CREATE MY ACCOUNT**.

4

Once received, the WSD team will validate your registration and activate your program on the website www.world-snowboard-day.com

YOU ARE NOW ONE OF THE WORLD SNOWBOARD DAY ORGANIZERS AND ALL INFORMATION ON YOUR ORGANIZATION AND YOUR INITIATIVES ARE LISTED ON THE WEBSITE.



LOGISTICS

Once your registration is validated, the WSD team will contact you to help with coordinating and promoting your event. You will be put in touch with others in your area who are also participating in World Snowboard Day.

Collaborating with them will provide the opportunity to offer the public a wide variety of activities in the same place.

REMINDER!

The Organizing Committee of World Snowboard Day, insured for its own actions, is in no way a substitute for the personal responsibility of local organizers.

Therefore don't forget to contact your insurance company to present World Snowboard Day and to verify that all activities are covered by your current insurance policy.

CONTACT

**OUTDOOR SPORTS VALLEY
& EUROSIMA MOUNTAIN DIVISION
6, AVENUE DES ILES
74 000 ANNECY - FRANCE
TEL.: +33 (0)450 675 391**

**WWW.WORLD-SNOWBOARD-DAY.COM
EMAIL: CONTACT@WORLDSNOWBOARDDAY.COM**

