



PRO WOMEN

WSF PRO WOMEN is a localised event series **made for women** of all ages who want to connect with other female shredders in their local community and improve their riding skills while **guided from a professional snowboarder.**



#WSFProWomen

Bringing together local female pro riders and resorts at their facilities opens up possibilities to host camps and clinics tailored to women and girls.

The WSF PRO WOMEN initiative is backed by the WSF and a strong industry network comprised of resorts, media and brands. NSA's can ask for support regarding programming, planning, press office.

WSF PRO WOMEN NSA organisers need to identify a project coordinator, pull in a well known local female (pro) rider- the "ambassador", pull in a resort with good terrain facilities, host a 1/2 day - 1 day event for women and girls that comprises (for example...) a free lesson in a snowpark, a meet and greet including a Q&A with the pro rider...etc



The goal is, that the NSA's support their WSF PRO WOMEN ambassadors when creating a dedicated event through WSF with these offerings: programming ideas, planning support, press office.

During the 2015/16 season, WSF PRO WOMEN is slated to launch in a few select places, and will possibly grow into a global initiative over two to three years.

Challenges will be, to identify the right riders, and the right resort facilities that are open and willing to host camps and clinics tailored to women under the WSF PRO WOMEN umbrella.

The WSF Education Committee sees the WSF PRO WOMEN as an initiative that will directly impact a strong but underserved demographic.

Pro Riders will have the chance to share their passion and inspire a new generation of women and girls who love to ride and want to take their skills to the next level.



The pro rider ambassador donates her time to offer a riding session, Q&A, and/ or anything she deems appropriate for her event.

A ½ day event that comprises of a dedicated on-the-snow session and a Q&A will suffice during the first season of WSF PRO WOMEN.

WSF will provide an event and communication framework that will allow interested female pro riders to become ambassadors of the initiative.



H O W

- **APPOINT A PROJECT COORDINATOR IN YOUR NSA**

She / He will manage all details regarding the WSF PRO WOMEN event that is held in your country and will be in close touch with WSF to plan, organise and execute the event.



- **IDENTIFY YOUR AMBASSADOR**

Think who could be the female pro rider that is able to donate her time for this initiative.

She can, but must not be a globally known shred head, an X Games winner or an Olympic medalist.

You are looking for a female rider with proven skills and a pro rider record of at least two seasons.



- **VENUE**

If you already have a resort in mind that would be happy to host your event, talk to them about the idea.

In case you're unsure, contact us and we will try to help facilitate the venue.



- **MARKETING #WSFProWomen**

BEFORE YOUR WSF PRO WOMEN EVENT – make an announcement that includes all important details of your event (i.e. who is your ambassador, the date & time, resort location, meeting time...)

DURING YOUR WSF PRO WOMEN EVENT – take photos, if possible a video

AFTER YOUR WSF PRO WOMEN EVENT – publish a story about your WSF PRO WOMEN event, and possibly include some quotes and feedback from the participants and the ambassador

EVENT DAY SUPPORT FROM WSF: A goodie bag for host and participants from supporters and sponsors (may vary from country to country)

FOLLOW UP SUPPORT FROM WSF: WSF to publish a press mailer about the event; online and social media coverage of the event on WSF channels



CONTACT US FOR FURTHER DETAILS
prowomen@worldsnowboardfederation.org

#WSFProwomen