



FIS[®] SNOW Kidz



Event Planning
Manual

www.snowkidz.com



The Bring Children to the Snow campaign has become a corner stone of FIS. Not only is it achieving its goal but we have provided an opportunity for FIS to directly connect and support the grass roots of skiing and snowboarding.

The first of the Bring Children to the Snow programmes was SnowKidz. The SnowKidz programme began as a test bed for ideas on how to bring children to the snow. However its potential was quickly realized and before long it evolved into a full programme. Over the years the programme has delivered over 3 tonnes of material, supported nearly 5'000 events and actions, averages over 450'000 participants annually and is present in 39 countries. These numbers have had an impact on the snow sports industry with reports showing that the number of skiers and snowboarding has begun to once again rise after eight consecutive years of decreases.

Looking ahead, SnowKidz is a legacy with plenty of potential. Since taking office we have already formulated plans and begun work on new support features. One item which I am particularly looking forward to is the introduction of the SnowKidz Shred Parks. This feature will see a series of tools provided to Organisers that enable them to build a miniature ski and snowboard park anywhere at any time of the year. In addition to new items we will be updating existing support features. This includes a review of the SnowKidz Awards eligibility criteria to enable more events and actions to be nominated, enhanced SnowKidz communication channels and increased quantities of the Organiser Care Packages with new items. What is best is that these support features will continue to be open to all stakeholders in snow sports.

I am very much looking forward to the future of SnowKidz. There is much work to be done but we know that the actions we take now will have a longlasting and positive impact on the snow sports community worldwide. I invite all persons to join us and the thousands of other Organisers and participants in SnowKidz. See you on the snow.

A handwritten signature in black ink, appearing to be 'J. Eliasch'.

Johan Eliasch

FIS President



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Introduction



The FIS SnowKidz Event Planning Manual is everything you need to know about FIS Snowkidz. The Manual is designed for anyone interested in staging a FIS Snowkidz event. Inside this document you will find information about who FIS SnowKidz is meant for, why FIS SnowKidz was started, the benefits of staging a FIS SnowKidz Event, information on how to get involved, what support organisers will receive from FIS, information on awards as well as guidelines on items such as use of the logo, key dates, venues, photographs and partners.





General Information



Who

The FIS Bring Children to the Snow Campaign involves a number of different stakeholders. Through the FIS SnowKidz program FIS aims to work with different stakeholders to bring more children to the snow and thus ensure a bright future for snowsports. The target market for the campaign is children and youth between the ages of 4 – 14.

What

Launched in 2009 FIS, SnowKidz aims at introducing children and their families to the snow through a series of unique and creative events. The FIS SnowKidz project runs parallel with its twin program World Snow Day and each have their unique features.

When

FIS SnowKidz activities can take place at anytime in the year. Some event Organisers may even be creative and arrange a series of events to engage children in snow sports even during the summer months in their hemisphere.

Where

Originally many considered snow sports can only take place on mountains and in areas with snow. As snow sports have developed so have the locations where snow sports can take place. Nowadays events are taking place in cities, schools, local parks and specifically created indoor snow halls. FIS SnowKidz events can take place in all of these locations and, of course, in the mountains. As snow sports are global, activity is not limited to northern hemisphere but can also take place in the south. Just remember, the aim is to 'bring children to the snow.'



Why

Primary Reasons

Increasing numbers:

The key role of FIS is to organise a structure for international competitions through up to highest levels. However FIS is also committed to the global promotion and development of recreational skiing and snowboarding. The vision of FIS is for skiing and snowboarding to be the first choice winter sport and recreational activity. Recent research has shown that the number of people participating in snow related activities has dropped over the past several years. FIS SnowKidz is one of the key initiatives being introduced by FIS to promote snow activities as a healthy leisure recreation, especially for the young.

With your organisational skills and our position as the governing body for international skiing and snowboarding we can join forces to arrange a great experience and leverage the global platform of FIS Snowkidz to increase participation numbers.





Other Important Reasons

FIS SnowKidz is not only about increasing numbers it is also a program to educate and inform. During events we aim to promote:

The Environment

The young generations are the future guardians of the snow. The children of today are the ones who will be running the big industries of tomorrow. The younger generations need to grow up caring for the environment so they and their children have snow to play on in the future. Furthermore, by conserving the environment to preserve the snow, other natural environments will benefit as well.

Health Benefits

The health benefits of snow sports are obvious and well-known. One big advantage that snow sports offer over many other sports is the appreciation for the beauty of natural environment. We all can help pull children off their snow video games and put them on real snow.

Safety

Safety is taken for granted as an integral component of a modern lifestyle including snow activities. That's why the '10 FIS rules for the conduct of Skiers and Snowboarders,' which are considered globally as the laws for the conduct on the pistes, are also a natural component of FIS SnowKidz activities. They will help show children and their families how to behave and be safe on the snow and in doing so will also show them how to be safe off the snow.



Goals

Primary Goals:

Deadline for goals: 2025

Goal: Enable children and families to Explore, Enjoy and Experience the fascination of snow through special events and activities organised as part of SnowKidz

Measure: To have an accumulated total of 6'000 events and actions across 45 countries

Goal: To ensure Organisers are satisfied with their events and efforts to bring children to the snow

Measure: To average an 85% retention rate of events.





Secondary Goals

Deadline for goals: 2025

Goal: Increase awareness about the need to protect and conserve the natural environment.

Measure: To have had 50 events with environmental activities inside their event program.

Goal: Emphasise the importance of snow safety and awareness of rules of conduct.

Measure: To have had 50 events with safety activities inside their event program.





Benefits for Event Organisers



Develop something unique to attract children and their families

FIS SnowKidz provides the stage for creative ideas to attract new people - especially the young - to snow sports.

Show to the world that you care for future generations

Use the global FIS SnowKidz platform to demonstrate that you care about children and youth.

Bring a new spirit to your community

Communities are about people coming together. FIS SnowKidz is about uniting your community behind a locally tailored concept designed to bring families and children to enjoy the snow. It is also a great opportunity to provide migrants, underprivileged populations and disabled children a chance to experience the fun and excitement the snow has to offer.

Derive personal satisfaction from enabling children to explore, enjoy and experience the snow

By creating a FIS SnowKidz event you will deliver a personal contribution to more children having a chance to enjoy something which makes millions of people happy, the snow. Through the global platform, your event will showcase to the world the many different opportunities and ways there are to enjoy the snow.



Be part of something international which embraces snow sports

Be part of the global movement sharing a common goal to bring more children to our beloved snow.

Invest in your future

Establish a strong relationship with children and their families now so that they continue to enjoy the snow with you for many years to come.

Leverage the promotional platform and tools to reach new target groups

FIS SnowKidz will be stronger the more people participate. The FIS SnowKidz ToolKit is there for you to use and it is designed to establish a connection with groups that may have been previously out of your reach. By registering on www.snowkidz.com you will receive full access to a multitude of materials.

Open doors through new partnerships

FIS SnowKidz is a great reason for you to approach a new partner or sponsor. Present to them your idea for FIS SnowKidz and begin a new long-term relationship.



How to get involved



Work it out

Develop your concept for participation. The 'Event Ideas Guide' @ www.snowkidz.com is full of great ideas for participation.

Sign Up

Log onto to the FIS SnowKidz website www.snowkidz.com to register your event. Once you have registered your event you will receive a username and password. Keep this handy as this will give you access to your personal account.

Deliberate

Access your free FIS SnowKidz ToolKit and begin detailed event planning.

Formulate

Prepare and promote your FIS SnowKidz event. FIS will provide support through the website, ToolKit and global communication tools. Please feel free to email us at snowkidz@fisski.com if you have any questions.

Celebrate

Celebrate your FIS SnowKidz event with participants and don't forget to submit an event report of your successful day on our website www.snowkidz.com to be a part of the global communications story.



Support from FIS



Onsite Materials

As a registered SnowKidz Organiser, Organisers have the chance to obtain free materials to help stage run and promote their event. These are known as the “SnowKidz Organiser Care Packages”. All Organiser Care Packages are free of charge and best of all recipients can keep the materials for future events.

International Recognition

SnowKidz is owned and operated by the skiing and snowboarding’s international governing body, the International Ski Federation (FIS). By participating in SnowKidz your actions are recognised by FIS.





Free event consultation and event ideas

Not sure how to bring children to the snow?

Have an event already running but need new ideas?

If you said “yes” to any of these questions then SnowKidz can help. SnowKidz has a dedicated team ready to guide you on creating and staging your event to bring children to the snow.

In addition there is a multitude of guides and reports showing Organisers the best practices.

Digital ToolKit

The FIS SnowKidz ToolKit is a set of promotional tools put together to help you stage and promote your event. Inside, SnowKidz Organisers will find a whole host of templates that can be easily downloaded, modified and sent to a producer to be made.

The ToolKit is continuously refined. If there is something not in the Toolkit do not be afraid to ask by sending us an email to snowkidz@fisski.com. You never know your suggestion could become a staple of the Digital Toolkit.

Support from FIS



International Communications

The SnowKidz news system inc. social media reaches over 10'000 persons daily. The system has been linked to the FIS news system meaning information on events to bring children to the disseminated to a global audience.



Support from FIS



Engaging Social Media



Besides the traditional mass media and the internet, there are a number of new media tools at your disposal to help promote your event. These included Facebook, Twitter, YouTube, Instagram and other social media channels. FIS encourages you to use these platforms responsibly.



Engaging Social Media



Awards



As part of SnowKidz, the FIS Member National Ski Associations (full and associate members) are invited to submit projects to compete for the 'FIS SnowKidz Awards'. This awards are presented every second year at the International Ski Congress and recognise the best examples of bringing children to the snow under varying circumstances.

The FIS SnowKidz Award carries a financial reward. The amounts are as follows:

1. 15'000 CHF
2. 13'000 CHF
3. 10'000 CHF
4. 5'000 CHF
5. 5'000 CHF
6. 5'000 CHF
7. 5'000 CHF
8. 5'000 CHF

Full Information on the FIS SnowKidz Awards including information on who is eligible and how to register can be found in the Awards section of the FIS SnowKidz website www.snowkidz.com.



Awards



Guidelines



Registering

To be officially recognised as FIS SnowKidz organiser, your event must register your event with FIS. To find out more, please see the “How to get involved” section of this document. (refer to page 11)

Who is eligible to register?

FIS will only accept registrations from formal groups and/or organisations which have a genuine interest in promoting snow activities as well as the FIS SnowKidz project and share the goals of the FIS campaign to ‘Bring Children to the Snow’. FIS will not accept registrations from groups or organisations that seek to promote something else other than FIS SnowKidz or aim to tarnish the name of FIS or SnowKidz. FIS will assume a global coordination role and will seek to inform registered event organisers about any possibilities for cooperation and coordination with other FIS SnowKidz organisers in nearby venues or neighbouring regions as best possible. FIS will also inform the designated FIS SnowKidz contact within the National Ski Association about each registration in their nation.





Key Dates

Date	Event
Throughout the year	SnowKidz Organiser Registration open
Throughout the year	Registration of SnowKidz events and actions open
Throughout the year	SnowKidz event report system open
1 st June 2022	Commencement of SnowKidz season 2022/2023
1 st July 2022	Applications for SnowKidz Shred Parks open
15 th September 2022	Applications for SnowKidz Shred Parks close
1 st October 2022	Applications for SnowKidz Organiser Care Packages open
1 st October 2022	SnowKidz Award 2024 Applications open
1 st May 2023	SnowKidz Annual Survey and Wishlist open
30 th May 2023	SnowKidz Annual Survey and Wishlist close
30 th May 2023	Closure of SnowKidz season 2022/2023



Events

Various types of events can be held to celebrate FIS SnowKidz. Creativity in event planning is key. FIS SnowKidz events should seek to motivate children and their families to engage in snow activities of any form.

Having trouble coming up with an event?

FIS has compiled a checklist with suggested events, activities and venues. These examples can be found on the FIS SnowKidz website www.snowkidz.com.

Already have an event under way on that day

It is possible to align an existing event with FIS SnowKidz. Just let us know your ideas on how you plan to conduct the event. And remember to register your event to be an official FIS SnowKidz organiser and gain access to the FIS SnowKidz ToolKit

Have an idea for an event but are unsure if it is viable or allowed?

Feel free to email your question to snowkidz@fis-ski.com. Alternatively please consult the website to see if your question can be answered easily.

Please note that when registering the event, a brief description of your event concept is required. Key to success is that your event is all about bringing children to the snow and about inspiring children and their families to take part in snow sports.



Event Report

Registered organisers are required to submit a report of their day for two reasons:

FIS SnowKidz events are not just one-off events. FIS will work with organisers to make each and every subsequent FIS SnowKidz event better than the last. The only way for this to happen is for us to gather feedback on the event and its organisation so that we can assess what to improve and share this with all the other organisers. We also need to know the number of people who attended your event so we can quantify the global momentum we are generating. Please make sure you keep track of the number of people and insert that final number into your report. Other statistics such as your media reach, Facebook friends and Twitter followers are also great pieces of data to include.

The second reason why we would like you to submit a report is to reward the best efforts. We encourage you to include images, videos and links as well as feedback from participants and the organising team in your report so that we get a feeling of how your event unfolded. The more thorough your report, the better overall idea the general public and FIS have of your event.



One Line Format



Round Format



Vertical Format

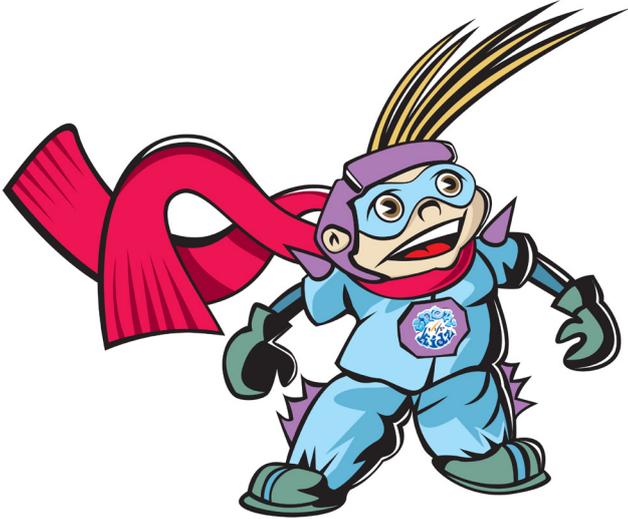
					
CMYK	C=0; M=2.5; Y=100; K=0	C=100; M=89; Y=0; K=0	C=0; M=0; Y=0; K=100	C=100; M=28; Y=0; K=0	C=50; M=0; Y=0; K=0
Pantone Solid Coated	130C	Reflex Blue C	Prozess Black C	3005C	297C
RGB	R=252; G=195; B=0	R=0; G=56; B=140	R=0; G=0; B=0	R= 0; G=122; B=201	R=114; G=199; B=231

Logo

The FIS SnowKidz logo is a registered trademark of FIS. It is also a critical element to the whole campaign. For this reason the following regulations apply:

- The above diagram depicts the official colour breakdown. These colours must be strictly adhered to and not altered.
- The aspect ratio must always be maintained.
- A registered FIS SnowKidz event organiser may only use the logo in their efforts related to FIS SnowKidz.





SLOPY



MISTY



PINTY

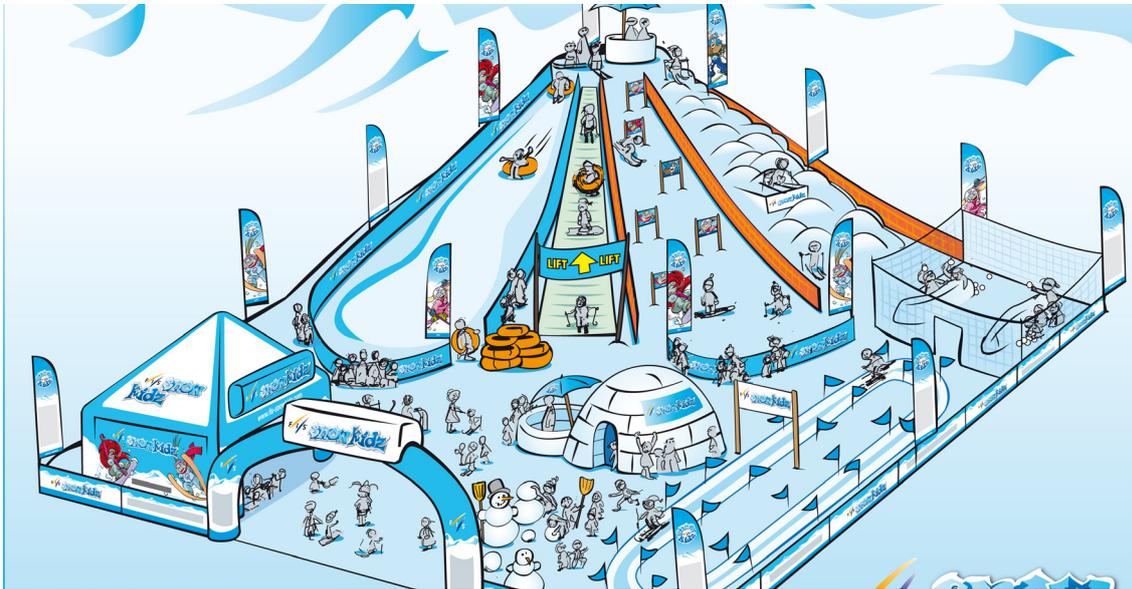


JIB

Characters

The FIS SnowKidz characters are an integral part of the program. For this reason the following regulations apply:

- The colours of the characters must not be altered.
- The aspect ratio must always be maintained
- A registered FIS SnowKidz event organiser may only use the logo in their efforts related to FIS SnowKidz.
- The names Misty, Pinty, Slopy and Jib must not be altered in any way.



Venues

FIS encourages worldwide participation in SnowKidz. For this reason all children and family-friendly events may be accepted as event organisers, providing they meet the criteria for approval. This approval can only be gained through registration of the event on www.snowkidz.com. Please note that you will have to provide a description of the venue at which you will be holding your event when you register.

Images

Any images your organisation obtains and/or uses for promotion of FIS SnowKidz must have the necessary rights accompanying them from the photographer and participants. This includes the right of personal portrayal. Please make sure to clear these rights properly. For any photo sent to FIS or uploaded on the event website whether in a report or on the event profile, please include the image's copyright (organisation/author name) details. Please note that images uploaded to the website maybe used for other purposes by FIS.



Promotion and Partnerships

Promotion of your event will be key for its' success. So get out there and make it your FIS SnowKidz. FIS does not restrict your choices for support or local partnership. We strongly suggest partnering with organisations such as environmental groups or companies and other health-related organisations that will help promote the key messages of FIS SnowKidz. Keep in mind the target audience are children and their families so please refrain from partnering with companies that do not share these goals (i.e. alcohol or tobacco companies).

The amount of promotion and sponsorship at your event is up to you. Allow your sponsor(s), supporter(s) and partner(s) as much exposure as possible, while still ensuring it is clear that this is a FIS SnowKidz event.

Remember that no sponsor is out of reach. Your sponsors, supporters and promoters can only benefit from this event. Try to locate the right people to talk to, contact them and motivate them to partner with your event. For additional help you might also contact your National Ski Association.





Website Responsibility

The FIS SnowKidz website has been designed for your benefit. It is designed to promote your event. FIS will do its best to monitor content uploaded there, but we cannot control everything. In light of this we have two requests for you in regards to the website:

1. Please make sure that you control what is posted on your events' web page and ensure that it is family friendly. What is on your profile will affect the image of your event and the image of FIS SnowKidz.
2. If you notice something inappropriate on the website send an email to snowKidz@fisski.com.





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