



# F I S<sup>®</sup> SNOW Kidz



Report  
Season 09/15

[www.snowkidz.com](http://www.snowkidz.com)



From 2009 to 2013 when the SnowKidz program was launched many test events took place. From these events FIS gathered very important data on what Organisers and participants are looking for. Following the rapid growth of World Snow Day in 2012, FIS then made a decision to re-launch the SnowKidz project with a new framework. Since this time the project has grown significantly.

The growth of SnowKidz can be attributed to the following factors. Firstly, Organisers see the importance of providing children a chance to explore, enjoy and experience snow throughout the season. Whilst World Snow Day provides children this chance for one day SnowKidz is flexible and fulfills the need to provide children engagement throughout the year. Secondly, SnowKidz is flexible allowing Organisers to stage events at anytime and anywhere. This flexibility provides FIS a chance to support Organisers in southern hemisphere. Countries such as Australia, New Zealand, Argentina, Brazil, Chile and Peru all now have the opportunity to use the SnowKidz tools to bring children to the snow. Finally, Snowkidz has

had the excellent support of three well rounded partners. Together with Audi Toolkits have been developed to help Organisers stage events. The World Federation of the Sporting Goods Industry (WFSGI) and the European Federation for the Sport Goods Industry (FESI) have all helped bridge the gap between manufacturers and event Organisers.

SnowKidz has completed the Bring Children to the Snow picture and exciting times are ahead. FIS is proud to be working with Organisers around the world to bring children to the snow. I encourage all stakeholders in snow sports to use the SnowKidz platform and align existing actions or stage new events to bring children to the snow.

A handwritten signature in black ink, which appears to read 'Gian Franco Kasper'.

Gian Franco Kasper

FIS President



	Page
<b>Executive Summary</b> .....	<b>1</b>
<b>Introduction</b> .....	<b>3</b>
Who is the International Ski Federation? .....	4
What is Bring Children to the Snow? .....	4
What is SnowKidz? .....	4
SnowKidz Goals and Analysis .....	5
<b>SnowKidz in Numbers</b> .....	<b>6</b>
Fast Numbers .....	7
SnowKidz by continent and country .....	8
Types of Organisers .....	9
Example Events .....	9
<b>Timelines and Milestones</b> .....	<b>10</b>
<b>Promotional Activities</b> .....	<b>12</b>
Website .....	13
Social media .....	13
Integration into FIS Channels .....	13
World Cup Integration .....	13
FIS Youth and Children Seminar .....	14
Partner Actions .....	14
<b>Feedback from Event Organisers and the Public</b> .....	<b>17</b>
<b>Suggestions for Event Organisers</b> .....	<b>22</b>
<b>Concluding Remarks</b> .....	<b>25</b>



*Kids, kids and more kids for SnowKidz*

## Executive Summary



*All smiles with Skitty the German mascot from the German Ski Federation. Augustusburg (GER)*

Just like children grow so has the SnowKidz project. Since the launch of the program SnowKidz has been steadily building. Following a restructure of the program in 2013, interest in SnowKidz boomed. As such the program has attracted three partners who have provided assistance from bridging the gap between manufacturers and events to providing materials to help stage events. The combination of strong partnerships, well executed events and interest in the program have seen very positive results. To date over 900 events have taken place in 35 countries with more than 500'000 participants. This has enabled SnowKidz to achieve its first goals one year ahead of schedule.



*SnowKidz Belgium was a huge success!*



*Peace for Mountain in the City, Quebec (CAN). Photo: Dany Vachon*

## Introduction



*The Netherlands receiving the 2014 SnowKidz Award for their program the Wintersport Experience*

## Who is the International Ski Federation (FIS) ?

As the governing body of international skiing and snowboarding, FIS manages the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding, including setting the international competition rules. Through its 123 member nations, more than 6'500 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities as a healthy leisure recreation, notably for the young.

## What is Bring Children to the Snow?

The 'Bring Children to the Snow' campaign was launched in 2007 as an international, multi-year campaign to promote snow activities as the number one leisure choice for children and youngsters. The campaign aims to encourage newcomers to the snow whilst adding additional value to those who already participate in the sport.

The campaign seeks to achieve this vision through two primary programmes; FIS SnowKidz and the FIS World Snow Day. The primary target group

is children between the ages of 4-14 as well as their families. Whilst targeting children and their families, FIS also hopes to motivate more teenagers and young adults.

The campaign is focused on generating competitors for any particular FIS discipline. 'Fun in the snow, fun on the snow' is the motto at the heart of the campaign.

## What is SnowKidz?

FIS SnowKidz is the first phase of the Bring Children to the Snow campaign. It is a unique program and communications platform that enables organisers around the world to share and showcase their events to bring children to the snow. Events can occur at anytime and in any place around the world.



Ready, set GO for the Puchar Reksia in Poland

## FIS SnowKidz Goals and Analysis

### Primary Goals:

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

**Status:** All events to date have provided children better access to snow sports. As such all participants have had a chance to explore, enjoy and experience snow sports.

**Goal:** To have an accumulated total of 500 events by the end 2015.

**Status:** SnowKidz has now exceed 900 events. This has achieved the goal 1 year ahead of schedule.

**Goal:** To have an accumulated total of 500,000 event participants by the end 2015.

**Status:** Since 2009 SnowKidz has had an accumulated total of 2.2 million participants. This sees the goal achieved one year ahead of schedule.

### Secondary Goals

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

**Status:** The SnowKidz project has reached over 58'000 people with its message of environmental protection.

**Goal:** Promote the health benefits of snow sports to all participants.

**Status:** According to the data collected SnowKidz has reached more than 330'000 people with its messages of the health benefits of snow sports.

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

**Status:** The 10 FIS Rules of Conduct SnowKidz Version has been a huge success. The documents and templates have been downloaded more 1'300 times. It is estimated the message of safety has reached more that 440'000 people since 2009.



*SnowKidz in Europa-Park (GER) saw more than 500'000 participants*

## SnowKidz in Numbers



Manufacturers Burton Snowboards teaming up with events and looking after the next generation

## Fast Numbers

- 1 program.
- 3 global partners: Audi, The World Federation of the Sporting Goods Industry (WFSGI) and the European Federation for the Sport Goods Industry (FESI).
- 4 events in major cities.
- 4 events in the southern hemisphere.
- 15 events designed to benefit disadvantaged youth.
- 35 participating countries.
- 194 event Organisers.
- 928 SnowKidz events since 2009.
- 270% increase in social media reach since April 2014.
- Over 3'800 minutes watched on YouTube.
- 6'200 average website visits per month.
- More than 65'000 pieces of equipment distributed to Organisers to help stage events.
- More than 500'000 participants at the largest event/action.
- Over 2.2 million participants since the programs inception.

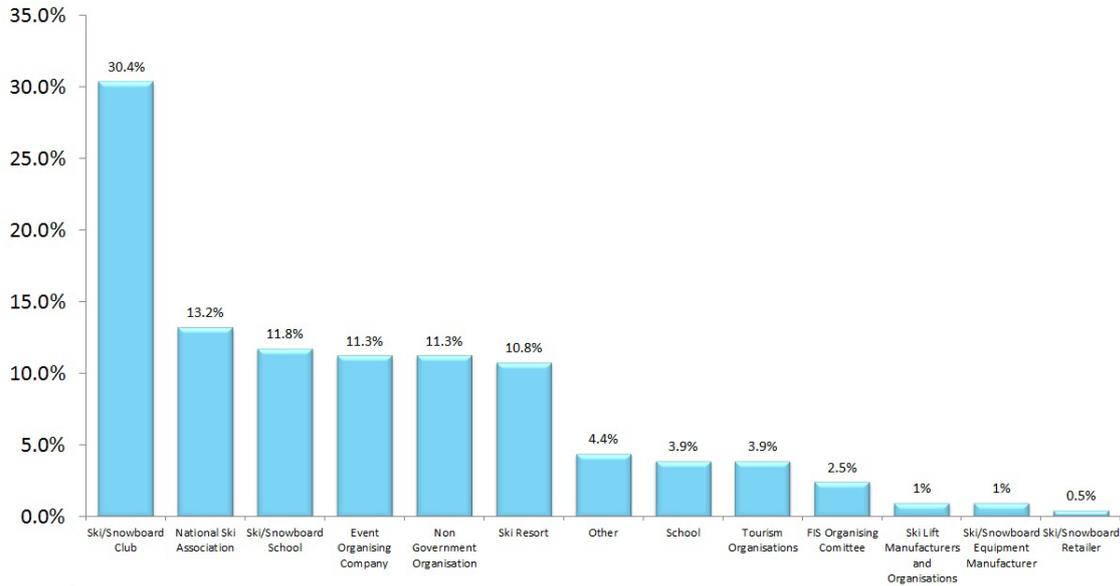
## FIS SnowKidz by Continent and Country

To date 928 SnowKidz actions and events have taken place in 35 countries.



SnowKidz in Numbers





Types of Organisers

## Types of Organisers

SnowKidz seeks to involve all stakeholders in snow sports. According to the data primary stakeholders in snow sports make up the majority of Organisers. It must also be noted that there is a clear motivation by ski clubs around the world to bring children to the snow.

## Example Events

- Throughout Switzerland:** FaMigors Ski Day
- Throughout Finland:** Kids Jumping Tournament
- Throughout Netherlands:** Wintersport Experience
- Throughout Sweden:** Alle pa Snow
- Throughout Germany:** Primary Schools Contest for Ski Jumping
- Throughout Austria:** Skifahren mi Flocke
- Alaska (USA):** NANA Nordic
- Throughout Spain:** Audi Quattro Cup
- Throughout Belgium:** Lets go snow tour
- Popova Shapka (MKD):** Site na Sneg
- Europa Park (GER):** Kids snow wonderland

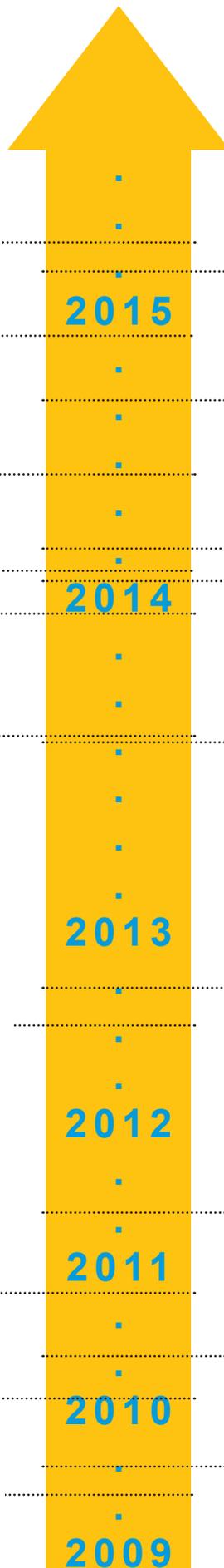


SnowKidz at the FIS Ski Jumping World Cup, Planica (SLO)



*Team introduction before the fun begins*

## Timeline and Milestones



(11.01.2015)  
Completion of the largest SnowKidz action to date. Europa-Park SnowKidz with over 500'000 participants.

(15.03.2014)  
Distribution of Audi SnowKidz Toolkits begins. 500 Toolkits were offered.

(03.10.2013)  
Launch of the updated SnowKidz website.

(02.06.2010)  
First SnowKidz Award presented  
1st Norway  
2nd USA  
3rd Germany

(26.04.2015)  
Completion of the 6th Season of SnowKidz. 466 events in 35 countries.

(02.06.2014)  
Third SnowKidz Award is presented:  
1st Netherlands  
2nd USA  
3rd Finland

(24.01.2014)  
FIS signs agreement with WFSGI and FESI for Bring Children to the Snow, which includes SnowKidz.

(04.06.2012)  
Second SnowKidz Award is presented:  
Tied 1st and 2nd Czech Republic and Germany  
3rd Slovenia.

(01.11.2009)  
Creation of the first SnowKidz event in Torre, (POR)

(30.06.2009)  
Launch of the SnowKidz program.

(04.03. 2015)  
Final Audi SnowKidz Toolkit delivered to France.

(21.04.2014)  
Completion of the first season with the new SnowKidz platform. 71 events in 13 countries.

(02.10.2013)  
Restructure of the SnowKidz program completed. New support features added including Organiser Event Management system, Digital Toolkit and reporting system.

(04.09.2012)  
Completion of SnowKidz test events. Work begins on updated program.

(22.04.2011)  
Second SnowKidz season completed with 6 Events in 6 countries.

(18.04.2010)  
First official SnowKidz season completed with 4 Events in 3 countries.

(15.07.2009)  
Establishment of the first SnowKidz website.

(01.11.2014)  
SnowKidz reaches its goal of an accumulated total of 500 events one year ahead of schedule.

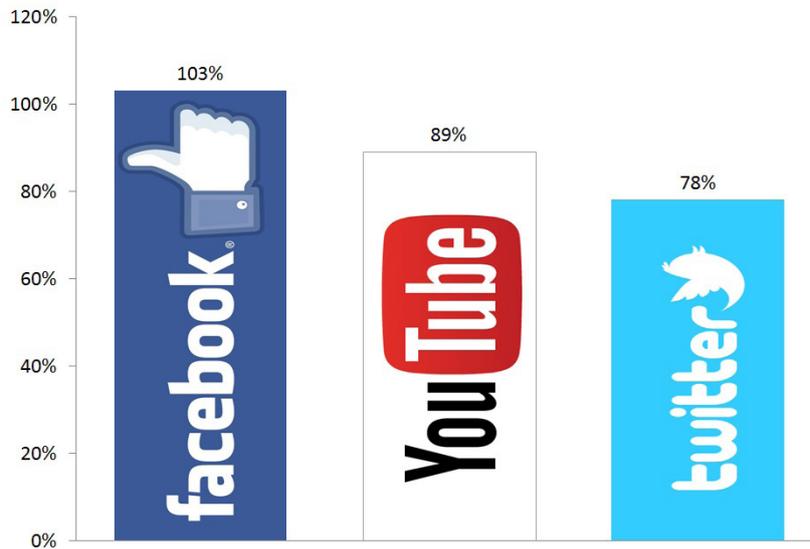
(05.03.2014)  
Audi signs agreement for Bring Children to the Snow, which includes SnowKidz.

# Timeline and Milestones



*Learning through fun.*

## Promotional Activities



Social Media growth (The data has been recorded from April 2014 – April 2015.)

### Website

The home of all things SnowKidz, the website has been an integral part to the SnowKidz program. Organisers are able to register, monitor and manage their events online through the Live Profile System. The clever integration of the Live Profile System with the event locator means that any amendments are updated in real time. This means the public are able to track, follow and plan participation in events easily. In addition to the communications of events, photos and videos by event Organisers are also displayed. This allows the public to follow action by Organisers beyond their events resulting in further engagement.

### Social media

FIS SnowKidz has been very active on social media. Utilizing Facebook, Youtube and Twitter regular posts are placed online. SnowKidz events are social by nature meaning content placed on the platforms from Organisers e.g. photos and videos, is well received by the public. The free access and regular interaction with social media means public are regularly updated on events and the programs progress.

### Integration into FIS Channels

Utilizing such areas as the Bring Children to the Snow corner in the FIS Newsflash, the SnowKidz communications has been extended greatly. Additionally SnowKidz articles have been placed into discipline Newsletters as well as on their respective social media channels. These actions have resulted in not only new audiences being informed about the program but also existing snow sports enthusiasts.

### World Cup Integration

As well as integration into the FIS Channels SnowKidz has been present at FIS World Cups. This communication has come in the form of displays on video walls and announcements by stadium and TV commentators. These actions have also been coupled with World Cup Organisers staging FIS SnowKidz events.



*Friends forever*

## FIS Youth and Children Seminar

The FIS Youth and Children's seminar is an important component of the FIS Autumn meetings. Each year topics surrounding youth participation in snow sports both recreationally and competitively are addressed. Each year updates on SnowKidz projects, The Seminar is attended by all National Ski Associations as well as special guests from key bodies outside the snow sports families. These guests include the World Health Organisation, The International Olympic Committee and other sporting federations.

## Partner Actions

The FIS SnowKidz Partners have been integral in the SnowKidz success. The following section highlights their valuable contribution:



*Discovering the joys of snow sports at Temple Basin (NZ)*



Audi SnowKidz cabana. One of the many items in the Audi SnowKidz Toolkits

## Audi

In March 2014 Audi and SnowKidz made available 500 Toolkits to be distributed to Organisers. Toolkits were free of charge, delivered to the locations of Organisers and become the property of the Organisers for future use after the event. Organisers were thrilled with the materials and participants loved using the items. All Toolkits have now been distributed however if Organisers would like to obtain materials they may contact SnowKidz at [snowkidz@fisski.com](mailto:snowkidz@fisski.com)

[www.audi.com](http://www.audi.com)



**Audi**



## World Federation of the Sporting Goods industry

The World Federation of the Sporting Goods Industry (WFSGI) is the world authoritative body for the sports industry officially recognized by the International Olympic Committee as the industry representative within the Olympic Family. Throughout their extensive network of member brands the WFSGI have facilitated discussions with manufacturers and suppliers.

[www.wfsgi.org](http://www.wfsgi.org)

## European Federation of the Sporting Goods industry

FESI is the European representative of the sporting goods industry vis-à-vis the European Institutions as well as other European authorities and bodies. Through the partnership SnowKidz has been able to connect with snow sports equipment manufacturers and provide skis to Event Organisers.

[www.fesi-sport.org](http://www.fesi-sport.org)



*Happy SnowKidz in Kussamo (FIN)*

## Feedback from Event Organisers and the Public

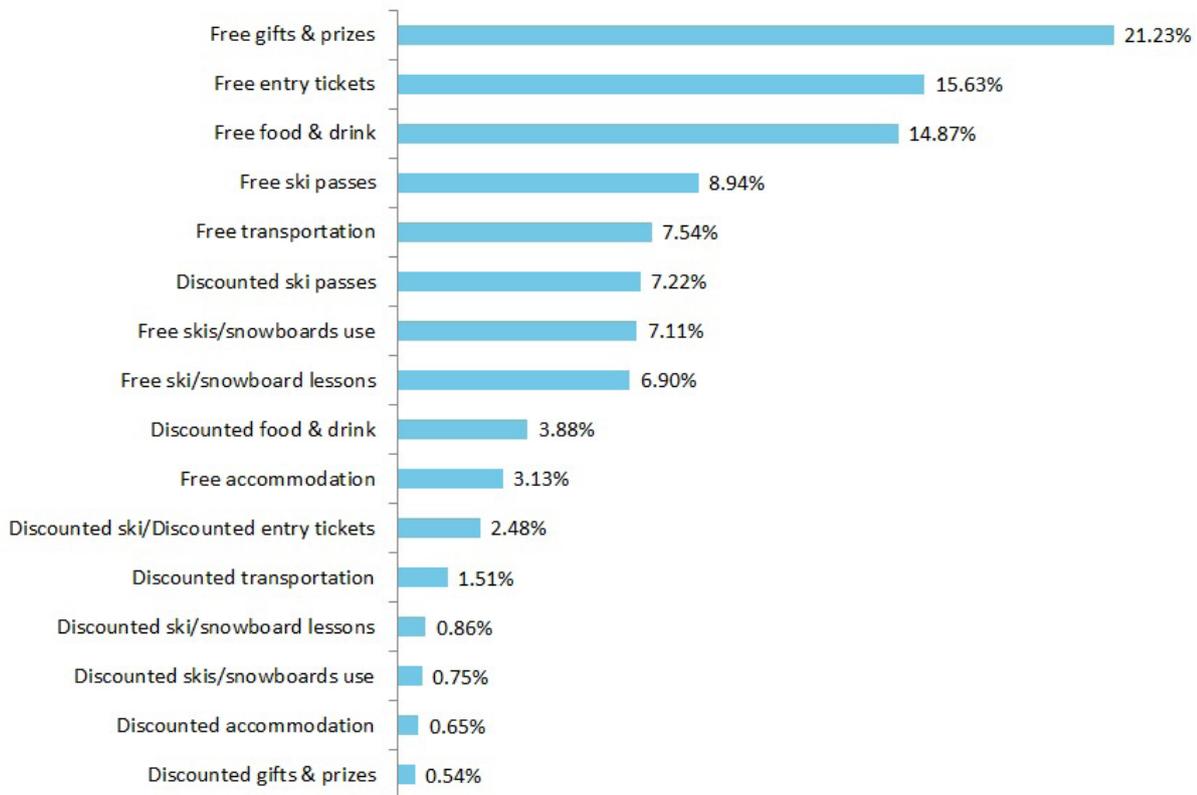


From the 4th May – 22nd May 2015 FIS collected feedback from all Event Organisers. This feedback can be seen below.

Earlier in the year FIS also conducted a public survey to collect feedback from participants and non participants. As the number of respondents for the public survey was below 300, FIS feels this is not a good representation of public opinion. As such FIS has decided not to publish the results of this year's public survey. Instead a new survey will be conducted next year with the expectation of more respondents and the intention of publishing the results.

## Types of Events

Organisers of SnowKidz events provided a whole host of activities to engage children in snow sports. “Free gifts and prizes” was the most popular action followed by “Free entry tickets”, “Free food and drink” and “Free ski passes”. The number of “Free” actions shows Organisers generosity towards children and their families.

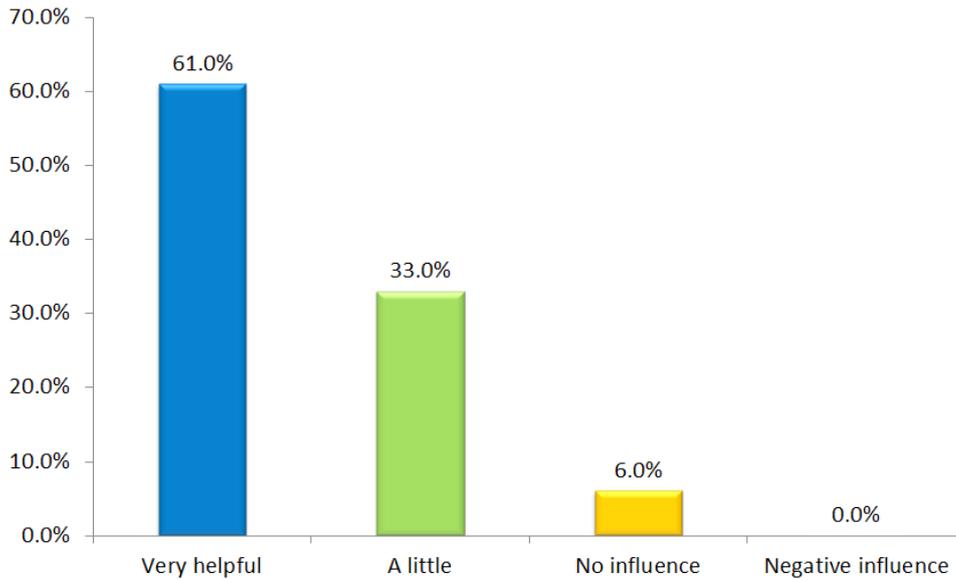


Types of Event Organisers



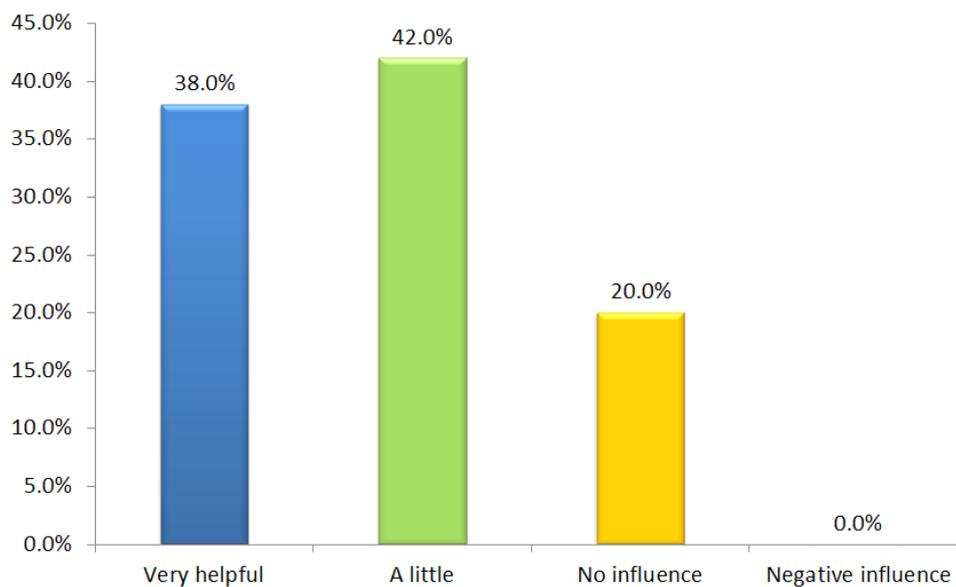
**Do you feel the SnowKidz brand helped attract participants?**

61% of Organisers said SnowKidz helped them attract participants. An additional 33% said the brand had a little impact on attracting participants.



**Do you feel the SnowKidz brand helped attract media attention?**

80% of Organisers said SnowKidz helped them attract media attention.

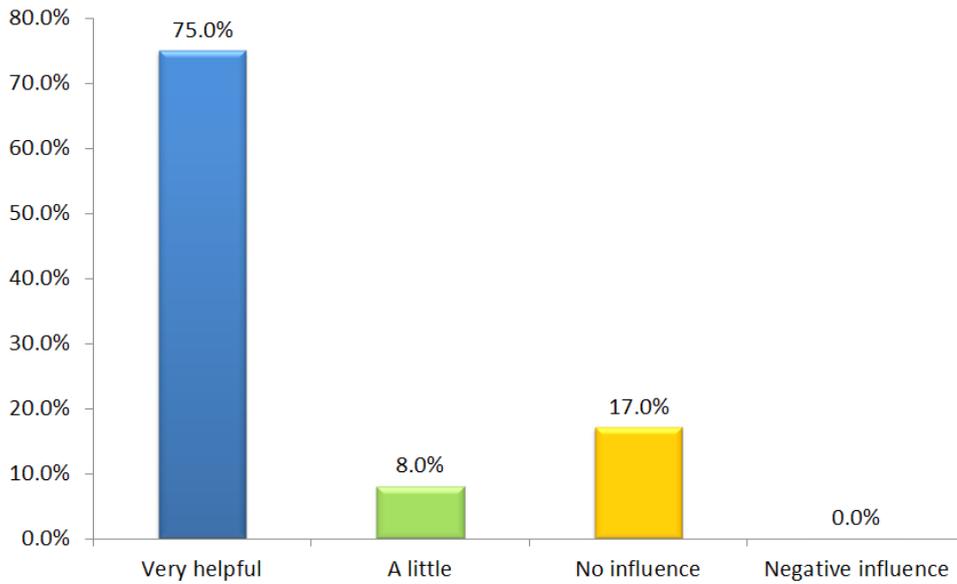


Feedback



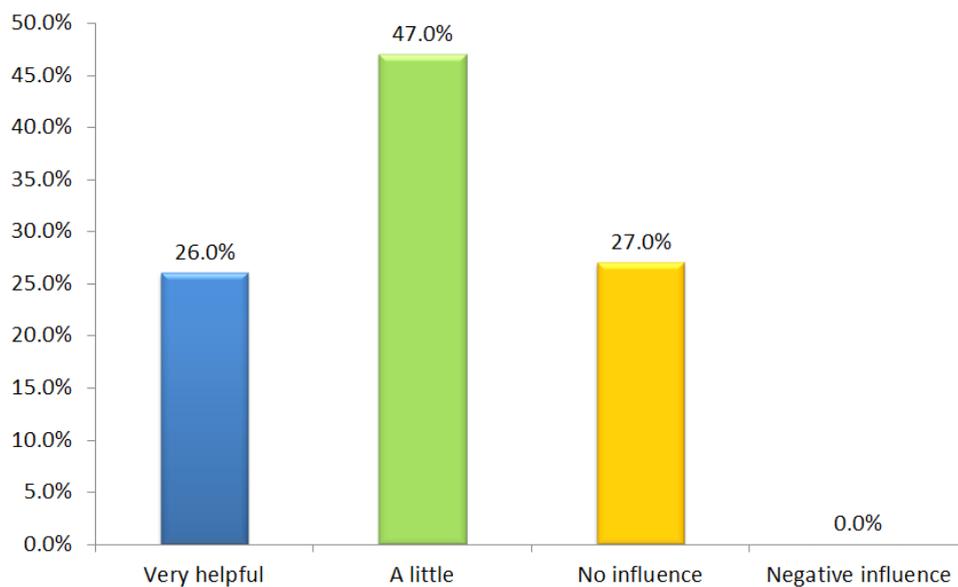
**Do you feel the SnowKidz brand helped motivate your team?**

75% of Organisers said staging a SnowKidz event helped motivate their team.



**Do you feel the SnowKidz brand helped your event attract sponsors and partners?**

Only 26% of Organisers said SnowKidz helped the attract sponsors and partners. This is an area which SnowKidz will improve through an upgraded communication plan.

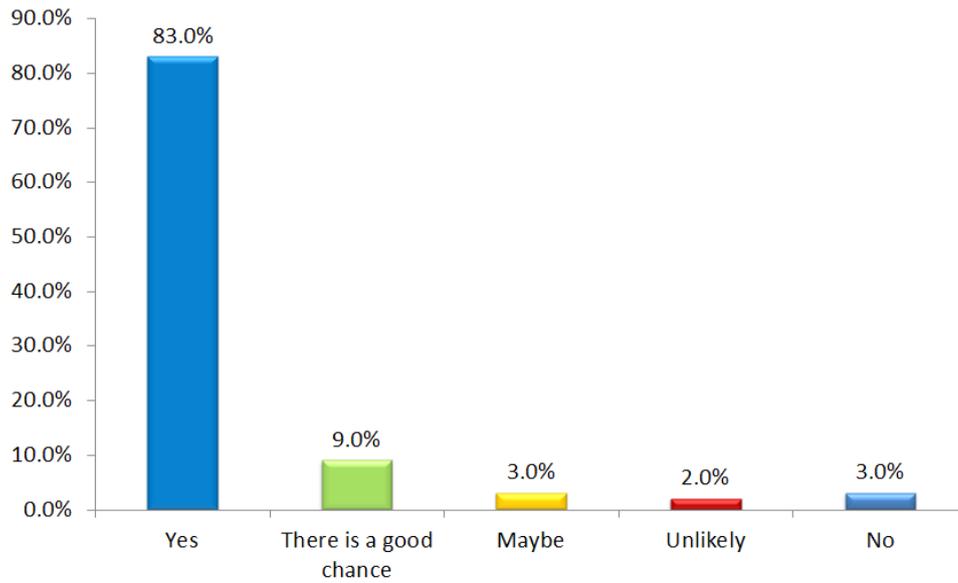


Feedback



**Do you plan to organise a SnowKidz event for the 2015/2016 season?**

It is very positive to see that 83% of Organisers said „yes“ to staging events for the upcoming seasons. An additional 9% said there is a good chance which brings the total to 92% of Organisers who have plans to stage a SnowKidz event for the coming season.



Feedback



*Lofsdalens (SWE) used their SnowKidz event as a chance for migrants to interact with local children*

## Suggestions for Event Organisers



Lofsdalens (SWE) event was a huge success and broke down a lot of cultural barriers

The following suggestions are based off of the best practices of SnowKidz Organisers and some public feedback.

#### Local Communication is key

Organisers have said local communication key to attracting participants. Participation from local people is also the most sustainable market. Participants do not have to travel far to events and also speak the language of the local region.

To aid local promotion have developed and digital Toolkit. FIS encourages all Organisers to access the SnowKidz Toolkit and utilize the promotional Tools. Templates for posters, stickers and post-cards are free to download and can be modified to meet your needs. Approaching local schools and sporting clubs to invite them to the event is also a great way to drive participation. Be sure to have your activities well defined and always invite them back the next year.

**Hint:** [Click here](#) to access the SnowKidz Toolkit for all your local communication needs.

#### Diversify activities to fit different participants

Feedback from participants and non participants showed that events who has diverse activities had larger numbers of participants. This same trend exists in World Snow Day. As such SnowKidz recommends providing not only alpine and snow-boarding activities but also other snow actions.

**Hint:** Some fun activity examples include:

- Avalanche Mountain Safety Awareness Classes
- Snow Shoe Walks
- Dog Sledding
- Trying out Adaptive Ski Equipment
- Photo Contests
- Snow Art Lessons
- Games for Children & Families
- Athlete Meeting Points
- Fun Kids Races
- Live Entertainment
- Mascots
- Raising Money for Charity
- Snow Tubing
- Special Activities for Schools
- Telemark or Other Skiing Classes for Beginners



Didrik Tønseth and Björn Dale ski with the kids at FIS Cross Country World Cup in Davos (SUI)

### Utilize social media

Social media platforms are free to use and can have large reach. SnowKidz recommends a good starting point to be Facebook, Twitter and YouTube. It is important that if you use these platforms to make regular updates.

**Hint:** A Facebook event page for an Organisers SnowKidz event is a great idea.

### Maximize World Snow Day partnerships

FSnowKidz continues to create strong partnerships. The recent agreement with Audi has seen the development of Toolkits for Organisers to help stage events. These Toolkits are free of charge, will be delivered to the Organisers location and become the property of the Organiser after the event.

**Hint:** Stay tuned to the home page of SnowKidz for other offers for Organisers. Emails will also be sent to Organisers when a new offer arrives.

### Get your event signed up early

Early registration of an event allows for better exposure. Early communication of your event allows potential participants to plan ahead. Additionally early registration also increases media attention. Finally FIS will also be able to present events to interested partners.

**Hint:** Registration is open 365 days a year 24 hours a day. Best of all it is free. You can [click here](#) to register.



*Kids everywhere!*

## Concluding Remarks



*Making friends during SnowKidz*

Echoing the words of FIS President Gian Franco Kasper, SnowKidz has completed the Bring Children to the Snow picture. Achieving many of its goals a year ahead of schedule, the program has established itself as one of the premiere programs for kids and families globally. Looking ahead the project is set only to grow. With all the benefits and support of World Snow Day in a flexible package, plus a comprehensive awards program and dedicated partners the pace at which the program remains to be seen. FIS has committed many resources to the program and will continue to do so in the long.

**Become a SnowKid! See you on the snow!**



*"The best part was meeting the athletes" - Eric at SnowKidz during the FIS Ski Jumping World Cup in Oslo (NOR)*

Concluding Remarks



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