

2024 EVENT AFFILIATION APPLICATION



SNOWSHOE
CANADA
RAQUETTE





Snowshoe Canada is the national governing body for the sport of Snowshoeing in Canada.

Our mission is to grow the sport by providing a safe, positive and inclusive environment for everyone. Our accountability is to the event organizers, athletes, venue operators, corporate sponsors and related stakeholders.

We will encourage fitness, competition and fair play. We will represent the sport at the local, Provincial and National level.

We will promote and mentor the growth and development of the sport at the recreational and competitive level.

We will continue to seek funding and support to continue to grow as a non profit organization. Our accountability is to the event organizers, venue managers, participants and funding stakeholders.

Snowshoe Canada is providing an opportunity for event organizers to participate in a variety of snowshoe related events including, snowshoe clinics, fun runs, charity events, as well as affiliated competitions including Provincial Cup Series, Provincial Championships and National Championships.

BENEFITS INCLUDE

Technical advice and guidance in staging your event through the entire process. We will work closely with you and your team and the local municipality to insure a high quality race.

Affiliating your event with Snowshoe Canada provides assurance to your participants, various levels of government, sponsors and stakeholders that your event has met the standards set out by a national governing body.

We serve as a second set of eyes to help you every step of the way to stage a successful event.

Insurance: Snowshoe Canada is now carries \$2,000,000 liability insurance and can offer this coverage to race directors as an add on fee for \$3.00/runner.

Use of Snowshoe Canada logo on event related materials will help to attract participants, media outlets and corporate partners.

Our Snowshoe Canada Website, newsletter and Social Media channels will help draw participants to your event.

Our growing email list will notify our past participants of your upcoming events.

Snowshoe Canada is in contact with several local and national media outlets and will provide press releases and articles about upcoming events.

Snowshoe Canada provides championship awards for provincial and national championships.

AFFILIATION FEES

These fees are paid by the race director as the cost of affiliating with Snowshoe Canada.

Please choose the level of affiliation you would like

1. Canadian Snowshoe

Championships: \$325.00 plus \$3/participant.

A \$100.00 deposit is due with the completed application at least 4 month prior to the event and the \$225.00 balance will be due 30 days prior to race ; \$3/participant will be due within 30 days after the event.

2. Provincial Snowshoe

Championships: \$225.00 plus \$2/participant.

A \$100.00 deposit is due with the completed application at least 4 months prior to the event and \$125.00 balance will be due 30 days before race day; \$2/participant will be due within 30 days after the event.

3. Provincial Cup Race: \$125.00 plus \$1.50/participant.

A \$50.00 deposit is due with the application and the \$75.00 balance will be due 30 days before race day. \$1.50/participant will be due within 30 days after the event.

4. Standard Race: \$80.00 plus \$1.00/participant.

The \$80.00 sanction fee will be due with the completed application. The \$1.00/participant fee is due 30 days prior day.

5. Endorsed Event: \$70.00 flat fee.

(This is an exhibition non competitive event designed as a test for a future competitive event.) The affiliation fee is due with completion of the application. Snowshoe Canada membership is not required for this level of event.

6. Liability Insurance: \$2,000,000

liability insurance is now available to cover Race Directors, race participants, volunteers and all related stakeholders. The cost is \$1.00 runner. The fee is paid after the race is completed. If you would like the insurance please indicate yes here. You will be sent a certificate of insurance prior to race day.



SNOWSHOE CANADA MEMBERSHIP FEES

In order for racers to participate in Snowshoe Canada affiliated event they must be members in good standing. The membership is to be paid by the participants not the race organizer and can be paid as a separate item through the online registration process. The participant membership fee is mandatory for a Snowshoe Canada Affiliation. Participant membership fees support Snowshoe Canada programs that benefit all participants and make it possible to operate a non profit NSO.

Yearly Membership:

Adult: \$20.00, Junior 13-19: \$10.00, Kids 12+under: Free

One Day Membership:

Adult: \$5.00, Junior 13-19: \$3.00, Kids 12+ under: Free

RACE REGISTRATION PAGE REQUIREMENT

PLEASE NOTE THAT THE SNOWSHOE CANADA MEMBERSHIP FEE IS MANDATORY AND SHOULD BE INCORPORATED INTO YOUR ONLINE REGISTRATION PAGE. YOU WILL HAVE TO CONSULT WITH YOUR REGISTRATION SERVICE PROVIDER TO MAKE THE ARRANGEMENT. PAYMENT OF THE FEES CAN BE MADE STRAIGHT INTO THE SNOWSHOE CANADA BANK ACCOUNT VIA PAYPAL OR E-TRANSFER.

Your registration page must include an option to allow race participants the ability to sign up to Snowshoe Canada to receive information about our upcoming events.

Snowshoe Canada has just partnered with **snowreg.com** for race registration. This is a division of CCN Bikes a leading online registration service. We prefer that you use this service as it makes it easier to coordinate member services. If you wish to use another service we would like to review and approve ahead of time.

APPLICATION INSTRUCTIONS

- Complete the application as thoroughly as possible. Be specific and accurate in your responses. This information that you provide will help us do a better job of supporting your event. Some of this information may be distributed in press releases and/or event information.
- Additional materials and documentation describing your event may be included to enhance the application.

When completed, please submit this Application with supporting materials to:
David Robinson President: **drobinson.sports@sympatico.ca**

Application Submission

We would like to know your intention to become a Snowshoe Canada partner ASAP.

Please submit the completed application a minimum of 4 months prior to your event.

Part I – Primary Contacts

Submission Date: _____

Local Event Hosting Organization: _____

Contact Name: _____

Work Phone: _____

Address: _____

Home Phone: _____

Fax: _____

Cell: _____

Website: _____

Email: _____

Event/Race Director (if different from above)

Contact Name _____

Work Phone: _____

Address: _____

Home Phone: _____

Fax: _____

Cell: _____

Website: _____

Email: _____

Part 2 – Event Details

A. Event Site(s) (Facility and/or Park name and location)

B. Proposed Event Title: _____

C. Preferred Event Date(s):

First Choice: _____

Second Choice: _____

D. Proposed Start Time(s): _____

Mission and Goals:

A successful event starts with a strong mission, values and measurable goals that will guide you through the process.

Clearly state your mission and reason for organizing this event.

What goals do you have to gauge the success of your event?

Prior Event Experience:

Please list other similar events that your group has conducted on these sites and whether this event is being conducted in conjunction with some other events such as a winter festival.

Part 3 - Marketing & Sales

Racer participation is of high importance to Snowshoe Canada.
A strong race marketing program is critical to the success of the event.

Please check all that apply

- | | | | |
|--------------------------------------|--|---|-------------------------------------|
| <input type="checkbox"/> Web site | <input type="checkbox"/> Facebook | <input type="checkbox"/> Twitter/Instagram | <input type="checkbox"/> Newsletter |
| <input type="checkbox"/> Email blast | <input type="checkbox"/> Phone Calls | <input type="checkbox"/> Media buys | <input type="checkbox"/> Posters |
| <input type="checkbox"/> Mail outs | <input type="checkbox"/> Pre event talks | <input type="checkbox"/> Other: please describe _____ | |

Getting your marketing program started early will capture interest from participants before they book something else on your race day.

Ideally 4-6 months in advance of your race day can positively affect your turnout.

What date will you begin your marketing and open up registration?

Race Registration Page:

A clean professional easy to complete registration form is important to a successful event.

What race registration company will you be using?

Snowshoe Canada has a partnership with Snowreg.com a division of CCN Bikes a leading online registration system.

This is a new site set up for snow sports. It is free to the race director. Snowreg.com support staff will help you build the registration page and will be available to help with questions and problems right up to race day.

The race registrant pays a service fee when signing up (about 4%).

Your registration fees will be transferred to your bank account every two weeks.

If you would like this service or would like to see an online demo please indicate here.

Race Registration Fees:

Race fees for snowshoe events are similar to summer trail runs and road running races. The market will yield pricing from \$30.00 to \$60.00 for a local event and up to \$80.00 for a championship event.

Races typically offer lower fees for early bird signups and higher fees for race day. You fees should be tuned to your local market and reflect your race budget. Racer swag, gifts, medals and post race food are all part of your fee schedule.

What is your fee schedule for this event?

Will there be any user fees, participant or spectator charges?(i.e. parking fees, etc.)

Sponsorships, Donations & Grants:

Additional revenue over and about registration fees is important in order have enough budget to put on a good event.

Corporate Sponsorships and donations as well grants for various levels of governments are typical ways to raise additional funds.

What plans do you have to seek additional funds?

Do you plan to contact the various levels of government a/o tourism in your area to inquire about possible grants?

We have experience in this area and can assist if needed.

Volunteering:

Local volunteers will support you event and fill critical jobs.

Explain how you will recruit, train and assign volunteers for your event?

Name other organizations, if any, that will conduct or assist in the conducting of this event.

Explain the relationships and responsibilities of any such organizations.

Organizational Team:

Event management is team concept.

Please list the key members of your event team and their positions.

Community Charity:

Snowshoe Canada is big on giving back to community.

Creating a legacy by partnering with a local charity will help you create increased awareness of you event.

Race participants, sponsors and other stakeholders are more likely to attach to your event because of your relationship with a local charity.

What charity have you selected and how will you partner with them?

Part 4 – Financial

A strong financial plan is important to having a successful plan.

Please provide a budget draft for your event.

As an aid to your budget preparation, a sample budget can be sent to you under separate cover.

Part 5 – Course Venue, Layout Design & Permits

The venue should have winter access via cleared roads, adequate parking, indoor heated facilities for up to 100 people and convenient access to a nearby trail system.

The trail should be mix of open flat, double & single track, hilly, windy with moderate to challenging terrain.

The course should be free of dangerous ground obstructions protruding through the snow, overhead branches, steep slopes not navigable on snowshoes and generally be passable in winter.

You should do you trail maintenance in the fall before the first snow fall.

Please include a Course Map that shows the course layout, i.e. start/finish lines, elevations, etc. Indicate on Course Map the location of parking, registration center, aid and medical stations, course marshals, toilet facilities, Awards & lunch area etc. (please submit separate document)

Course composition: ____% Uphill: ____% Downhill: ____%
Flat: ____% Groomed Trail: ____% Single Track: ____%
Untracked powder ____%

Permits: Permits are critical to the operation of an event and can make or break the event depending on the complexity of your course and the level of permission allowed by the local authorities. It is mandatory that you seek out any permits, permissions, Letters of acceptance or any other form of documentation to protect yourself from problems that could arise. If you event uses property or buildings that you do not own or you event crosses land, trails, lakes, rivers or roads that is owned privately or by any level of Federal, Provincial or municipal authority you will need to seek their permission to proceed.

Grooming: is preferred as it makes it easier for the participants to run the course.

We understand that weather can change the morning of the event.

Is course grooming available? _____

What grooming equipment do you have? _____

How will you deal with snow depth and our ice depth if operating an event on a lake or river?

Distances: Standard distances set out by the World Snowshoe Federation are 5k and 10k.

A short sprint distance of 500 meters to 1k is also recommended for children. Distances can be more or less than the standard distance depending on existing trail networks but every effort should be made to be as close to the standard distances as possible. Distances should be measured as accurately as possible using available distance measuring equipment. The distance measured should be what is advertised.

What distances will you be offering? How you measure the course?

Course markings: Marking the course is very important particularly to the lead athletes. Marking should be frequent enough that one can see the marking immediately ahead and the one immediately to the rear at any point on the course. Taping off side trails and exits that are not part of the course is also vital.

Please briefly explain how you will mark the course.

Loop Courses: are an ideal way to gain distance, while keeping your volunteer requirements to a minimum. Loops course should be clearly marked and mapped out for easy reading by the participants. Loops that are extensions of the main loop to gain distance must be accurate and in the same condition as the main loop. Loops that circle back through start/finish should continue through or around the area without stoppages or unnecessary diversions.

If your course has any loops please indicate how it will be laid out to avoid confusion.

Optional Event: In order to maximize your participant at your event you would be well advised to add additional paid events such as running or fat biking. These event will broaden the appeal of your event and increase your revenue.

Please list any other events that you would like to add to your day. What distance options are you planning for these events. Please provide a map of the course for these events.

Timing:

Provide the name and full contact information of the individual(s) and/or company providing timing and results for this event. You should book your timing company well ahead of your race day.

We have contacts with timing companies. Also there are some low cost online timing systems available for small races. Webscorer.com is an example of a low cost system that can be operated by volunteers.

Marshals:

Volunteer marshals on course at all major intersections will help participants navigate the course without getting lost.

Indicate where you will place your marshals on the course by indicating them on your map.

How many course marshals do you plan on having on course?

Aid Stations:

We recommend at least one aid station for the 5k event and two aid stations for the 10k. Stations should have water, Gatorade and one hot drink option if possible.

Communications such as a walkie-talkie back to the finish line is also recommended.

How many aid stations will you have?

Part 6 – Medical (Attach Additional Documents if needed)

Please outline your medical plan for this event and include an attached document.

Covid 19 Protocols: With the advent of the virus it is very important that extreme care be taken regarding adhering to local Covid 19 protocols. We advise that you work with the local health unit to assist you in producing a safe event. Please include your covid protocols under separate cover.

Nearest Hospital Name: _____ Location: _____
Distance from Event Venue: _____ Phone Number: _____

Will an ambulance or emergency transport be available? Yes No

How many medical staff will be on site? _____

How many radios and/or cell phones will be used for communication on the course? _____

Will there be snowmobiles available on race day for course management?

How will you get an injured person off the course?

How will you deal with hypothermia with race participants?

Race day temperatures must be monitored carefully to avoid exposure.

We do not have any hard and fast rules about temperature but a general rule of thumb is -20c including wind chill as the cut off.

Race morning temperature must be carefully monitored and discussed between the Snowshoe Canada race official and the race director to determine if it is safe to proceed.

How will you monitor temperature on race morning?

If the temperature is to cold 60 minutes before race time the race official may choose to delay the start of the event or shorten the course. If the weather is to severe the race may be cancelled. The race official and the race director have the final say

Part 7 – Officiating & Race Rules

Snowshoeing is a very simple sport with relatively few rules however Snowshoe Canada has a set of race rules originally developed by the World Snowshoe Federation.

In advance of race day we will provide an online training course to a local volunteer on your team to act as the designated snowshoe Canada race official on race day.

The race official will work with the race director to execute the race rules on race day.

This official will serve as a referee on any athlete appeals or complaints. We have an established appeals process. We will send this to you under separate cover along with the rules.

Work with timing company to ensure that race results are produced accurately, on time and are in a format that is ready for the awards presentation and available on line.

Serve as a resource for athletes regarding rules, supervise race preparation and race day execution of the event.

Report back to Snowshoe Canada on the success of the event.

Snowshoe Canada will contact the timing company in advance of the race to ensure that the timing will be conducted in accordance with SNOWSHOE CANADA Official Rules.

A copy of the race rules and officials training program will be set to you under separate cover.

Who will you designate as your race official?

Part 8 – Athlete Services

Race event experience is a big part of why participants will give you rave reviews and return again and again as repeat customers.

What service items will you be offering participants? Please check all that apply.

- | | | |
|---|--|---|
| <input type="checkbox"/> Race morning package pickup and hospitality for athletes and volunteers. | | |
| <input type="checkbox"/> Event T-shirt and/or other commemorative souvenir to all participants. | | |
| <input type="checkbox"/> Finishers medal | <input type="checkbox"/> Post race Lunch | <input type="checkbox"/> Awards Ceremony |
| <input type="checkbox"/> Draw Prizes | <input type="checkbox"/> Race pictures | <input type="checkbox"/> Race Announcer/music |
| <input type="checkbox"/> Vendor Booths | <input type="checkbox"/> Washroom facilities | <input type="checkbox"/> Massage |
| <input type="checkbox"/> Prize Money | <input type="checkbox"/> Other Events (if so describe) _____ | |

Award Ceremonies

A professionally run awards presentation is of key importance for racer experience.

The award ceremony should be inside a heated building and commence no later than one hour after the last person finishes.

Results should be posted a/o online for viewing asap.

Outdoor ceremonies can be done but very weather dependant.

We recommend a key volunteer to run the award ceremony and work with the timing company to produce the results. It is not recommended for the race director to take on this responsibility.

Award categories are:

Open top 3 male and female in the 5k and 10k

Awards a/o prize money for the open category are separate from the age groups.

They are removed from age groups.

Age group male and female 10 year age groups for both 5k and 10k

19& under, 20-29, 30-39, 40-49, 50-59, 60+

Kids race (12 & under) get a finishers medal only. These events emphasize participation only.

Part 9 – Transportation

1. Please include distance and time of travel from nearest major domestic airports to host city/race site.

2. Please provide a list of transportation systems within your city/community available for public use and providing access to race course and hotels.

3. Is adequate parking available near the race site?

Part 10 – Rights and Responsibilities

Snowshoe Canada is responsible for:

1. Issue an official affiliation letter to the race director, mentor and provide guidance on all aspects of the event right up until race day.

2. Provide marketing support including web site, newsletter, social media channels, articles and press releases to local and national media

3. Editorial coverage posted on the Snowshoe Canada website. Editorial coverage is also dependent upon the information given to Snowshoe Canada by the event organizers.
4. Snowshoe Canada may assist if needed on various marketing programs, event operations and sponsorship partnerships with event organizers.
5. Snowshoe Canada will provide banners to be erected at the start/finish on race day.
6. Snowshoe Canada will provide a trophy for championship events.
7. Snowshoe Canada may assist with prize money to top 3 finishers if budget allows.
8. Provide training to certify a SNOWSHOE CANADA recognized race officials for race day.
9. Race liability insurance at \$3.00 per runner

Event Organizers are financially responsible for:

- Event production and technical operations
- Course design and management
- Race Event Web site and online registration.
- Updated web site and registration page should be ready a minimum of 4 months prior to race day to maximize marketing exposure.
- Timing, staffing, results, media, sound, public address announcer
- Banners for the race and sponsors
- Awards and post race lunch
- Prize money if budget allows
- Finishers medal and Race participant registration gift if budget allows
- Local, regional, and national advertising as appropriate for the level of race.
- Provide Snowshoe Canada with an e-version of the race flyer for their web site and social media
- Insurance coverage of a minimum \$2,000,000 and listing Snowshoe Canada as an 'additional insured' on the event insurance coverage. (if you choose to use your own insurance)

Thank you for taking the time to complete this application.

Your event is important to us. We look forward to working with you on your event.

Please return the completed form to: **drobinsport@sympatico.ca**