

REQUIREMENTS & BENEFITS

2015/2016 SEASON

The World Snowboard Tour is the benchmark for quality snowboarding events worldwide. As a member of the World Snowboard Tour, each event must commit to minimum category standards in the areas of: competition infrastructure, event organization, administration, safety, rider hospitality, and prize money.

THE FOUR EVENT LEVELS ON THE TOUR

Each event level holds a distinct set of inherent characteristics that promote the progressive development of riders from Rookie to Elite while ensuring an adequate representation of the sport at each level.

ELITE LEVEL: THE PINNACLE EVENTS OF SNOWBOARDING

Premium world class level sport, addressing a global mainstream audience and mass media. Elite level events showcase the sport of snowboarding, representing the highest level of sports performance, event organization, communication and marketing.

INTERNATIONAL LEVEL: PROGRESSIVE HIGH PERFORMANCE SPORT

High level sport in a creative yet professional environment addressing a transnational core audience and national mainstream media. Creative and progressive concepts are welcome that convey snowboarding's core values such as fun, sportsmanship, progression and creativity.

NATIONAL LEVEL: PROVING GROUND FOR NATIONAL CHAMPIONS

Allowing riders to develop their skills and enabling progression through a competitive and stimulating environment, addressing a national audience. National level is the stepping stone to the international competition stage.

REGIONAL LEVEL: LAUNCH PAD FOR EMERGING RIDERS

The entry point to the world of competitive freestyle snowboarding for kids and youngsters. Local amateur events with local impact, targeting a local and regional audience. Often organized by clubs, shops, brands and motivated individuals.

INTERNATIONAL LEVEL

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Index

REQUIREMENTS	3
1) COSTS & TERMS.....	3
2) COMPETITION	3
3) ADMINISTRATION & INFORMATION	5
4) ORGANIZATION & VENUE.....	6
5) COMMUNICATION & MARKETING	6
6) TTR & WST INTEGRATION	6
BENEFITS	8
7) MEMBERSHIP BENEFITS	8
8) ADD ONS	10

REQUIREMENTS

1) COSTS & TERMS

TTR MEMBERSHIP & WORLD SNOWBOARD TOUR LICENSE FEES

Annual Membership & License Fee - Single Format/per Event	4,000 (EUR)
Annual Membership & License Fee - Multi Format/per Event	5,000 (EUR)
Discount for a minimum of 3 events under the same event/series name and organization	Negotiable

PAYMENT TERMS

Membership and license fees have to be paid within twenty (20) business days after the execution of the membership agreement and receipt of the invoice for the above fees. Notwithstanding the foregoing, fees must be paid no later than the date of the first competition day of the event. If the member fails to meet the foregoing deadline, TTR will charge a late fee of 4% of the total fees and has the right to expel the event from the tour. If event is cancelled up to four (4) weeks prior to its scheduled start date, the member will only be required to pay 50% of the applicable fees. In all other cases, 100% of the applicable fee will be payable.

PRIZE MONEY MINIMUMS

Men per discipline	10,000 (USD)
Women per discipline	10,000 (USD)

PAYMENT TERMS

Prize money has to be paid out in cash (USD currency) on-site directly after the event or transferred to the riders personal bank account no later than two weeks after the event. If the event organizer fails to meet the foregoing deadline, TTR has the right to expel the event from the tour or require the event organizer to set up a trust account and transfer the prize money in full no later than 20 days prior to the event.

2) COMPETITION

COURSE SETUP

The competition infrastructure has to be designed and build professionally. Creative and non-standard courses are welcome as long as the quality of riding is not impacted negatively. The course has to enable riders to perform tricks at the top level of snowboarding. The dimensions must live up to the expected level of riding for the level of event intended. Course must be perfectly shaped and maintained from first training to finals to ensure safety and optimum training conditions for riders.

MEDICAL CARE & SAFETY

On-Site Medical Care: Certified & trained First Aid Team must be on-site/course all the time during training and competition. Any persons handling any injured Rider must hold current First Aid certification.



WORLD SNOWBOARD TOUR

Off-Site Medical Care: Hospitals, care facilities and staff have to comply with international standards/ be internationally recognized. Hospitals have to be in close proximity to ensure minimum transportation time in case of injuries.

Designated Areas: Specific areas for spectators, media, riders etc must be marked and fenced if designated to ensure course safety.

ATHLETE CARE

Dedicated athlete care is expected on the International level to ensure top level rider performance:

- A dedicated rider contact person(s) with all information required on hand, dedicated to riders at accreditation
- A dedicated rider area on site, providing sanitary facilities, water and snacks
- Accommodation adequate to 3 Star hotel has to be available for riders

3) ADMINISTRATION & INFORMATION

REGISTRATION

Rider Registration must follow WST Entry Protocol and manage data/ results accordingly
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Rider Field: Must follow WST Entry Protocol and WST Qualified Rider Protocol
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SCORING AND RESULT TABULATION

Use of electronic scoring system to support judges workflows and decision making. Tabulation of scores and calculation of standings in real-time
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On-Site Information System: Scoreboard/noticeboard, athlete info system, PA announcements

Full event results in standard WST format must be provided no later than max. 30mins after end of Final for processing and uploading to TTR Results Service System
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JUDGING

Head Judge must be TTR trained and certified and appointed by TTR Judge Director
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TTR Judge Director will work with WSF Judge Coordinator and events, to establish a qualified judge panel. The panel at International level events has to be composed of judges with international certification, representing at least 3 different nationalities.

Remuneration - Judging Panel Travel and Pay Rates Must follow TTR Judge Protocol
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INSURANCE & WAIVERS

TTR Pro Snowboarding included on Rider Release/ Waiver Form

TTR Pro Snowboarding included as additional insured on Event's General Liability Insurance Certificate
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EVENT INFORMATION PROVIDED TO TTR

- Detailed information about event, format, program, special rules and characteristics
- Contact list of key event staff
- Event logo
- Sponsor logo(s)
- Event description including images for WST website

4) ORGANIZATION & VENUE

An International level event is considered a prestigious WST event with public attention. Therefore the venue needs to provide an adequate infrastructure and optical appeal. Dedicated areas and concepts are expected for:

- Riders (rider area, rider liaison, shuttle, catering, sanitary facilities, medics)
- Media (press room, WIFI & press serve on-site desirable)
- Basic Arena Design (branding concept, choice of location)

5) COMMUNICATION & MARKETING

An International level event is expected to serve a transnational to continental market, addressing a core audience and core media institutions as well as general media in the host region. TV/ online coverage and distribution on national/transnational level is desirable. Therefore, the following is expected:

- A dedicated PR and Communications person
- Use of the full range of classic and social media communication tools and channels
- A quality live production for a digital audience

6) TTR & WST INTEGRATION

TTR/WST PRESENCE ON EVENT WEBSITE

WST Logo & Link to World Snowboard Tour website on event website (1 st level of website)
Link to TTR Pro Snowboarding/ World Snowboard Tour About Section/ Page

TTR/WST PRESENCE EVENT ON-SITE

WST Logo referenced below does not include any partner logos

WST Logo on starting gate/ starting area
WST Logo/ Banner on prize giving wall/ interview area (produced by event)
Allow TTR staff full access to event site (2 AAA credentials)
Make best efforts to include:
WST Logo/ Banner in Press Conference area
WST Logo on event passes & merchandising
WST Logo on big screen/ score board (if available)
WST Logo on all print collateral (poster, program, flyers, etc.)
WST Logo on contest bibs (preferred position: right or left shoulder front, Tour Logo visible on TV/video)
WST Logo/Banner placement visible to TV/ spectators. Branding produced by event (minimum of 4 displays for International level)
Live announcements: 10 World Snowboard Tour references in PA/ Live announcement per



WORLD SNOWBOARD TOUR

contest day
Live announcements: Announcers to discuss current Ranking situation as appropriate
Complimentary accommodation for TTR staff at/ as near as possible to rider's hotel (max. 2 people)

CONTENT (IF APPLICABLE, NOT MANDATORY)

World Snowboard Tour Behind the scenes Episodes: Grant TTR staff right to conduct interviews with riders, spectators, community to produce 2 episodes of World Snowboard Tour Behind-the-Scenes for use on TTR/WST's digital/social media channels during/after event
Video Content: Provide TTR with 1:30min of rights free event footage for use in TTR's digital/social media channels after event.
Make best efforts to include:
Use of WST Graphics Elements: Where possible, best efforts made to use WST graphics elements in web and TV product (as provided by TTR - **OI Standalone must be made available**)
WST Opener/Closer Titles: Where possible, best efforts made to integrate WST opening/closing titles in TV Shows/ Webcast

EVENT COMMUNICATION/PR (MAKE BEST EFFORTS)

WST Logo and WST boiler included in all Event Press Releases
TTR Pro Snowboarding/ World Snowboard Tour explanation in all Rider Info packs (as provided by TTR)
TTR Pro Snowboarding Press Kit available for download in press section on website
High resolution, rights cleared images access online during/ post event 3 shots (prize-giving/action/mood)

BENEFITS

7) MEMBERSHIP BENEFITS

Being a member and partner of TTR supports the athletes, events and the sport, altogether through our shared platform – the World Snowboard Tour. TTR strives to offer you best in class services, as our resources allow, to ensure WST events are the best in the world!

ANNUAL MEMBERSHIP FEE BENEFITS

Official event on the World Snowboard Tour
Official member of TTR Pro Snowboarding
Voting rights at the TTR General Assembly as per the TTR statutes
Right to use of the World Snowboard Tour Logo
Right to communicate the event as part of the World Snowboard Tour
Official level assignment of WST Event Category: International ¹
Use of TTR Athlete Registration System for Online Event Registration
Processing of event results for inclusion in the World Rankings and World Tour Rankings

WORLD SNOWBOARD TOUR CALENDAR

Integration of event in World Snowboard Tour calendar with link to event profile page
Event date/ category selection exclusivities as per the WST Calendar Protocol

EVENT PROFILE ON WORLDSNOWBOARDTOUR.COM

Integration of event logo, basic information, event description, link to event's website
Display of event's final results on event profile page
Display of at least 1 event related news (if English version available)
Link to event's online registration system for riders (if applicable)
Display of event contact information
Display of at least 1 event related videos on event profile page if provided (e.g. event teaser)
Integration of event's sponsors with logo and link to sponsor website

COMMUNICATION SERVICES ON WST DIGITAL CHANNELS

¹ N.B. Event levels are assigned at the discretion of the TTR Executive Board and is approved on a case-by-case basis



WORLD SNOWBOARD TOUR

Event announcement/wrap-up in WST website news section and social media channels - in English (Translation Service available at additional charge)

Pre-/Post Event announcement in WST Newsletter

INFORMATION & PRODUCTION SERVICES

Use of WST Live Graphics Package for TV/Webcast/Big Screen Production (pls refer to list of supported competition formats)

WST digital Press Packs for distribution at events (TTR provided)

RIDER RELATIONS

TTR Rider Database: Event will have access to all registered World Snowboard Tour Riders as per WST Rider Protocol – distribution of event information via TTR Riders Service

TTR will promote event in monthly rider newsletter and notify athletes about qualification procedures

8) ADD ONS

TTR can provide additional communication and promotion services for international level events. These add ons are available at additional cost to the event and will be mutually agreed to.

WORLD SNOWBOARD TOUR WEBSITE

Special Promotion of event as "WST Featured Event"
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Creditcard payment services for entry fees
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COMMUNICATION

Pre-/Post Event announcement in WST Newsletter
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PR Services (Press Releases, Media Relationships etc)

Worldwide Distribution of Event-specific official WST press release - in English (Translation Service available at additional charge)

SOCIAL MEDIA

Promotion of event provided digital content, live webcast across TTR's online platforms (e.g. Twitter, Facebook, YouTube, Instagram)
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Integration of Video and Photo Gallery (as per WST Content Standards)

Development and Execution of tailor-made Social media promotion campaigns

INFORMATION & PRODUCTION SERVICES

Customisation of WST Live Graphics Package according to event requirements
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Athlete Profiles, Stats and Ranking Predictions for live webcast, TV and live commentators
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RIDER RELATIONS

TTR will contact qualified riders on behalf of event for event promotion as per Rider Field Protocol
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VIDEO PRODUCTION & ONLINE DISTRIBUTION

Distribution of event-produced video content via WST channels (teaser and highlight)
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Integration of event-produced video content into WST Video Products, distributed via WST channels (as per events content license)
