

## ESC Freestyle Competition Organiser's Handbook

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## **ESC Freestyle Competition Organiser's Handbook**

### **Introduction**

This volume has been prepared to outline how a Freestyle Competition on a dry ski slope or snow slope in Britain is organised. Although it has been prepared with the help of experienced Competition Organisers it should be regarded as a guide and not a Bible. In this respect it should be accepted that as long as the official procedures are followed and everything gets done, specific circumstances applying to a particular competition or venue might well determine that the person who actually performs a task might not be the same as that detailed in this guide or dictated by previous custom.

Where a specific task must be performed by a specific official (such as the signing of the results sheets which must be done by the TD and Head Judge then this is indicated)

Please note that in the context of this document the term "British" refers to the collective home nation governing bodies (ESC, SNSC, USC & SCOW) and NOT BSSF.

### **Competition rules for British Freestyle Competitions**

All British Freestyle Competitions are run in accordance with the current FIS regulations with additions and exceptions as determined by the appropriate HOME NATION GOVERNING BODY Freestyle Committee.

If circumstances are such that it is necessary to suspend or alter existing regulations to enable the competition to take place then any alterations must be agreed by the Jury and made known to the competitors as soon as possible and in any case before the start of the competition.

Full details of the CURRENT rules appear in Appendix I.

**Officials required to run a Freestyle Competition.**

- Chief of Competition\* (CO)
- Competition Secretary (CS)
- Technical Delegate\* (TD) formally appointed by HOME NATION GOVERNING BODY
- Head Judge\* (HJ)
- Judges (J) Appointed by the Head Judge
- Starter (S)
- Timekeeper (TK) (Moguls Competitions only)
- Ramp Supervisor (WRS) (Aerials Competitions Only)
- Chief of Sound (CoS) (Mandatory for Acro. Optional – but desirable - for all other competitions)
- Chief of Calculations (CoC)
- Commentator (CT)

\*These comprise the Jury

## **Specific Responsibilities**

### **Chief of Competition.**

This person is effectively the Competition Organiser. Most of the Chief of Competition's work takes place before & after the actual Competition. On the competition day the Chief of Competition should ideally have very little to actually do in person, leaving them clear to check that everybody else is happily getting on with their part of the competition and that things are running as close to the timetable as possible. This also leaves the Chief of Competition free to help out if necessary and to deal with any unforeseen situations.

Before the Competition the Chief of Competition should:-

1. book the slope and arrange for this to be confirmed in writing
2. arrange for the event to be included in the appropriate calendars Etc.
3. arrange for the event to be publicized
4. notify the HOME NATION GOVERNING BODY of the competition date, venue, disciplines being competed & start times.
5. request HOME NATION GOVERNING BODY Freestyle Committee to appoint a TD.
6. appoint the officials needed to run the competition as listed above.

The duties of each of the officials are given later.

The Chief of Competition should also arrange for any perpetual trophies to be collected from the last recipient and transported to the event. They should also arrange for any medals, prizes Etc. to be obtained and brought to the event.

The Chief of Competition should also arrange for there to be at least one qualified First Aider available sufficiently close to the slope throughout the duration of the competition and any associated training.

It is worth while checking, tactfully, about a week ahead that everybody is still available for the event and that the arrangements made with the slope are still in place

On the day of the Competition the Chief of Competition should aim to arrive at the slope in good time and check in with the slope management. It will be necessary to arrange for: -

- A competitors registration point
- Slope access for the competitors
- Slope access for the trainers (possibly also for other officials if the slope is extensive)
- Access to power for the sound system if one is being used
- Installation of the timing system if not manual.
- Any arrangements for closing the competition slopes to the public.
- Any specific safety issues
- Access to a telephone for emergency use
- Somewhere to post results Etc.

If the Chief of Competition has checked out the above then it will make it easier for the rest of the team to start working efficiently when they arrive.

As well as checking that the event is running smoothly the Chief of Competition is part of the Jury and should there be a need for the Jury to meet the Chief of Competition is responsible for arranging for the meeting to be minuted (usually by the TD) and copies sent to those present and the Home Nation Governing Body.

The Chief of Competition should keep everyone in touch with any changes of plan and should make sure that the required procedures are complied with.

In particular the following elements must take place:-

- Officials Meeting
- Competitors Meeting
- Official Practice
- Competition Elements as required
- Collation and publication of Results
- Prize Giving.

During the Competition the Chief of Competition is responsible for any trouble shooting of problems and with the exception of serious matters requiring a Jury decision, the COs decision must be regarded as final.

After the competition the Chief of Competition is responsible for

- Forwarding a set of results signed by the Head Judge, TD & Chief of Calculations, to Home Nation Governing Body.
- Forwarding all moneys collected to the appropriate body, together with a completed account of all moneys received and paid out on the day.
- Forwarding completed Expenses claims from officials Etc.
- Thanking those involved including slope personnel.

## Competition Secretary

Anybody undertaking this job requires a cool head, access to a photocopier and an aptitude for getting things done in a tactful manner, even when under pressure.

Before the competition the Competition Secretary should prepare all the documents necessary for the Competition.

These are

- Competitors entry forms
- Competitors listing form
- Competitors information forms (for the commentators use)
- Start lists for each element (unless these are being produced by the Chief of Calculations)
- Result sheet blanks for each element + final result for Acro. (Unless these are provided as part of a computer package by the Chief of Calculations.)
- Activity accounting sheets
- TD Report blank (unless the TD is using a computerised system)
- Judges cards (+ spares)
- Certificate blanks
- Prize list blanks

On the day the Secretary is responsible for giving the necessary paperwork to those who require it and for posting the result etc.

### Entry Procedure

The CS is also responsible for administering the entry procedure

- Collect entry fees from competitors
- Ensure that the entry form received from the competitor is complete and correct in respect of
  - Name correctly spelt & legible
  - Age and age category correct
  - Competitor registration number (if applicable) entered - if in doubt demand to see competitors start license – or 1-day registration.
  - Competition entry signed (& countersigned if competitor under 18)
- Entry fee paid recorded (this helps balance up at end)
- Record details on form
- Give competitor commentators info sheet to fill in
- Give competitor authorisation to go onto slope as agreed with slope management.
- Pass on any information competitors need to know
- If computer scoring in use pass entry form, to Chief of Calculations.

### Start Lists

Once entries are closed CS should arrange for the draw for the start to be made. This may be either a manual draw or a computer generated random order. In multi discipline competitions the draws for each discipline should (if possible) be separate. This should be witnessed by a member of the Jury. Once the draw is made the start list should be prepared and a copy posted in the designated location for the competitors to see and check for accuracy. The commentator should be asked to announce that the Start List has been posted.

Copies of the start list(s) should also be given to

- Chief of Competition
- TD
- Head Judge

- Commentator
- Starter
- Timekeepers (Moguls) (up to three copies may be needed)
- Water Ramp Supervisor (Aerials)
- Chief of Calculations

The commentator should also be given a list of all sponsors & officials.

The Head Judge should also be given the judges cards to distribute. It will help if these are in separate envelopes marked Judge 1 Etc.

For Acro the requirements should be discussed with the Head Judge as the marks for the Fixed Element Run and Judges 4 & 5's marks for the Free Run are awarded on copies of the APLs (flight Plans). If the Head Judge has not managed to obtain flight plans from everybody it might mean that some last minute photocopying will be needed.

The TD should be given a copy of the blank TD report form to fill in and give them as much assistance as possible, such as names of officials Etc.

During the running of the competition it is advisable to complete as much of the accounting paperwork as possible and if certificates are to be presented on the day to fill in the names and categories on the certificates. The medals can also be sorted out by category as well.

The Competition Secretary should check that the calculation process is proceeding satisfactorily and make sure that the Head Judge, TD & Chief of Calculations check & sign the result sheets and that the results are posted.

At the end of the competition the Competition Secretary should arrange for the certificates to be completed and arrange the prizes, medals and certificates ready for the prize giving.

#### After the competition

The Secretary should ensure that all of the officials requiring expenses claim forms are issued with a claim form and told who to send them to.

The officials who can claim expenses are: -

- Chief of Competition
- Competition Secretary
- Chief of Sound (unless a contractor is employed for a fee which will be invoiced)
- Head Judge
- Scoring Judges
- Technical Delegate
- Timekeeper

The Competition Secretary should collect the TD report from the TD or arrange with the TD for it to be forwarded.

The Competition Secretary should either collect an Invoice (bearing the slope's VAT Number) from the Slope for the slope fees, or arrange for an Invoice to be sent to the ESC Freestyle Treasurer.

The Competition Secretary should balance the income from the participants, complete the Activity Accounting Form as far as possible. This, together with the receipts for the day and all



paperwork including a full set of results, should be given to the Chief of Competition for forwarding the Home Nation Governing Body or other organisation as appropriate.

## **Registrations**

### HNGB Registrations

Any skier registered **as a performer** with **any** HNGB recognised by FIS is entitled to compete in British Freestyle Competitions (subject to quotas if necessary) on production of their Start Licence.

### Special conditions for ESC Performers registered for disciplines other than Freestyle.

Any competitor registered with ESC as a performer for disciplines other than Freestyle must fill in a short pro forma requesting the addition of Freestyle to their other registration. This is FREE of charge.

### Competitors who are registered other than as performers.

Any competitor who is registered with a HNGB other than as a performer may complete additional registration as a Freestyle performer on the day provided that:-

- The appropriate registration documentation is available
- All additional fees are paid at the time of registration.

### One day registrations.

When a competitor takes out a one day registration at an ESC Competition they are entitled to claim the cost of their one day registration back from ESC when they take out full registration. A short leaflet explaining the procedure is available which contains the voucher to be used when claiming the refund of fee. The Competition Secretary should sign & date the voucher but not detach it from the leaflet. If possible a copy of the registration form should be given to the competitor at the same time.

## **Administration & financial arrangements.**

- Competitors registration forms should be completed with all details of payments received, including any one day registration fees.
- Cheques should not be accepted without a valid cheque guarantee card being produced by the signatory.
- All receipts should be entered on the Cash Summary sheet.
- Slopes will not (as a general rule) receive payment on the day. They should submit an Invoice bearing their VAT NUMBER made out to English Ski Council Ltd.. This should be sent to the Chief of Competition (or ESC Freestyle Treasurer) who will arrange for it to be approved and forwarded to ESC for payment.
- Expenses for trainers & officials will not generally be paid on the day. They should be claimed on ESC FREESTYLE Claim forms which should be forwarded to the ESC Freestyle Treasurer who will arrange for them to be authorised and paid through ESC. If claims are for Petrol only then these should be accompanied by a receipt showing the VAT Number of the garage(s) from whom fuel was purchased. If mileage is claimed at the current ESC rate<sup>1</sup> then the provision of fuel receipts is not necessary.
- Trainers will be paid at the current rate<sup>1</sup> plus travelling expenses. This must be claimed on an ESC FREESTYLE claim form submitted to the ESC FREESTYLE Treasurer.
- All “out of pocket expenses” (e.g. Postage Etc.) should also be claimed on an ESC FREESTYLE claim form submitted as above.
- All claims forms must show the event to which they refer. A separate claim form must be used for each event but it is perfectly acceptable for all out-goings (e.g. training fees, travelling expenses, postage Etc.) for the same event to be claimed on the same form.
- The current ESC Freestyle Financial procedures<sup>1</sup> must be used for all transactions.

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<sup>1</sup> See APPENDIX VII

<sup>1</sup> See APPENDIX VIII

## **Technical Delegate**

The TD is effectively the governing body's representative at the competition and should technically be appointed and paid for by the Home Nation Governing Body. The TD's function is to ensure that the relevant rules and regulations governing the competition are complied with. Effectively the TD's main task is to ensure fairness for the competitors.

The TD is chair of the Jury and effectively has the casting vote. He or she also acts as technical advisor to the Chief of Competitions and the Jury and is expected to be able to advise on the rules governing the competition and on their interpretation.

The TD is required to check that the scoring procedures are correctly carried out and to sign the results sheets prior to publication.

The TD will compile a report on the event which will be forwarded to the Chief of Competition, the Home Nation Governing Body and the TD of the next competition in the series.

The TDs report will be detailed and may contain criticisms, where appropriate, of the competition as it occurred but these will be there in order to aid the organisers of future competitions to improve on any points noted.

Throughout the competition the TD will be monitoring what is happening and in the event of any query they are available for consultation. If necessary they will deal with matters as they arise in order to ensure that everything runs smoothly and fairly.

The TD should hold a TD qualification of at least that of the level of the competition being held. For British competitions other than National Championships this is a D level Licence. National Championships are C level competitions and for these a C level TD should if possible be used.

## **Judges & Head Judge**

All competitions require a minimum of five scoring judges and a Head Judge who may be a scoring judge or a non-scoring Head Judge.

Ideally judges should be qualified to at least the same level as the competition in the disciplines which they are judging.

Trainee judges may also be present on the judges stand and their scores may be used in the calculations of results (at the discretion of the Head Judge) if there are insufficient qualified judges present.

All Judges should be present on the slope during the period of official training as well as throughout the competition.

### Specific responsibilities of the Head Judge

The Head Judge is responsible for

- Ensuring that the Judges are positioned satisfactorily
- Allocating the judges to specific criteria (if appropriate)
- Checking the scores of the individual judges to ensure compliance with the relevant criteria. (Including trainee judges).
- Checking that the scores have been correctly recorded on the score sheets and that the scores have been correctly calculated
- Signing the Result Sheets to indicate that they have been checked and are correct.
- Ensuring that all judges receive expenses claim forms.
- Letting the starter and commentator (if there is one) know that the judges are ready for the next competitor.

The Head Judge is a voting member of the Jury.

## **Starter**

The starter (and assistant starter) are responsible for looking after the competitors at the start and acting as a link between the rest of the officials and the competitor. A specific responsibility of the starter is to make sure that the correct competitor is in the start gate for the run and to deal with any matters which may affect the running order.

In general the competitors should run in the order given on the Start List. The only exceptions to this are where competitors are granted a re-run. In these cases the competitor awarded a re-run should be slotted in as soon as possible after they reach the starting gate. In that case the starter must inform the Head Judge, Commentator and Timekeeper of a change in running order.

### Specific arrangements

In Moguls competitions the starter should actually countdown the competitor using the standard form of:-

Three

Two

One

Go

It is helpful if this is done with the radio transmit button pressed. If the competitors can hear the PA system then this may be done by the commentator instead of the starter. It is also helpful if the Starter confirms the Bib Number and identity of the competitor over the radio immediately before the run.

In Acro the starter should check that the competitor is on stand by as soon as the previous competitor's run has finished. When the judges have signified that they are ready the starter should ask the competitor if they are ready and then signal "Competitor Ready". The commentator will then initiate the start sequence for the competitor.

If a competitor is not available to start at the correct time for any reason the Judges, TD & Commentator should be informed. The TD may authorise the next competitor on the start list to be sent on course.

If a rerun is given then the competitor should be slotted in to the start order at the first available opportunity and the Judges, commentator and TD informed prior to the start of the rerun.

Great care must be taken to ensure that a competitor is not allowed to start without the Judges being ready to watch their run. If there is any doubt the Starter should ask the Head Judge for confirmation that the Judges are ready prior to starting a competitor's run.

## **Timekeepers**

In moguls competitions it is essential to have at least two timing systems in operation. Primary timekeeping may be electronic or stopwatch but back up timing should always be done by means of a stopwatch.

The Timekeeper, assisted by assistant timekeepers as necessary, is responsible for setting up and running the timekeeping systems and for recording the times achieved by the competitors. In the event of a failure of the primary timing system the "back up" timing system should be used to provide the time for the competitor. If there are any doubts as to the accuracy of the back up timing a provisional re run may be authorised subject to a later jury meeting.

### **Dual Stopwatch timing method**

The best method of providing manual time keeping is the dual stopwatch method.

The basic principle of this is that two timekeepers are used one at the start and one at the finish. Each timekeeper carries a stopwatch and has a copy of the start list. The timekeepers are positioned so that they can see the precise moment when the competitor crosses the start or finish line.

- Both stop watches are started at the same time (preferably by the same person) and run continuously throughout the period for which timings are required.
- The Start timekeeper records the time shown on their stop watch as the competitor crosses the start line on their copy of the start list.
- The Finish timekeeper records the time shown on their stop watch as the competitor crosses the Finish line on their copy of the start list.
- At the end of the phase of the competition the time for each competitor shown on the START timekeepers start list is deducted from the time shown on the FINISH timekeeper's start list to give the time for the run.

### **What to do in the case of failure of the electronic timing.**

If the primary timing fails for any reason the competitor will in most cases be given a provisional re-run pending a Jury meeting to decide on the best way to deal with the situation. Wherever possible the scores obtained by the competitor on their first run will be used to provide the results.

If the primary timing fails then the back up times for the five competitors either side of the competitor for whom back up timing results are required will be required by the Jury, so that any necessary adjustment factors can be calculated.

## **Chief of Sound**

The Chief of Sound and commentator (if they are not the same person) are responsible for installing and operating an appropriate sound system for the event.

Sound is an absolute requirement for any Acro competition and is desirable the other disciplines. Details of the technical and musical requirements are detailed in the FIS competition regulations.

Ideally the sound system should be sufficiently big to be able to give adequate sound coverage throughout the entire event site.

### Priorities

For Acro the first priority is that the competitors MUST be able to hear their music clearly throughout the entire length of the Acro slope. This is generally best achieved by siting speakers alongside the slope evenly spaced throughout it's length. To play competitors music a standard cassette player should be linked into the sound system and a second source for music to be played between routines should be provided.

Competitors are responsible for cueing up their tapes at the start point of the music and for collecting them at the end of the competition.

It is also desirable for Moguls, Aerials & New School events that the competitors should be able to hear “... *lively – upbeat music*” and the commentator throughout their run if at all possible.

A secondary aspect of sound coverage is that it is beneficial for any spectators to be given information about what is happening and how the sport works Etc. It is also important for the competitors and officials to be kept up to date with information such as event timing changes and calls to competitors meetings Etc. For this reason if at all possible speakers should be positioned so as to achieve this.



## **Commentator**

The commentator is responsible for keeping the competitors and spectators informed about what is happening and for "introducing" the competitors, officials and the sport to the spectators. Ideally this should be not unduly ponderous but should avoid offence.

In the Acro competitions the commentator should run the start sequence upon receiving the signals that the judges and competitor are ready.

The accepted sequence is for the following "script" to be run

The Judges are ready

The Competitor is ready

The music is running

*Start music.*

In order to keep the audience informed as to the results obtained it is advisable if possible to give provisional scores and current positions out over the PA system but the commentator should make it clear that these results are provisional until checked by the TD & Head Judge.

## **Chief of Calculations**

The Chief of Calculations is responsible for ensuring that the scoring systems are operated correctly and for producing the results sheets in accordance with the rules.

If a computerised system is being used to produce the score sheets it is sensible for this system to be used to produce the start lists as well.

### Scoring

As each competitor finishes their run the Judges Runner should bring the results to the Chief of Calculations so that calculating the scores can be an ongoing process.

If possible the scores should be passed to the commentator who may announce these as unconfirmed scores.

The results **MUST NOT BE PUBLISHED** until checked and signed by the Head Judge, Chief of Calculations & TD.

As soon as each element of the competition has been competed a printed copy of the score sheet for that component must be produced so that the Head Judge and TD can check the results and, once any errors found have been corrected, the Head Judge, TD & Chief of Calculations should all sign the master copy. (This should then be passed to the Competition Secretary for safe keeping & forwarding to the HNGB.)

Where timing faults have occurred or re runs have been given then the Jury will require a copy of the results (in particular times) in order to decide which score to award to the competitor. Where timing faults have occurred the Jury will need the times for the three competitors either side the competitor to whom the re-run was given in order to determine the extent of any correction factors to be applied to the back up time keepers results.

Once the TD & Head Judge are happy that the scores have been calculated correctly a copy of the results should be posted for the competitors to check. Any queries or objections must be lodged with the Chief of Competition, TD or Head Judge within 30 minutes of the posting of the results. Should a query or objection be lodged the official with whom the matter is raised should consult with the rest of the jury in order to decide whether a formal Jury meeting is required.

The chief of calculations is responsible for performing the tie-break calculations, as given in the current FIS procedures or ESC variations.

Details of the current calculation procedures are given separately. More detailed calculations information is also given in the relevant FIS Judges Manual and ICR handbook.

All scores are to be rounded down (truncated) to **TWO DECIMAL PLACES** and all subsequent calculations performed on the figures in their truncated form.

**Freestyle Competitions----Calculation Procedures****Acro**

For 5-judge Format:

**Fixed Element Routine**

For each Skier, Highest and Lowest Scores removed and the remaining 3 scores added.

E.g.	J1	J2	J3	J4	J5	
	2.9	3.2	<del>3.4</del>	<del>2.8</del>	3.1	Total = 9.2

**Free Routine**

1. Scores from (TM) Judges 4 and 5 are added and averaged.
2. This result is now added to the total of the scores from (AI) Judges 1,2 and 3.

E.g.	J1	J2	J3	J4	J5	
	2.3	2.7	2.6	3.6	3.8	
			Add = 7.6		Average = 3.7	Total = 11.3

**Final Score**

Results from Fixed and Free are added.

Final result = 20.5

**For 7-judge Format****Fixed Element**

1. For each Skier, highest and Lowest Scores removed.
2. Add the remaining 5 scores.
3. Multiply by 0.6.

E.g.	J1	J2	J3	J4	J5	J6	J7	
	<del>3.6</del>	3.1	3.5	3.0	<del>2.9</del>	3.3	3.5	Total = 16.4 x 0.6
								= 9.84

**Free Routine**

1. Highest and Lowest scores are removed from scores from first 5 (AI) judge
2. Scores from (TM) Judges 6 and 7 are added and averaged.
3. These are then added to the total of scores from 3 remaining (AI) scores.

E.g.	J1	J2	J3	J4	J5	J6	J7	
	2.2	<del>2.5</del>	2.4	<del>1.9</del>	2.2	2.9	2.8	
						Result = 6.8		
						Average = 2.85		
								Total = 9.65

**Final Score**

Results from Fixed and Free are added.

Final result = 19.49

Rank order based on these results

Head Judge and TD check all scores and deal with any tie-breaks and then sign results sheets.

## Moguls

As a variation to FIS Rules British Moguls competitions continue to use Pacesetters. These are selected from the competitors as follows in rank order :

- Any FIS "A" level Licence holders
- Any FIS "B" level Licence holders
- Any FIS "C" level Licence holders
- Other competitors on current ESC Moguls Seed List

The time of the pacesetter who receives the best score for turns and air (as calculated according to the formula for the judging format in use) will be used as the pace set time for that competition.

### For 5-judge Format

#### Air scoring.

The two air judges will score each of the best two jumps performed out of a maximum of 2.5 and allocate a group category (1-7) depending on the difficulty of the jump. This will be scaled in accordance with the formula given in ICR 6204.2.1.1 (see moguls judges manual) by the chief of calculations to give the skier a maximum score of 7.5 per judge.

#### Turns scoring

The three Turns judges will each award marks out of a maximum of 5.0 and imposed deductions as appropriate.

#### Qualifying Run

1. For each Skier, add and average the scores from Judges 4 and 5 (Air).
2. Add this result to the total of the scores from the 3 (Turns) judges 1,2 and 3.
3. Add to these results, the time points, calculated from Grange's Formula.

Grange's Formula

$$\text{Time Points} = 13.623 -- \frac{8 \times \text{Competitors time}}{\text{Pace setters time}}$$

#### Final Run

The first N (normally 50% of field or top ten) skiers ski in reverse order and the results are calculated as for the Qualifying Run.

#### Final Result

Rank order given from ordered Top Ten, following Final Run, with remaining skiers (not in Top Ten) being ranked from the Qualifying Run.

### For 7-judge Format

#### Qualifying Run

For each Skier, highest and lowest scores from Judges (Turns) 1,2,3,4 and 5 are discarded and the three remaining scores are added.

This result is added to the average of the scores from Judges (Air) 6 and 7.

This result is then added to the time points calculated from the time, using Grange's Formula.

Grange's Formula;

$$\text{Time Points} = 13.625 -- \frac{8x \text{ Competitors time}}{\text{Pace setters time}}$$

#### Final Run

The Top N (normally 50% of the field or top 10) skiers, from the Qualifying Run ski in reverse order and the results are calculated as for the Qualifying Run.

#### Final Result

Rank order given from ordered Top Ten, from Final Run, with the remaining skiers (not in Top Ten) being ranked from the Qualifying Run.

#### Two Run Format

If **every** skier performs two runs and there is no Top Ten then the **best** score, which could be located in either run, is counted and the skiers ranked on that score

Head Judge and TD must check all scores and deal with any tie-breaks and must sign results sheet.

**AERIALS****FOR EACH JUMP**

Three judges will score Air & Form (out of a maximum of 7 marks per judge) and two judges will score Take off and Landing (out of a maximum of 3.0 points per judge.)

The three Air & form scores are added together and added to the average of the two Take off and Landing judges multiplied by 3. The total thus found is then multiplied by the Degree of Difficulty scaling factor given in section 6000 of the FIS Freestyle Judges manual.

**Example**

Overall Air & Form Score

J1	J2	J3		
6.2	6.8	6.5	=	19.50

Overall Take off & Landing Score

J4	J5		
2.6	2.8	= 5.4 / 2 x 3	= 8.10

Total Judges Score	=	27.60
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Total Score	=	27.60 x DD Factor
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The score for each of the two jumps are added to each other to give the final score for the competition.

**NB. For Water Ramp competitions at Sheffield**

Because of the nature of the Sheffield facility it may be necessary for competitors to be run out of sequence. It is therefore necessary to check the jump to which the score card refers.

## **NEW SCHOOL**

For all New Style Competitions the performance is judged by five judges in the following categories:-

### Quality

This refers to the execution and precision of the skill performance.  
One judge with 20 points maximum.- (50% of points for a fall) = score

### Air

This refers to the amount and quality of the air and amplitude of the jump.  
One judge with 20 points maximum.- (50% of points for a fall) = score

### Show

This refers to the excitement and showmanship of the athlete performing the skill.  
Two judges with 20 points maximum each = Score

### Difficulty

Refers to the level of difficulty of the jump performed  
One judge with 20 points maximum = Score

Deductions of up to 50% of available points can be made for landing errors.

### Multiple Features

For competitions with multiple features (terrain park, quarter pipe Etc.) the criteria are applied to the overall run.

### Big Air

Each competitor has three jumps and these are each scored as above by the five judges who each award a maximum of 20 points. The scores from the five judges are added together to give a maximum of 100 points.

The scores from the BEST TWO jumps are added together to give the final result.  
(NB this is a HNGB adaptation of the FIS rule)

### Synchro Air

The "show" category becomes "synchronization".  
The fall deductions remain at up to 50%.



**ALL ENGLAND FREESTYLE COMPETITION**  
**(British Artificial Freestyle Championships)**  
**Scoring Variations.**

**ACRO**

There is a QUALIFYING Run which is scored as for the FREE run and the scores calculated as for the FREE run.

The TOP 5 (normally) skiers go through to the final. They ski in reverse order.

Final rank order is based on TOP 5 results, ordered from Final Run, with other skiers (not in final) being ranked from the QUALIFYING run.

**MOGULS**

There is a QUALIFYING run and a FINAL run, conducted as detailed in moguls competitions.

**FOR ALL FREESTYLE COMPETITIONS**

Every scoring sheet should show;

NAME OF COMPETITION

DATE

VENUE

NAME OF CHIEF OF COMPETITION

NAME OF TECHNICAL DELEGATE

NAME OF HEAD JUDGE and DISCIPLINE (Acro, Aerials or Moguls)

NAMES OF SCORING JUDGES

NAMES OF TRAINEE JUDGES

NAME OF CHIEF OF CALCULATIONS

At the end of each score sheet, there should be a designated space for the HEAD JUDGE, CHIEF OF CALCULATIONS and the TECHNICAL DELEGATE to sign the results as correct.

Results should be posted for all the skiers to see and they then have 30 minutes in which to lodge any queries. After this time, the results, even if subsequently found to be incorrect, will stand.

Start Lists & Results sheets should be printed on paper coloured as follows:-

Acro	Light Green
Aerials	Blue
Moguls	Yellow
Dual Moguls	Yellow
Combined White	
New School	Not yet determined

## The Jury

The functions of the Jury are

- to deal with any safety issues which may require changes in rules or existing procedures
- to ensure that any alterations to rules and other procedures are fair to all participants.
- to deal with any protests from participants
- to deal with any disciplinary issues

The voting members of the Jury are: -

- The Chief of Competition
- The TD
- The Head Judge(s)
- Where safety matters are concerned a further voting jury member must be a representative, elected by the competitors.
- The Jury may, at their discretion, consult or have present at jury meeting any other person with expertise appropriate to the matter being discussed (e.g. Chief of Calculations) but that person does not have a vote.
- The jury may consult the competitors en masse at a competitors meeting should the voting members of the jury feel that this is appropriate and desirable and if they so desire may ask for a vote from the competitors meeting.

All formal Jury meetings should be minuted and a copy of the minutes attached to the TD's report.

The Jury **MUST** meet formally to consider

- Protests from skiers regarding entry procedures
- Requests from the skiers, any official or the slope management on safety matters
- Any alterations to standard rules, standard procedures, standard scoring procedures or previously published rules particular to that competition
- All disqualifications or other disciplinary matters
- Abandonment of the competition.  
(NOTE there are circumstances where the TD has an absolute right to abandon the competition on his own decision)
- Appeals from skiers regarding the calculation of scores matters provided that these have been lodged within 30 minutes of the posting of the results.

**NB** The Jury may not under any circumstances entertain any appeals from Skiers, Trainers or anybody else regarding the scores allocated by Judges.

Informal Jury meetings may be called at the request of any of the Jury members to consider any matters relevant to the running of the competition. Informal Jury meetings may be minuted or not at the discretion of the members of the Jury.

All decisions of the Jury must be made known to all affected by the decision as soon as possible after the decision has been made.

Except for **URGENT** matters of **SAFETY**, where a decision affects scoring procedures, published rules or procedures or puts in place any changes which might cause competitors to change how they ski in the competition, the decision must be made known to the competitors

before the start of any competitive run within the competition and must not be made part way through a run.

Should safety matters cause any alteration to be made in the middle of a run which could affect the way in which competitors ski then those competitors who have already finished their runs should be given the opportunity of a re run.

## **The Competitor's Meeting**

The function of the competitor's meeting is to establish forms of communication between the competitors and the officials and to point out to the competitors any matters of safety, organisation and points arising either from that or previous competitions which it is felt that the competitors should know about.

At the Competitors meeting the Skiers Representatives should be appointed as official representatives of the competitors who can approach the Jury on behalf of the skiers and who can be consulted by the Jury should the advice of the competitors need to be sought.

The TD generally "chairs" the meeting and the Chief of Competition and Head Judge should also be present.

Points to be covered

- Introduction of TD, Head Judge, Starter & Chief of Competition to competitors
- Any Safety Points
- Head Judge's Comments
- Appointment of Skiers Representatives
- Information about the running of the competition and timetable
- Details of Prizegiving arrangements
- Any other matters

### **Competition Rules General**

Unless specified elsewhere competition entry will be restricted to skiers registered as Freestyle performers with a Home Nation Governing Body. Competitors registered as performers in other disciplines may be allowed to compete upon completion of the appropriate additional registration form and payment of any appropriate fee. One-day registration is available for all competitions except for the British Artificial Freestyle Championships.

Registration is not required for the Inter Club Acro Competition series.

All competitors must complete a competition entry form. If the competitor is under 18 the form must be countersigned by a parent guardian or other responsible adult.

## **Competition Rules – Acro**

Rules applied to all Acro competitions will be as specified in the current FIS Rules except for the following adaptations for dry slopes.

Bibs are not required to be worn during any Acro Competition.

The competition will be judged on the basis of two routines the Fixed Element Routine and the Free Routine. (Note exception for British Artificial Freestyle Championships)

### Fixed Element Routine content.

The fixed element routine will consist of up to nine scoring tricks to be listed by the skier on an APL (Acro Performance Layout) "Flight Plan" form. Of the nine scoring manoeuvres five are set and four may be nominated by the skier. The five set manoeuvres are: -

- Cartwheel
- Inside Ski Turn
- Tip Spin
- 360° Snowplough Spin
- 360° Outside Axel

The 4 additional manoeuvres must not be repetitions of the compulsory manoeuvres or repeats of any other nominated manoeuvres. Manoeuvres which are the same as previously performed but are accomplished in the opposite direction to that previously used are not regarded as repetitions.

Additional manoeuvres may be performed as choreography and will not be counted unless nominated on the APL. If more than 9 manoeuvres are nominated then the first 9 will be scored only.

Start and Finish positions are not counted as manoeuvres but are judged as part of the overall performance.

One Full point will be deducted by each judge if a manoeuvre (either set or choice) is missed, repeated or performed out of listed order.

An APL must be submitted by each competitor.

Each of the 5 Judges will give a score out of 10. The lowest and highest scores will be discarded and the remaining 3 scored added together to give the Fixed Element run score. (See Calculations section for 7 Judge format)

Performances will be evaluated based on the following criteria

### Manoeuvres (Max 1 mark each manoeuvre per Judge)

- a) Accurate, clean, smooth performance
- b) Good poised body position throughout run. Arms held in suitable position for each manoeuvre Fitting use of poles with good display of balance, technique and control.

### Artistic Content (Max 1 mark per competitor per Judge)

Construction of run, good variation of manoeuvres, skiing in sympathy with the music.

### Free Routine

In general as detailed in the FIS Rules but the following exceptions apply

- The number of scoring manoeuvres to be performed is 4 (flips or jumps) but the maximum number of jumps is 3.
- The sequence in which the manoeuvres are performed during the run must be as stated on the APL.
- Manoeuvres will not be counted if performed out of sequence.
- A one pole or two pole Cartwheel may replace a flip or one Axel with a maximum possible score of 0.5 (one pole) or 0.7. (two pole)

Points list for Jumps

180	0.8
270	0.9
360	1.0
450	1.2
540	1.4
630	1.8
720	2.2
810	2.6
900	3.0

Points list for flips

One Pole Cartwheel	0.6
Two pole Cartwheel	0.7
No twist	0.8
180	1.2
270	1.4
360	1.6
450	2.0
540	2.4

## PAIRS

The competitors will ski routines and be judged by a maximum of ten judges who will be selected by the Head Judge to give a representative cross section of the audience.

The Judges for the PAIRS ROUTINE need not be qualified judges (this is an opportunity to involve sponsors, Slope personnel or visiting "VIPs" Etc.).

Each judge will each award a maximum of 5.0 and a minimum of 0.5 points based on their response to the routines. The emphasis will be on the entertainment content of the routines. Competitors should ski to music of their own choice.

## MUSIC

For ALL Acro routines Competitors should ski to music of their own choice. If the competitor is unable to produce music to which to ski then the Chief of Sound may provide suitable music in consultation with the skier.

It is expected that skiers will provide music recorded on CASSETTE TAPES as specified in the current FIS Rules. (Tapes should be recorded on ONE side only and should start at the beginning



of the tape, with no other material recorded on the tape after the completion of the music required for the competitive run.)

It is the skier's responsibility to cue up the tapes prior to presenting them to the sound crew. If the same music is required for both the Fixed Element and Free routines it is the skier's responsibility to re-cue the music between the routines.

The Chief of Sound may agree to accept music in other formats for which appropriate reproduction equipment is available but is under no obligation to do so if this presents operational difficulties.

**Competition Rules – Moguls**

Rules applied to all dry slope moguls competitions will be as specified in the current FIS rules with the following exceptions.

Competitors should endeavor to perform 2 different jumps but where both jumps are the same the best jump scored shall be counted.

For competitors in their first season of competition straight jumps shall be counted as scoring jumps with a maximum score of 0.5.

## **Competition Rules – Aerials - Water Ramp**

The rules for Water Ramp competitions will be as determined in the current FIS ICRs with the following additions.

- Nobody under the age of 14 (unless they are members of a regional or higher squad and are over 10 years old) may compete.
- All competitors must wear helmets which have ear protectors.
- All competitors must wear wet suits or dry suits which give adequate protection against the ingress of water into the internal cavities (enema.)
- All competitors must wear adequate flotation equipment and chest protectors.
- All competitors must complete a "Permission to Jump" Form which must be countersigned by a parent/ guardian/ person "in Loco Parentis" if the competitor is under 18 years of age.
- Competitors may not perform in competition any jump which they have not already accomplished successfully in training and which has been "signed off" by a qualified Aerials Coach.
- All competitors must nominate the jumps which they intend to perform in competition and these must be seen by the Judges during official practice.
- The Judges have the right to ban a competitor from performing in competition any jump (or combination of jumps) which they feel the competitor is not sufficiently capable of performing.
- For safety reasons competitors may request permission from the TD not to wear their bibs during competition.

## **Competition Rules – New School**

### Upright aerials (Big Air) competition rules for competitions on dry slopes

All competitors must nominate the jumps which they intend to perform in competition in advance and these must be seen by the Judges during official practice.

Rules applied to all Aerials competitions will be as specified by the current FIS Rules with the following exceptions.

- No inverted jumps will be permitted and anybody attempting inverted manoeuvres in practice or competition will be disqualified.
- All competitors MUST wear helmets.
- Multiple maneuvers will be allowed at the discretion of the judges observing the official practice.
- Competitors may be prevented from performing multiple manoeuvres if in the opinion of the judges competitors safety is jeopardized. The emphasis will therefore be on the quality of movements. As such competitors should be aware that a well performed single manoeuvre may well score more highly than a poorly performed multiple manoeuvre.
- Competitors may perform three jumps with the highest two scores counting.

### Scoring

- The competition will be scored on a combination of two jumps - each being scored out of 100.
- Each jump must be different - either a different shape or a different number of shapes - otherwise the better of two identical jumps only will count.
- The jump being attempted must be announced to the starter and the performance will be judged on what has been called.
- Each jump will be scored on:-

Quality	20%
Air	20%
Show	40%
Difficulty	20%

### **Competition rules – New School – other disciplines**

Rules for these competitions are yet to be determined but as a general rule these will be based on current FIS. Judging with safety considerations determined by HNGBs.

- Helmets must be worn by all competitors.
- Inverted manoeuvres will not be permitted and anybody attempting inverted manoeuvres in practice or competition will be disqualified.

**Exceptional Competition Rules**

British Artificial Slope Freestyle Championships.

Competition rules, as for individual disciplines with the exception that one-day registration is not available for this event.

For Acro the competition will be based on the Free Routine only with a qualifying round and top (N) Finals.

## Inter Club Acro Series

### Aims and Objectives

The whole aim of the series is to promote participation in Acro Skiing. For this reason we want to make the competitions :-

- cheap to enter
- fun to do
- non threatening for competitors and officials

### Organisation

Each club in the series is asked to arrange one competition at their home slope. The host club is asked to let the other clubs in the series what the arrangements are and to coordinate arrangements with the slope.

A scoring system which credits competitors for participation as well as success in age group categories is used to determine the winners of the overall awards at the end of the series.

The competition is run on standard ESC rules and format with a Fixed Element Routine, Free Routine and Pairs routines.

### Officials

Each club is asked to try to provide a minimum of one official for each competition. In practice we need more officials than this and clubs are asked to contact Wendy Bowes who will try to coordinate judges and other officials for the competitions.

The Inter Club series provides an opportunity for officials to train in positions which they have not acted before safe in the knowledge that there are experienced officials available to ask for advice and assistance if necessary.

Through sponsorship and other budgets we are able to provide the competition infrastructure at no cost to the participating clubs. This includes medals, certificates, sound system, radios, officials travelling expenses.

### Entry fees

In order to make the competitions accessible we recommend that the entry fees be £1 per competitor which is paid to ESC plus the slope fee which is paid direct the slope.

### Awards and prizes

- Each competitor will receive a certificate of participation.
- The first three competitors in each age group will receive medals.
- The first three pairs will receive medals
- All competitors competing will receive points, dependant on their placings within age groups, which are counted towards the final end of series scores for them individually and or their club.
- At the end of the season all scores are totaled.
- The individual skier who has amassed the most points as an individual is awarded the Top Gun perpetual trophy which they keep for the year.
- The club whose total skiers points is the greatest is awarded the Inter Club Top Club perpetual trophy to keep for the year.
- All competitors will have their Acro final scores included in the National Acro Seed List.

- Officials may count officiating at Inter Club Competitions towards the requirements for their qualifications.

Competitors are not required to be registered as Freestyle performers with a HNGB but must be members of one of the Freestyle clubs participating in the current Inter Club Acro Competition series.



## APPENDIX II

### PROCEDURE AND GUIDELINES FOR DOPE CONTROL

#### **Notification:**

All testing is arranged by the Sports Council. There will be no prior notification.

#### **Testing:**

On arrival the sampling officers will report to either the Head Judge, Chief of Competition or the Scorer. One of these officials will appoint a steward to assist the sampling officers. The steward's duties will be to notify those selected for testing **AT THE END OF THEIR FIRST RUN** and escort them if possible to the testing station. The steward will also be needed by the sampling officers at the end of the run to check that all those notified have arrived and to convey the protocol to the racers and escort them if further action is required.

Refusal to take the test will be reported to the English Ski Council and treated as a positive result.

Any competitor who has decided to withdraw from the race may be asked to take a test before leaving. Failure to do so will also be reported to the English Ski Council and treated as a positive result.

Competitors under 16 years of age should be informed of their right to take an adult to the testing station with them.

Officials are reminded that if the dope control unit visits the competition, the room they are allocated becomes inaccessible to all officials for the remainder of the event. It is, therefore, vital to ensure that all necessary paperwork, equipment, trophies etc are kept in a different room to that being used by the drug control unit.

Please note that all competition results will be provisional until the results of the tests are available.

## Using Radios

In order to run most competitions the use of radios to keep essential personnel in touch with each other is desirable. For people not used to using radios a few essential rules, laid down by the licensing authorities, must be understood.

It is highly unlikely that the radios available for use at a ski competition will be allocated their own private frequency. It is most likely that the radios available will be on an open channel frequency, which will be shared with a number of other users, not connected with the competition. It is therefore essential that the required protocols are used.

- Radio use must be kept to a minimum. This is essential in order both not to hinder other users and to ensure that essential information (e.g. Safety matters) are not hindered.
- The regulations governing radio use specifically prohibit the use obscene or foul language.
- Because all of the radios use the same frequency for transmitting and receiving it is not possible to talk and listen at the same time. This means that only one radio can transmit at the same time without causing messages to become garbled. In order to facilitate this the accepted protocol is for callers to end their message with the word "over" This means that they have finished and the person they are calling can reply.
- Unless there is an urgent safety matter the conversation in progress should be allowed to finish before another is started.
- If a safety issue arises then the person noticing the issue may interrupt existing conversations and all other conversations must cease until the matter is dealt with.
- It is essential to avoid false starts that the words "Judges Ready", "Competitor Ready" & "Timing Ready" are NOT USED by people other than the starter, Timekeeper or Head Judge.

## Radio Allocations

The allocation of radios will depend upon how many radios are available. and what is necessary to run the competition.

As a general rule the following personnel (in descending order of priority) will need access to radios.

- Starter
- Head Judge
- Commentator
- Chief of Competition
- TD
- Time Keeper
- Competition Secretary
- Chief of Calculations (can possibly share with Competition Secretary)
- First Aid

As a general rule it is the responsibility of the officials concerned to collect their radio from the Competition Secretary and to return them at the end of the competition.

If at all possible and two radio frequencies are available the Jury Members (Chief of Competition, Head Judge and TD) should be on a different frequency to the rest of the crew. Given that the Head Judge also needs to be in contact with the Starter and commentator this indicates that if possible the Head Judge should be issued with two radios - one on each frequency.

## Tick list for organising Freestyle Competitions

### Before the event

- Book Slope
- Negotiate Slope Fee
- Check room available for Drug Testing Unit if they come.
- Arrange for First aiders
- Press releases
- Times for competition elements and training
- Check method of timing & who to install timing and fix timing
- Sponsors boards and prizes
- Music check and commentary if applicable
- Book someone to present prizes
- Book trainers/judges/td/administrators/chief of calculations select head judge and remind close to date

### On day of comp

- Introduce in person to slope management list of judges/td posted
- Post Timetable
- Walk the course/visible check of course for any dangers
- Appoint back up timekeepers
- Fix signs for registration
- Time for competitors meeting
- Make sure one hour between training and competition
- acknowledgement re help/sponsors/slope management etc
- make sure bibs worn (except Acro & certain Aerials Manoeuvres).
- Check persons who are training have paid for facility
- Appoint judges runner
- Check sound system
- Fix sponsors banners
- Categorise and sort prizes for allocation
- Make available for public to speak to and competitors
- Radio check - make sure everyone can operate and understands
- Observe any specified dangers
- Make sure results are posted Leave details/flyers of next competition
- Visual check after comp to make sure nothing left and all is left in order.

**APPENDIX V****DEALING WITH THE MEDIA**

1. If a journalist telephones with an enquiry about your club or its facilities, return the call as soon as possible. Journalists work to tight deadlines and failure to respond as quickly as possible can result in missed opportunities for editorial exposure.
2. When a journalist is offered facilities, make sure that all the relevant departments at your club or ski centre are informed in advance of the visit.
3. Never tell a journalist anything "*off the record*". If you don't want a journalist to know something don't tell them.
4. Make sure you have a comprehensive library of good, clear photos of your club.
5. Never ask a journalist who has interviewed you when the article will be published. It places the journalist in an awkward position and is usually not in the writers control.
6. Itineraries for journalists should not be too busy. Remember, you want the journalist to experience your slope or event at a leisurely and comfortable pace, so don't immediately whisk them about.
7. Don't issue photos of groups of people drinking.
8. The media will not be interested in 'old' news. Alert newspapers well in advance so that they may send their staff to cover interesting events.
9. Send any press releases by first class mail or deliver by hand.
10. Always send/address any press release to a named person or position. e.g. News Editor.
11. Keep a record of press/media contacts.

**GUIDELINES FOR SPONSORSHIP  
PREPARED FOR THE ENGLISH SKI COUNCIL BY PRO-SLOPE**

**Introduction**

Sports sponsorship is the only team game in which both sides can win.

But only if everyone plays to the rules. And the rules laid down by industry and commerce are not difficult to follow.

To sports organisations, sponsorship can bring valuable resources, in kind, in cash, and in many other tangible forms.

To industry, sponsorship can be an asset, promoting or advertising goods and services, or, simply, engendering goodwill.

In the main, sponsorship is a commercial deal and the common denominator for both parties is value for money.

**The sponsor**

Individual sports clubs and teams are more likely to find potential sponsors in purely local circumstances; the successful small business, the garage owner, the publican or the branch of a National Organisation with funds for the local community good.

National sports organisations will find prospective sponsors in the major industrial and commercial sector where competition for limited resources is extremely fierce, and where direct commercial or strong personal interests are paramount.

DEFINE WHAT YOUR SPORT OR EVENT CAN ACHIEVE FOR SPONSORS. NOT WHAT THEIR SUPPORT CAN DO FOR YOU.

Commerce and industry consider sponsorship for four basic reasons. To advertise product, brand or company name or service; associate product or company with appropriate sporting activities; become involved in a local community where a business may have staff or customers; and support specific personal interests in sport.

Publicity is the prime objective, Principally through television and radio, but also in national, regional and local newspapers and in specialist publications.

To produce a 30-second television advertisement costs about £35,000 and one showing can cost from several hundred to several thousand pounds at peak viewing time. So it is easy to understand the value of screen time of several shots for a sponsor's banner, or to have repeated mentions of a name.

The image of a company or its products can be developed through associating quality events with, for example, sports equipment which would stimulate awareness and ultimately sales among participants or enthusiasts of the sport.

Community or employee interests are another important sponsorship potential. Many businesses want to support community events.

Personal interests of company executives or managers should never be under-estimated.

WHATEVER THE ATTRACTION FOR THE SPONSORS, THEY MUST BE GIVEN VALUE FOR MONEY.

SPONSOR WHAT?

Events the more prestigious the better, are easily identified. The guarantee of television coverage, live or recorded, or major national radio and press involvement, is certain to interest potential sponsors.

When considering events, it is important to spell out the other facilities being offered to the sponsor. Will there be amenities for dealer or stockist hospitality? Will blocks of tickets be available free for staff, customers and guests? Will the sponsor be able to host or be at the top table of celebration or award ceremonies?

Event sponsorship should be budgeted carefully so that the sponsor knows exactly what he is being asked to finance. Honesty is the only successful policy.

Teams and Clubs competing in international, national or even local competitions can offer opportunities for prolonged exposure of company or product names.

Successful performances make sponsorship more attractive, but even a team languishing in a lowly league position may find a sponsor with a keen local or sporting interest anxious to help it to better fortune through his support.

Individuals can be sponsored in many ways; through equipment, clothing and transport deals, scholarships and grants or through financing attendance at training courses.

The return to a sponsor through this kind of support is less obvious and they have to be kept informed of governing body rules to avoid any

danger of compromising an individual's amateur status.

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Facilities. One of the most practical forms of assistance with sporting facilities is through loans, most frequently from brewers, for new or improved clubhouses. Premises named after an Organisation, a company or a product are a long-time reminder of commercial support.

Training and coaching activities offer many benefits to sponsors.

Proficiency Award Schemes can help to raise individual competitive interest at all levels of sport. The commercial benefits to sponsors can be considerable in being associated with a fast-growing and popular sport.

Funds can be used to produce training films, coaching manuals and other materials which can promote company logos or sponsorship messages.

Other Help. Apart from Events, Teams, Individuals, Facilities, Coaching there are many other forms which sponsorship can take including the use of premises or office services; receptions,

dinners; equipment, discounts; gifts for prizes; assistance from sponsor's professional staff; job opportunities; transport, travel facilities.

### **Clinching the deal**

But who do you approach, and how?

Identify your target. Look around for locally important or successful businesses. Branch operations of national or international companies, financial institutions, banks and, indeed, any major commercial concern is worth approaching, provided you feel you have something of specific interest.

Be innovative and flexible. The potential sponsor needs to be sold the event on offer and organisations must be flexible in matching sporting and competitive needs to the commercial interests of the backer. Be prepared to alter dates, timings, venues and other plans.

Be early. Too many make last minute approaches, frustrating their hopes and leaving potential sponsors unimpressed. Most companies plan budgets at least six months before the end of their current financial year, which could be any month, but more usually January, April, June or August. The earlier the approach, the greater the chance of a fair hearing - and of success.

Find the right person. The Chairman and Chief Executive might be the figureheads, but sponsorship issues are more likely to be handled by Marketing Sales or Public Relations departments. Identify the right person - a phone call can take care of that - and make sure you have the proper designation and the correct name spelling.

Most potential sponsors are happy to discuss broad principles and requirements by telephone or in introductory meetings. Follow through with a careful and well-presented typescript proposal of your offer and what you have identified as the sponsor's likely return. Write individually to each potential sponsor.

### **NEVER SEND A HANDWRITTEN OR DUPLICATED NOTE**

Make your sponsor special. Do not let a sponsor feel just one of a number of hopefuls or second or third choice. Sponsors do not like to appear as the second string backer of an event sponsored a week before by another company.

### **DUTY TO SPONSOR**

Do not forget about the sponsor after you receive the cheque.

Never promise what you cannot fulfil. If an event will not attract a large audience, be honest. A small turn-out can insult or embarrass a sponsor and media criticism of poor support, or of the quality of competition will cause irreparable harm to sport.

If last minute problems arise, tell the sponsor immediately-

All dealings should be as professional as possible and the sponsor's name should always be in the forefront of your thinking. As many public mentions as possible should be made of the sponsor, especially in press and television interviews.

Keep the sponsor informed. Always supply plenty of copies of



programmes, entry forms and other information about events and activities.

At events, company executives should be treated as the VIP's they are. Ensure they are properly looked after, assign a key person to look after guests.

Keep your sponsor. Encourage your sponsor to become involved in your activity for a number of years to give company and sport the continuity that can benefit both. Be prepared for annual reviews to keep you and your Organisation on its toes.

#### MULTIPLE SPONSORSHIP

Multiple sponsorship can be both useful and hazardous.

The cake has to be very large before it can be cut in this way. Considerable skill and ingenuity are required to devise the essential ingredients. All too often multiple sponsorship leads to multiple dissatisfaction.

**REMEMBER**

Sports sponsorship is the only team game in which both sides can win but be aware of the problems.

Agree all deals in writing, but never forget that whoever pays the piper calls most of the tune.

Don't promise what you cannot give. Make sure the sponsor understands your sport and its problems.

Agree responsibilities in dealing with press-company-sport liaison and publicity.

Never cancel a sponsored event unless there's a catastrophe - such as a sports centre burning down!

Be sure those with whom you discuss sponsorship have the responsibility to enter into agreements. Some organisations have been misled by junior executives into believing that sponsorship deals have been agreed when in fact they had to be referred to boards for confirmation.

Use sponsorship income as an extra finance source but never rely on it for basic club or Organisation revenue.

Put yourself out to co-operate with a sponsor and ALWAYS AIM TO GIVE GOOD VALUE FOR MONEY.

**APPENDIX VIa****HOW TO PRODUCE A PRESS RELEASE**

First gather all the main facts, then ask yourself these important questions:

**WHO? WHAT? WHEN? WHERE? WHY? HOW?**

The first paragraph introduces the story and should catch the Editor's attention. It should also answer the above questions.

Succeeding paragraphs provide more details in descending order of importance. This enables the Editor to shorten the piece from the bottom up when space is limited.

Follow these guidelines :

- a) Tell the important part of the story first
- b) Be specific - never use adjectives such as "fabulous". Just report the facts. Personal opinions or insinuations should never be part of a press release. Give precise measurements or weights rather than saying "large" or "heavy"
- c) Make sure names are spelt correctly, never use initials unless they are in the middle of the name and include titles after names.
- d) Keep any writing simple - do not use two words if one will do
- e) Attribute information to a specific person. It gives more credibility to a story and also adds to its reliability.
- f) All statements and stories regarding the Organisation must be approved by an appropriate authority.
- g) Use brief headings, typed in capitals. Spell out numbers up to ten and use numerals for numbers over ten.

**2. HOW TO PRESENT A PRESS RELEASE**

7. Press releases should be typed on company paper with the heading "News Release". Type in 1.5 line spacing on one side only.
8. Leave wide margins on either side of the page.
9. Start the first page with the heading about one third of the page down. This leaves room for an alternative headline and Editor's notes.
10. At the foot of the sheet include the date in full, the name of the PRO as contact for further information, and the address and the telephone number of your Organisation.
11. Try to contain the information in the press release to one page. If you have to continue to another page use the same heading as the first page at the top left hand side of the next page.

**3. DOES YOUR PRESS RELEASE MERIT A PHOTOGRAPH**

- Once you have prepared your press release, you must consider whether it should be accompanied by a photograph. Newspapers sell by their visual impact and good pictures are what they need.
- Unless, a local newspaper has strict rules it will accept photographs from the PRO.
- A new photograph will capture the event covered in the press release and must be both likely and interesting in its composition.
- Follow these guidelines when arranging for a photographer to capture the event:
  - a) Photographs including six or fewer people must have captions which name those shown. Photographs which show more than this number can be described in the caption by the event they were attending.
  - b) Discuss what you are trying to achieve in the photograph with the photographer. He or she will then be able to assist in setting up an interesting and lively composition.

#### 4. HOW TO USE A PRESS RELEASE

A press release may be used in different ways.

- a) As a general news story for the local newspaper and/or radio and/or television.
- b) As the basis for a feature story. The release once received may be handed to the Features Editor who will be expected to further investigate the story and develop a longer article to appear at a later date.
- c) As the basis for a press conference. A press conference is only held to discuss controversial matters or make special announcements, and consists of a single, simultaneous meeting of local media with the Organisation spokesperson.
- d) As the basis for a media event. Non-controversial, yet newsworthy happenings can become the subject of a media event which is a special function organised solely to obtain publicity such as company celebrations or milestones or anniversaries. Unless you bring these events to the media's attention, they will most likely go unnoticed.
- e) As the basis, for a face-to face interview. A personal interview between a journalist/broadcaster and the PRO will probably be at the request of the media. As a result of the release the Editor will have to decide that a journalist should conduct a personal interview to discuss the story in more detail.

Developing a rapport with members of the press is the first step in establishing an effective public relations programme. The time spent gaining mutual trust and respect is your investment in future favourable publicity. If you know your local media. You will know who is most likely to be interested in the story.

## APPENDIX VIb

### Writing a Letter seeking Sponsorship

*NB the paragraph numbers in italics refer to the commentary below. Don't write a letter with numbered points like this.*

Ashdown Ski Centre  
Park Road  
Ashdown  
Kent

Mr. S. Kier  
Schnee-Eis Co. Ltd  
Alpine Way  
Kessirdown

Dear Mr. Kier

- 1.* Please excuse the effrontery of my writing to you in this manner but I met your agent Mr. Dreter Stocken recently about a potential sponsorship/promotion and he suggested contacting you.
- 2.* Ashdown Ski Centre and its management team, has established a number of promotions with some of the leading importers, the products of which are stocked in the Ski Shop which is also on site.
- 3.* In this way the sponsored Instructor is able to use the products at the Centre, educate himself and the public to understand the functioning of the products, endorse the products to customers wishing to purchase similar equipment, become involved in special promotional ski evenings in conjunction with the Ski Shop and become specifically involved with the 'National Evenings' - in this instance, the "Austrian evenings", where the flavour of the event is Austrian i.e. Glühwein, Wiener Schnitzels, Jodelling, Austrian Resorts promotions of of course Weiber, Erfarb and Heidenolt equipment.
- 4.* In this respect, the person for whom I am seeking sponsorship in your particular products has already a strong connection with the above. Frank Klinger is an instructor. He is an E.S.C. Coach, a State qualified Austrian Instructor, and is one of the Duty Managers at the centre, but more importantly, as a native Austrian. He is a already a strong supporter of your products!
- 5.* I am sure that you will appreciate the benefit of the particular product sponsorship and marketing that I am writing to you about, which is undoubtedly more beneficial than sponsorship of a host of skis to a young racer whose potential for media coverage is relatively small.
- 6.* Granted you have been very successful with the sponsorship of Helmut. Moser and Hans Kur, but I am sure you will agree such potential is rare.

7. At present all of my full time staff are sponsored by different import companies who work to similar sponsorship arrangements. The value of sponsorship as a two way process is never underestimated by the staff, as we feel that the future success of this sector of the industry is largely determined by these processes.

I would welcome the opportunity of meeting with you to discuss this scheme further, and hope that my comments meet with your approval.

In anticipation of a positive response, I await your reply with interest.

Yours sincerely

JOHN VALUGA  
Head of Ski School/Deputy Manager

#### Commentary on the points you are making

1. You are effectively begging at the start of the letter, until the reader has read on and knows what you can offer. The first paragraph needs to be polite (as in this letter) and/or unusual. A contact name should get the system moving.
2. Others have helped, surely you can/or if you are unable to help we will ask your competitors!
3. How about this for new ideas and what good advertising of your products!
4. Not just any Punter but a real personality in the Ski World!
- 5-6. We believe that we can offer a great deal. We have already looked at your own marketing strategies.
7. We believe that both parties can mutually benefit. After all, sponsorship is a game where both teams can win.

**APPENDIX VII****Current ESC Freestyle Expenses rates for competitions**

Trainers Fees for Competitions	ESC, SNSC Coach	£40.00
	Other trainers	£30.00
Travelling Expenses	Mileage Rate	£0.15 per mile
	Petrol Cost Rate	actual cost*
	Public Transport	actual cost*
Other approved expenses (eg postage)		actual cost*

\*please attach receipt to claim form

ALL CLAIMS must be made on a ESC FREESTYLE CLAIM FORM and be submitted to the ESC Freestyle Treasurer within 14 days of the date of the competition.

NB. We regret that ESC Freestyle can not cover the cost of overnight accommodation or subsistence unless this produces a saving for ESC Freestyle.

For further information on ESC finance procedures please see appendix VIII.

**ESC Freestyle Financial procedures from 2001 onwards..**

The following process must be followed for all transactions through the ESC Freestyle account.

- No payments into the ESC Freestyle account should be made direct. All income in any form from a Freestyle event must be made by the Freestyle Treasurer who will advise ESC office of the paying in number for each payment and the ESC nominal account to which it should be credited.
- A different paying in slip must be used to cover each aspect of the moneys paid in if these are not for the same event. (Eg. Competition & Registration fees extracted from competitors.)
- No payments are to be made in cash to anybody for anything taken from the event income. The only way in which payment can be made is by a cheque or bank transfer from ESC.
- Wherever possible suppliers should submit an invoice bearing their VAT Number. This should be made out to ESC but should be sent direct to the Freestyle Treasurer. If the invoice is sent direct to ESC office it will not be paid without authorisation being sought from the Freestyle Treasurer by ESC Office.
- All requests for payment must be made on a FREESTYLE claim form which must be signed by the appropriate budget holder.
- Whenever goods (including fuel) or services are purchased from VAT registered suppliers and this is reclaimed from ESC a VAT Invoice or receipt must be attached to the claim form.<sup>4</sup>
- Whenever an event other than a competition is held for which participants pre-book places this should be done via our already established booking system. This will automatically generate the appropriate documentation detailing the income received.
- Whenever the above system is not used for any reason the event organiser must complete an Activity Accounting form with full details of the sources of income.

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**APPENDIX VIVa****ESC Freestyle League Tables – Method of Calculation**

Two separate league tables are kept and calculated in the same way. These are the Overall and Category tables.

With the exception of the Acro League table which, because of the small number of competitors is not separated by gender, the leagues are separated for Males and Females.

At each competition attended the points gained per place are as follows:-

First	25 points
Second	20 points
Third	15 points
Fourth	12 points
Fifth	11 points
Sixth	10 points
Seventh	9 points
Eighth	8 points
Ninth	7 points
Tenth	6 points
11 <sup>th</sup>	5 points
12 <sup>th</sup>	4 points
13 <sup>th</sup>	3 points
14 <sup>th</sup>	2 points
15 <sup>th</sup>	1 point

## APPENDIX VIVa

### Inter Club Acro Competition points – Method of Calculation

The competition is run in age groups as follows:-

- Under 12
- 12 to 16
- 17 – 30
- Over 30

#### Individual Series points.

Each competitor who starts receives 5 points for competing.

- The winner of each Age Group receives an additional 20 points
- The 2<sup>nd</sup> in each Age Group receives an additional 15 points
- The 3<sup>rd</sup> in each Age Group receives an additional 10 points.

The points gained by each competitor for all of the competitions they attend in the series are added together at the last competition in the series and the “Top Gun” Trophy is awarded to the skier(s) with the highest total.

In the event of a tie the winners will share the ownership of the trophy for an appropriate part of the year.

#### Club Points

The scores for the individual competitors from each club are added together to give the club totals for the series. The club(s) with the highest total number of points gained by all of their skiers for the series hold the Club Trophy for the year.

In the event of a tie the clubs concerned will share ownership of the trophy for an appropriate portion of the year.

**APPENDIX VIV c****ESC Freestyle Seed points – method of calculation.**

This method is used for calculating the seed points for Acro, Moguls and Aerials Competitions. It is not used for calculation of “New School” events because the scoring system used precludes the use of the scores obtained at individual events.

The best three Judges scores for the ESC competitions held during the current year are added together to produce the “Raw Score” for each competitor. This is then scaled to provide the competitor's Seed Points as follows.

- For skiers who have THREE results the Raw Score is used directly to provide the competitor's Seed Points.
- For skiers who have TWO results the Raw Score is multiplied by 1.4 to provide the competitor's Seed Points.
- For skiers who have ONE result the Raw Score is multiplied by 2.5 to provide the competitor's Seed Points.