

ASSOCIATION DES SPORTS DES SOURDS DU CANADA  
CANADIAN DEAF SPORTS ASSOCIATION



## Competition Hosting Manual

*A guide for hosting competitions for the Deaf*

## Table of Contents

<b>Section 1 : Introduction</b>	<b>3</b>
<b>Section 2: Competition summary sheets</b>	<b>4</b>
<i>Summer Deaflympics</i>	<b>5</b>
<i>Winter Deaflympics</i>	<b>6</b>
<i>Panamerican Games for the Deaf</i>	<b>7</b>
<i>Panamerican Games for the Deaf Youth</i>	<b>8</b>
<i>World Deaf Championship</i>	<b>9</b>
<i>Canada Deaf Games</i>	<b>10</b>
<i>Canadian Deaf Championship*</i>	<b>11</b>
<b>Section 3 : Advance Planning</b>	<b>12</b>
<b>Section 4 : Organizing Committee Structure</b>	<b>15</b>
<b>Section 5 : Finances</b>	<b>29</b>
<b>Section 6 : Sponsorship and Fundraising</b>	<b>34</b>
<b>Section 7 : Hospitality</b>	<b>40</b>
<b>Section 8 : Promotion and Media</b>	<b>45</b>
<b>Section 9: Protocol</b>	<b>56</b>
<b>Section 10: Technical Committee</b>	<b>63</b>
<b>Section 11: Officials</b>	<b>65</b>

## **Section 1 : Introduction**

The objective of this manual is first of all to provide members of organizing committees with sufficient information and guidance to enable them to plan, organize and conduct a competition on a national or international level. Secondly, the goal is to limit the trial and error element of organizing such a major event, without creating a rigid procedural process. The organizing committee has offered to plan and co-ordinate the financial and administrative aspect of the competitions. These must be conducted according to the policies of the ASSC-CDSA (national competitions), the policies of the International Committee of Sports for the Deaf (ICSD), the regulations of the International Sport Federation (IF) and with guidance from ASSC-CDSA's Technical Directors. Although each sub-committee will naturally focus on the section of the manual outlining their own responsibilities, it will be of great benefit for each sub-committee chair to have an up-to-date copy of the entire manual, in order to better understand the ways in which the sub-committees need to work together.

The manual focuses on organizational and financial matters. No attempt has been made to deal in detail with the technical aspects of the competitions. These will be covered by the national organizations (NSOs or NDSO) or the International Federations (IFs or ICSD). This manual is therefore intended to supplement the technical regulations and policies of the national and international organizations.

The contents of this manual will allow for more successful organizing committees and better collaboration with the ASSC-CDSA to ensure the success of the event. However, each local situation will be different and any given organizing committee is encouraged to make maximum use of its volunteer and facility resources. It is clear that the local situation and good judgment, will dictate, in the final analysis, the right answer.

Each organizing committee can add its experience to the updating of the manual, by completing the recommendations section of the final competition report submitted to the ASSC-CDSA. This will facilitate the task of succeeding organizing committees and make their work more productive.

It is essential that, in planning a competition, and in meeting the numerous demands placed upon it, the organizing committee keep in mind the most important element of the competition – the needs and well-being of the athletes. These must always come first.

## **Section 2: Competition summary sheets**

This section summarizes the competitions sanctioned by the ASSC-CDSA on Canadian territory. This manual may be used by the organizing committees who will be in charge of the competitions.

- Summer Deaflympics
- Winter Deaflympics
- Panamerican Games for the Deaf
- Panamerican Games for the Deaf Youth
- World Deaf Championship
- Canadian Deaf Games
- Canadian Deaf Youth Games
- Canadian Deaf Championships

## Summer Deaflympics

This competition is used to bring countries from all over the world together during the summer season to compete against each other in 20 different sporting events.

- DATE:** The organizing committee will set a date in accordance with the ICSD calendar. Would normally take place between July and September (at least on the North American, European or Asian continents).
- LENGTH:** Normally 2 weeks.
- SCHEDULE:** Depends on each sporting event, consult with the ICSD Technical Directors.
- ENTRIES:** Full application through ICSD required. Must be approved by Sport Canada or the ASSC-CDSA.
- AGE:** Depends on each sporting event, consult the ICSD Technical Regulations.
- OFFICIALS:** The officials must be qualified at the international level recognized by their respective IF.
- RULES:** The ICSD and IF rules will be followed for this event.
- RECORDS:** International and ICSD records can be set. Consult with the ICSD Technical Directors.
- CEREMONIES:** Opening and Closing Ceremonies are required. Press conferences on the first and last day of the event may be held as deemed necessary.
- BANQUET:** Mandatory and at the discretion of the organizing committee.
- AWARDS:** Deaflympics medals will be awarded to the top three finalists for each event in each sport. It is recommended that the medal be engraved with the name of the event, the date and the location.
- LINKS:** See the ICSD website: <http://www.deaflympics.com/>

## Winter Deaflympics

This competition is used to bring countries from all over the world together during the winter season to compete against each other in 5 different sporting events.

- DATE:** The organizing committee will set a date in accordance with the ICSD calendar. Would normally take place between January and March (at least on the North American, European or Asian continents).
- LENGTH:** Normally 2 weeks.
- SCHEDULE:** Depends on each sporting event, consult with the ICSD Technical Directors.
- ENTRIES:** Full application through ICSD required. Must be approved by Sport Canada or the ASSC-CDSA.
- AGE:** Depends on each sporting event, consult the ICSD Technical Regulations.
- OFFICIALS:** The officials must be qualified at the international level recognized by their respective IF.
- RULES:** The ICSD and IF rules will be followed for this event.
- RECORDS:** International and Deaflympic records can be set. Consult with the ICSD Technical Directors.
- CEREMONIES:** Opening and Closing Ceremonies are required. Press conferences on the first and last day of the event may be held as deemed necessary.
- BANQUET:** Mandatory and at the discretion of the organizing committee.
- AWARDS:** Deaflympics medals will be awarded to the top three finalists for each event in each sport. It is recommended that the medal be engraved with the name of the event, the date and the location.
- LINKS:** See the ICSD website: <http://www.deaflympics.com/>

## **Panamerican Games for the Deaf**

This competition is used to bring countries from the Panamerican continent together during the summer season to compete against each other in various sporting events.

- DATE:** The organizing committee will set a date in accordance with the PANAMDES Committee calendar. Would normally take place in July.
- LENGTH:** Normally 1 week.
- SCHEDULE:** Depends on each sporting event, consult with the ICSD Technical Directors.
- ENTRIES:** Full application through PANAMDES required. Must be approved by Sport Canada or the ASSC-CDSA.
- AGE:** Depends on each sporting event, consult the ICSD Technical Regulations.
- OFFICIALS:** The officials must be qualified at the international level recognized by their respective IF.
- RULES:** The ICSD and IF rules will be followed for this event.
- RECORDS:** International and Panamerican records can be set. Consult with the ICSD Technical Directors.
- CEREMONIES:** Opening and Closing Ceremonies are required. Press conferences on the first and last day of the event may be held as deemed necessary.
- BANQUET:** Mandatory and at the discretion of the organizing committee.
- AWARDS:** Panamerican Games medals will be awarded to the top three finalists for each event in each sport. It is recommended that the medal be engraved with the name of the event, the date and the location.
- LINKS:** See the ICSD website: <http://www.deaflympics.com/>

## Panamerican Games for the Deaf Youth

This competition is used to bring young athletes from countries in the Panamerican continent together during the summer season to compete against each other in various sporting events.

**DATE:** The organizing committee will set a date in accordance with the PANAMDES calendar. Would normally take place in July.

**LENGTH:** Normally 1 week.

**SCHEDULE:** Depends on each sporting event, consult with the ICSD Technical Directors.

**ENTRIES:** Full application through PANAMDES required. Must be approved by Sport Canada or the ASSC-CDSA.

**AGE:** 11-17 years old

**OFFICIALS:** The officials must be qualified at the international level recognized by their respective IF.

**RULES:** The ICSD and IF rules will be followed for this event.

**RECORDS:** International and Panamerican records can be set. Consult with the ICSD Technical Directors.

**CEREMONIES:** Opening and Closing Ceremonies are required. Press conferences on the first and last day of the event may be held as deemed necessary.

**BANQUET:** Mandatory and at the discretion of the organizing committee.

**AWARDS:** Panamerican Games medals will be awarded to the top three finalists for each event in each sport. It is recommended that the medal be engraved with the name of the event, the date and the location.

**LINKS:** See the ICSD website: <http://www.deaflympics.com/>

## World Deaf Championship

This competition is used to bring countries from all over the world together to compete against each other in one discipline.

- DATE:** The organizing committee will set a date in accordance with the ICSD calendar.
- LENGTH:** Normally 1 week.
- SCHEDULE:** Depends on the sporting event, consult with the ICSD Technical Directors.
- ENTRIES:** Full application through ICSD required. Must be approved by Sport Canada or the ASSC-CDSA.
- AGE:** Depends on each sporting event, consult the ICSD Technical Regulations.
- OFFICIALS:** The officials must be qualified at the international level recognized by their respective IF.
- RULES:** The ICSD and IF rules will be followed for this event.
- RECORDS:** International records can be set. Consult with the ICSD Technical Directors.
- CEREMONIES:** Opening and closing ceremonies are recommended. Press conferences on the first and last day of the event may be held as deemed necessary.
- BANQUET:** At the discretion of the organizing committee.
- AWARDS:** Championship medals will be awarded to the top three finalists for each event in each sport. It is recommended that the medal be engraved with the name of the event, the date and the location.
- LINKS:** See the ICSD website: <http://www.deaflympics.com/>

## Canada Deaf Games

This competition is used to bring athletes from across Canada together to compete against each other in various sporting events.

- DATE:** The organizing committee will set a date in accordance with the ASSC-CDSA calendar.
- LENGTH:** One week of competitions is recommended.
- SCHEDULE:** Depends on each sporting event, consult with the ASSC-CDSA Technical Directors.
- ENTRIES:** Full application through the ASSC-CDSA required. Must be approved by Sport Canada.
- AGE:** Depends on each sporting event, consult the ASSC-CDSA Technical Regulations.
- OFFICIALS:** The officials must be qualified at the national level recognized by their respective NSO.
- RULES:** The ASSC-CDSA and NSO rules will be followed for this event.
- RECORDS:** International and national records can be set. Consult with the ASSC-CDSA Technical Directors.
- CEREMONIES:** Opening and Closing Ceremonies are required. Press conferences on the first and last day of the event may be held as deemed necessary.
- BANQUET:** At the discretion of the organizing committee.
- AWARDS:** Canada Deaf Games medals will be awarded to the top three finalists for each event in each sport. It is recommended that the medal be engraved with the name of the event, the date and the location.
- LINKS:** See the ASSC-CDSA website: <http://www.assc-cdsa.com/>

## Canadian Deaf Championship\*

This competition is used to bring athletes from across Canada together to compete against each other in one sporting event.

- DATE:** The organizing committee will set a date in accordance with the NDSO calendar or the ASSC-CDSA's Sports Committee calendar.
- LENGTH:** One week of competition is recommended.
- SCHEDULE:** Depends on each sporting event, consult with the ASSC-CDSA Technical Directors.
- ENTRIES:** Full application through the ASSC-CDSA required.
- AGE:** Depends on each sporting event, consult the NDSO Technical Regulations or the ASSC-CDSA Sports Committee.
- OFFICIALS:** The officials must be qualified at the national level recognized by their respective NSO.
- RULES:** The ASSC-CDSA and NSO rules will be followed for this event.
- RECORDS:** National records can be set. Consult with the NDSO Technical Director.
- CEREMONIES:** At the discretion of the organizing committee.
- BANQUET:** At the discretion of the organizing committee.
- AWARDS:** At the discretion of the organizing committee.
- LINKS:** See the ASSC-CDSA website: <http://www.assc-cdsa.com/>

*\* A Canadian Deaf Championship will not be approved if the sport in question is included in the Canada Deaf Games program.*

## Section 3 : Advance Planning

### Deadlines

The ASSC-CDSA requests that interested organizing committees (OC) inform the Sport Marketing Coordinator through their PDSA according to the deadlines of the prospective events indicated below.

***Deaflympics and Pan American Games:*** Eleven (11) years before the date of the event suggested by the OC. The first year will allow the ASSC-CDSA to study and suggest modifications for the event, as required, and to make a proposal for the event first to the Board of Directors and then to membership at the next AGM to be voted upon. If the proposal is carried then the event file will be passed on to Sport Canada and the ICSD. There must be 10 years between the time the file is handed over to Sport Canada and the proposed date of the event.

***World Championships:*** Five (5) years before the date of the event suggested by the OC. The first year will allow the ASSC-CDSA to study and suggest modifications for the event, as required, and to make a proposal for the event first to the Board of Directors and then to membership at the next AGM to be voted upon. If the proposal is carried then the event file will be passed on to Sport Canada and the ICSD. There is a two-year wait to get approval from Sport Canada.

***Canada Deaf Games:*** Four (4) years before the date of the event suggested by the OC. The first year will allow the ASSC-CDSA to study and suggest modifications for the event, as required, and to make a proposal for the event first to the Board of Directors and then to membership at the next AGM to be voted upon. If the proposal is carried then the event file will be passed on to Sport Canada.

***Canadian Deaf Championship:*** Two (2) years before the date of the event suggested by the OC. The first year will allow the ASSC-CDSA to study and suggest modifications for the event, as required, and to make a proposal for the event to the ASSC-CDSA Board of Directors. A request for funding will be submitted to Sport Canada through our annual budget proposal.

### Applications

An application package will be distributed to interested OCs by the ASSC-CDSA office. The package must be handed in and signed by the Organizing Committee's PDSA.

## Considerations for Potential Host Organizations

An organization interested in hosting a national or international competition, should consult the Hosting Manual to familiarize themselves with the requirements and should take the following into consideration:

### a) Accessibility

- ➔ Is there a major airport nearby?

### b) Facilities

- ➔ Are there enough locations available for training and competitions?
- ➔ Do the facilities meet the international or national standards required by the respective sports organizations (i.e. ICSD or IF)?
- ➔ Can the facility accommodate electronic timing equipment, when required?
- ➔ Are there adequate seating, heated dressing rooms, washroom and canteen facilities for athletes, coaches, officials and spectators?
- ➔ Is there adequate office space for the Technical Director and media?
- ➔ Is there space to post results in an accessible place?
- ➔ Can the facility accommodate T.V camera crews (i.e. Deaf Nation)?

### c) Transportation

- ➔ How far is it between the hotel and the venues ?
- ➔ Will transportation of participants present any problems?

### d) Organization

- ➔ Are there available volunteers experienced in running international or national competitions?
- ➔ Is there an adequate volunteer base to provide the necessary 25 or so volunteers required on a daily basis?
- ➔ Are there enough volunteer interpreters available for both official languages to facilitate communication during the event?

### e) Budget

- ➔ Is the Provincial Deaf Sports Association (PDSA) financially solvent to advance the Organizing Committee enough money to support its activities prior to revenues coming in?
- ➔ Is this competition likely to be a financially viable (i.e. break-even) undertaking for the Organizing Committee?

### f) Hotel

- ➔ Is a facility available with an adequate number of rooms, meeting rooms and banquet facility, if desired?
- ➔ Does the hotel offer wireless internet coverage?

g) Medical

- ➔ Are there EMS doctors available in the area to support warm-up and competition times?
- ➔ Can the facility accommodate a space for a Doping Control?

## **Sources of Information for Organizing Committees**

Once a Provincial Deaf Sports Association (PDSA) has committed to holding an international or national competition, they should ensure that the President of the hosting committee and his/her committee members are aware of the latest policies and practices with regard to the competition.

1. *The International Committee of Sports for the Deaf Technical Regulations* are accessible on the ICSD website at [www.deaflympics.com](http://www.deaflympics.com).
2. *The regulations and policies of the Canadian Deaf Sports Association* are accessible on the ASSC-CDSA website at [www.assc-cdsa.com](http://www.assc-cdsa.com) or in print form from the ASSC-CDSA office.
3. The *Competition Hosting Manual* is available to be downloaded on the ASSC-CDSA website or in print form from the ASSC-CDSA office.
4. *Technical Directors for the Organizing Committee* are listed in the Organizing Committee Structure section below.

## Section 4 : Organizing Committee Structure

There are any numbers of ways of organizing a successful International or National Championship. Due to the complexity of such an event, it is recommended that the organizers be structured under the direction of a *Chairperson*, with directors responsible for a number of major functions - **Administration, Finance, Sponsorship and Fundraising, Hospitality, Promotion and Marketing, Protocol, Technical** (See Organizational Structure Chart).

Each division will be represented by one director on the organizing committee. However each division will be, in effect, a sub-committee, with responsibilities delegated to several volunteers. The size of the sub-committee is a local decision. The organizing committee should meet on a regular basis, initially monthly, then bi-monthly or weekly as the event draws closer. The responsibilities of each division or sub-committee are outlined below.

### Chairperson

The person selected for this position must have a sports background within the Deaf community, previous experience in running sport competitions and be skilled in managing people. He/she must be able to oversee and co-ordinate the activities of a large number of volunteers in what is a very demanding activity.

Responsibilities:

- implement ICSD or ASSC-CDSA policies and procedures with regard to the conduct of the assigned competition
- formulate and communicate to all concerned, the policies to be followed by each and every person in the implementation of their respective activities
- give direction and exercise control over the Organizing Committee during the planning, organizing and running of the event
- provide liaison, during this process, with the officials chosen by the ASSC-CDSA (see Advisors to the Organizing Committee, at the end of this section)
- preside over all meetings of the Organizing Committee
- attend sub-committee meetings, if required
- participate in the negotiation of contracts and other substantial financial arrangements (including financial obligations with ASSC-CDSA)
- Ensure appropriate insurance is in place for the event
- monitor the progress of each division
- take part in ceremonial and social activities
- supervise wrap-up activities – returning equipment, reports, thank-you letters, final financial statement etc.

- submit a final report to the ASSC-CDSA within 60 days following the closure of the event.

## **Administrative division**

The administrative division director should have experience in administrative procedures, and should have excellent computer skills.

Responsibilities:

- notify Organizing Committee members of upcoming meetings
- arrange meeting location, prepare and distribute agendas
- attend meetings and prepare and distribute minutes of meetings
- provide necessary documents for meetings
- keep up-to-date records of all correspondence and division activities
- prepare and distribute information/planning kits to committee members, as directed by the Chairperson
- prepare letters and reports, as required by the Chairperson
- prepare letters of thanks to sponsors and others, to be sent following the event, together with a copy of the official program
- submit a final report to the Organizing Committee

## **Finance division**

The director of this division is the Treasurer. The treasurer's main responsibility is to ensure the financial integrity of the event. He/she should not be directly responsible for fundraising, obtaining sponsorship or collecting registration fees.

Responsibilities:

- Prepare budgets to reflect financial requirements for revenue & expenses.
- Establish financial management systems and procedures.
- Set up an event bank account with two signing officers to handle income and expenditures.
- Maintain accurate records.
- Control bank deposits and withdrawals
- Ensure that cash and cheques are supported with authorized receipts
- Manage the acquisition of grants from all levels of government and report results to these bodies as required.
- Ensure compliance with terms upon which a grant was obtained.
- Complete final financial report in a timely manner
- Close the event bank account when all funds have been collected and all payments disbursed.

- Submit a final financial report to the Organizing Committee so that it can be part of the Competition Report due within 60 days after the event to the ASSC-CDSA.

*(See Finance section in this manual)*

## **Sponsorship and Fundraising division**

Although ASSC-CDSA, national, provincial and municipal hosting grants, and entry fees may cover a good portion of the competition expenses, fundraising through sponsorship, and value-in-kind (VIK) can cover many of the “extras” that add to the quality of the athletes’ experience, and can also be a good opportunity to realize a small profit for the hosting PDSA.

Responsibilities:

Before potential sponsors are approached, the director of this division must contact the ASSC-CDSA office in order to determine which national sponsors must be recognized in this event to ensure that no conflicts arise with local sponsors.

- prepare sponsorship package or proposal
- draw up a list of potential local sponsors.
- make appointments to meet with possible sponsors
- confirm sponsorship agreements in writing.
- prepare a master list of sponsors, supply to Promotion and Marketing Division
- provide the organizing committee treasurer of the dollar value and details of goods and services provided by the sponsor, for inclusion in the financial statement.
- where a cash contribution is involved, have the treasurer invoice the company for the agreed amount, and verify that payment is received.
- ensure that the sponsorship agreement is serviced i.e. that the sponsor has received value for money.
- solicit program advertising
- plan and organize the printing, marketing and selling of tickets, if required by the Organizing Committee

*(See Section on Sponsorship and Fundraising in this manual)*

## **Hospitality division**

Since the selection of a hotel or hotels, and contractual negotiations with the hotel(s) must be one of the first responsibilities for prospective host organizations, this may have to be done by the Chairperson of the hosting committee before organizing committee members are in place. If at all possible

the director of this division should be involved in the initial contacts with the hotel(s).

Responsibilities:

- arrange for hotel accommodation, hospitality suites, assist with room reservations for officials and VIP's, monitor team reservations, provide liaison between hotel and team leaders, arrange extended meal times if necessary.
- organize hospitality and social events, including banquet; arrange for food, beverages and entertainment in both athletes' lounge and coaches and volunteers' hospitality room (if provided).
- organize meals and refreshments for coaches and officials, and food or concession for athletes at the competition venues.
- if time permits organize pre- or post-competition tours for visiting teams.
- billeting for athletes may also be offered (if provided).
- provision of local transportation for athletes, coaches, officials and others (on an "as available" basis)
- arrange for accreditation of athletes, coaches, officials and volunteers and ensure security of dressing rooms, personal belongings and competition equipment.
- Submit a final report to the Organizing Committee so that it can be part of the Competition Final Report due within 60 days after event to the ASSC-CDSA.

*(See Hospitality Section of this manual)*

## **Promotion and Media division**

It is advantageous for the director of this division to have worked with the media in the host community, either in a professional or volunteer capacity. This person may obtain direction and support from the ASSC-CDSA Sport Marketing Coordinator.

Responsibilities:

- ensure the preparation of promotional material – logo, poster, banner, pins, other advertising ( radio, TV, billboard, community signs etc), in accordance with the ASSC-CDSA requirements (see Sponsorship and Fundraising Section)
- develop competition website
- develop relationships with media sources
- plan press conference, if required by the ASSC-CDSA, or desired by hosting committee
- develop the souvenir program

- work with the director of sponsorship/fundraising to secure program advertising
- work with technical division to ensure adequate media support services at the venue
- plan, produce and sell official souvenirs
- registration kits
- organize school group visits to the competition, if any events are held on a weekday
- monitor and provide feedback to the ASSC-CDSA regarding media coverage before and during the event

*(See Promotion and Media section of this manual)*

## **Protocol division**

Detailed organization of official ceremonies is important to the continuing development of our sports in Canada. Official ceremonies are an opportunity to recognize our Deaf athletes' achievements, our national and provincial bodies and the support of our federal, provincial and municipal governments, as well as an opportunity to recognize sponsorship support.

Responsibilities:

- organize opening and closing ceremonies, if required, including inviting guests and speakers, arranging for entertainment, ensuring necessary equipment is available
- organize the awards ceremonies, including ordering medals and awards, arranging for engraving, inviting medal presenters and master of ceremonies, arranging for podium and flags, briefing announcer or master of ceremonies
- organize the VIP's program – meeting, accommodation, transportation, hosts
- submit final report to organizing committee

*(See Protocol Section of this manual)*

## **Technical division**

The technical division is responsible for the technical organization of the competitions, according to the ICSD, IF, ASSC-CDSA and NSO Rules and Regulations. This includes the physical setup of the event site, receiving and verifying entries, setting up the schedule of competitions, assigning competitors to competition sites and ensuring that all paper functions before, during and after the event, such as reports, results distribution and record applications, are carried out. Must procure all necessary field of play equipment required.

The Technical Division Director (the Event Coordinator) will work in close co-operation with other committees, and with the technical advisor(s) for the competition (see below) to ensure the smooth running of the competitions.

Qualities of an Event Coordinator include:

- Has a sound knowledge of the rules and the duties of all officials
- Performs calmly and steadily under pressure
- Works well with others and able to draw on strengths of volunteers
- Understands all the relevant rules of the organization and the competition.
- Keeps reference tools handy
- Has great organizational skills

Responsibilities:

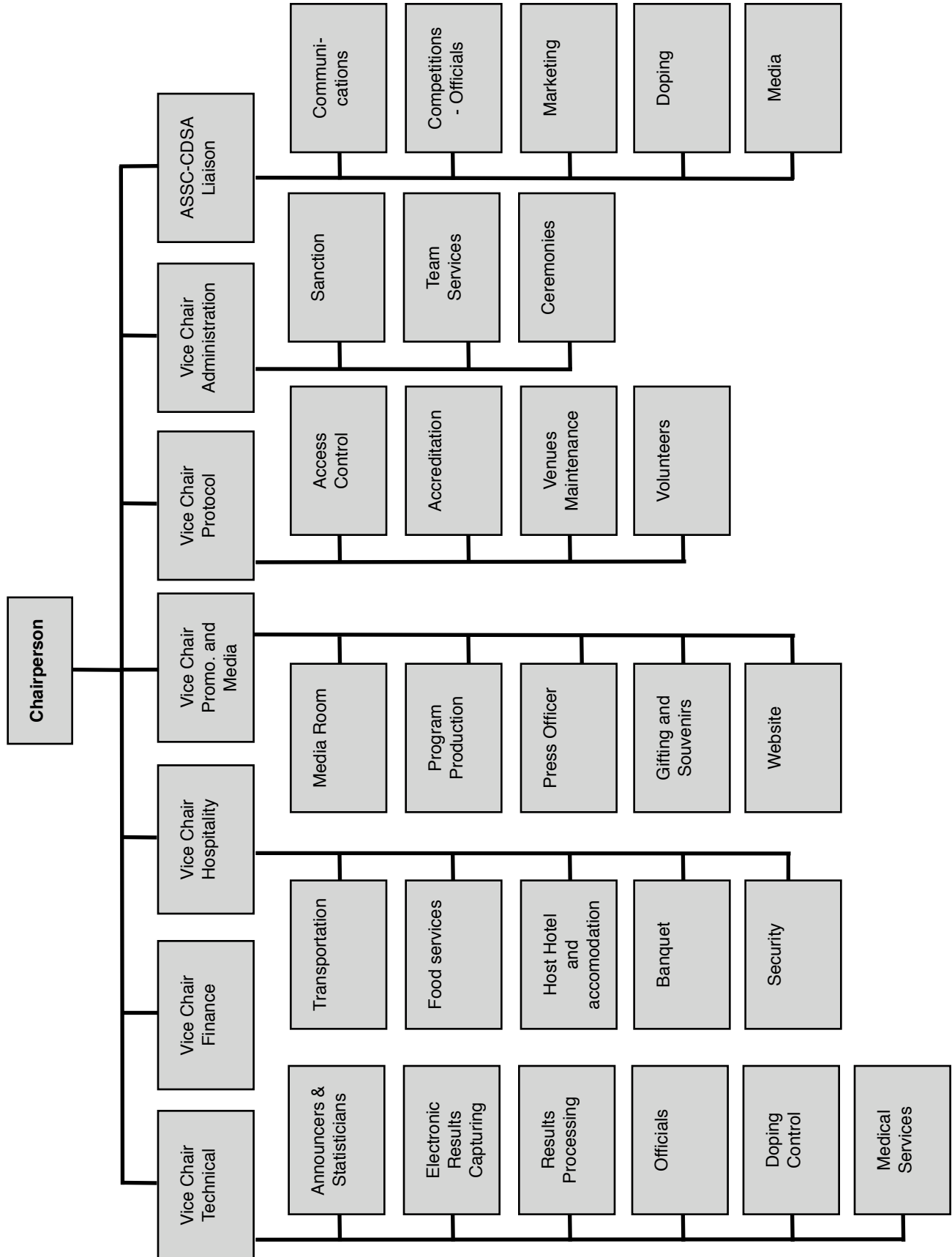
- oversee the technical organization of the competition
- request sanction for the competition from the ICSD or ASSC-CDSA
- obtain list of referees and starters appointed by the IF or NSO
- oversee the appointment of other officials (see section on Officials)
- prepare the announcement of the competitions and entry form and submit to the ASSC-CDSA (or to the ICSD) for distribution at least 60 days before the competitions
- obtain from every committee a list of their equipment and facilities requirements
- obtain required equipment
- determine insurance needs
- supervise the following areas or sub-committees
  - facilities and equipment (See Section on Facilities and Equipment)
  - medical (See Section on Medical Requirements )
  - doping preparation and implementation (See Section on Doping)
  - Technical Directors
- submit final report to Organizing Committee as well as the ASSC-CDSA within 60 days of the event.

### **Advisors to the Organizing Committee**

During the planning process, the *Sport Marketing Coordinator (SMC)* at the ASSC-CDSA will be the advisor to the Organizing Committee. He or she will contact the the ASSC-CDSA Technical Delegates (for national events), or the ICSD Technical Delegates (for international events), as necessary, to obtain additional information or advice for the Organizing Committee. The SMC will keep the Technical Delegates informed of any issues or problems which arise. The Organizing Committee should direct all questions to the SMC.

The Technical Delegates will perform a technical inspection of the venues before the event.

# Structure of the Committee



## Planning Checklist

TIME FRAME	Responsibility	
<b><u>Finance Committee</u></b>		
<b><i>Long term</i></b>	Work alongside committees to determine costs	
	Determine minimum revenue and potential sources of revenue	
	Open a bank account	
	Manage grants and decide how to meet grant conditions	
<b><i>Middle term</i></b>	Submit current financial statements to the Organizing Committee and to ASSC-CDSA	
<b><i>Post Event</i></b>	Submit final financial statements to the ASSC-CDSA within 60 days following the event (included in Event Coordinator Report #2)	
<b><u>Sponsorship/Fundraising Committee</u></b>		
<b><i>Long term</i></b>	Prepare list of possible sponsors, check with ASSC-CDSA for possible conflicts, then make contact.	
	Set up and execute plans for fundraising.	
	Reserve ASSC-CDSA's promotional material and banners.	
	Contact the ASSC-CDSA for finalized list of ASSC-CDSA sponsors.	
	Notification of the event according to the schedule	
<b><i>Middle term</i></b>	Design and print admission tickets.	
	In co-operation with Promotion and Media, solicit program advertising.	
	Arrange for recognition of sponsorship during event.	
<b><i>Short Term</i></b>	Recruit volunteers to sell tickets at competition venues.	

<b>TIME FRAME</b>	<b>Responsibility</b>	
<b>Very short term</b>	Recruit volunteers to sell souvenirs.	
	Organize site for souvenir booth.	
	Arrange to receive Value in Kind that are required during the event.	
	Confirm delivery of ASSC-CDSA banners and posters.	
<b>Post Event</b>	Distribute acknowledgement of sponsorship from host committee	

<b>TIME FRAME</b>	<b>Responsibility</b>	
<b>Hospitality Committee</b>		
<b>Long Term</b>	Choose and block book host hotel that will meet the following needs:	
	<i>Enough rooms to accommodate athletes and support staff</i>	
	<i>Banquet hall</i>	
	<i>Athlete hospitality suite</i>	
	<i>Volunteer hospitality suite</i>	
	<i>Registration Room</i>	
	<i>Room for Technical Directors</i>	
	<i>Proximity to the event site</i>	
	Organize banquet entertainment if desired.	
	Determine transportation needs.	
Select best transportation option.		
<b>Middle term</b>	Determine banquet menu and estimate number of seats.	
	Work with Protocol re flags, podium PA system for banquet.	
	Set Banquet ticket cost for registration form.	
	Print banquet tickets.	
	Provide transportation information and costs for the announcement, and request team requirements on registration form.	

<b>TIME FRAME</b>	<b>Responsibility</b>
<b>Short Term</b>	Organize refreshments and volunteers to man Volunteer and Athlete hospitality rooms in hotel and at venue.
	Reserve accommodations for Officials as needed.
	Print accreditation IDs for athletes, coaches and officials.
<b>Very Short Term</b>	Establish a method of communication for transportation needs during event.
	Provide purchased banquet tickets for registration kits.
	Order and arrange for delivery of food as needed.
	Confirm approximate numbers for banquet.
	Finalize transportation requirements.
<b>A few days before Event</b>	Post transportation schedule at the event site and hotel.
<b>During Event</b>	Coordinate transportation requirements.
	Coordinate banquet.
	Coordinate hospitality areas.
<b>Post Event</b>	Acknowledge participation of volunteers and sponsors.

<b>TIME FRAME</b>	<b>Responsibility</b>
<b>Promotion and Media Committee</b>	
<b>Long term</b>	Confirm TV or internet coverage if applicable.
<b>Middle Term</b>	Work with Fundraising and Sponsorship Committee to include all sponsors in program, and to solicit other program advertising.
	Request official letters of welcome for program from local politicians, ASSC-CDSA (or ICSD) president, etc.
	Begin to create official program.

<b>TIME FRAME</b>	<b>Responsibility</b>		
<b>Short Term</b>	Build website; post hotel, venue and community information.		
	Plan and produce posters, other promotional items and souvenirs.		
	Solicit items for registration kits/welcome bags.		
	Design and print tickets		
	Launch website.		
	Prepare items for registration kits.		
	Check that you have received official letters requested earlier.		
	Prepare media kits.		
	Work with local media to create interest in the event.		
	Organize equipment requirements for media room at the event.		
	Organize participation of school groups as spectators.		
	<b>Very Short Term</b>	Complete program and print.	
		Work with other committees to put registration kits together.	
		Plan and execute press conference, if required.	
Work with media prior to and during event.			
Confirm seating arrangements for groups of spectators (schools); arrange for volunteer guides.			
Arrange for information booth at competition venues.			
Collect newspaper clippings, and make note of details of non-print media coverage for ASSC-CDSA report.			
<b>Post Event</b>	Submit media section of Event Coordinator report		
	Acknowledge volunteers and media participation.		
<b>TIME FRAME</b>	<b>Responsibility</b>		
<b>Protocol Committee</b>			
	<b>Middle Term</b>	Set program for Opening, Closing and Awards ceremonies.	
	Arrange to have full set of flags for ceremonies.		

<b>TIME FRAME</b>	<b>Responsibility</b>	
	Arrange for PA system, podium and carpet at competition venues and banquet.	
	Order medals and awards.	
	Recruit Master of Ceremonies and Presenters.	
<b>Short Term</b>	Confirm VIPs participation	
	Arrange accommodations, seating, Banquet tickets etc. for VIPs	
	Have medals/awards engraved	
<b>Very Short Term</b>	Arrange to meet and/or transport VIPs and give them welcome kits.	
<b>During Event</b>	Opening Ceremonies	
	Awards at Banquet	
	Closing Ceremonies and Awards	
<b>Post Event</b>	Acknowledge volunteers and contributors to committee	

<b>TIME FRAME</b>	<b>Responsibility</b>	
<b><u>Technical Committee</u></b>		
<b>Long term</b>	Select an event facility that will address these needs:	
	<i>Competition sites</i>	
	<i>Security</i>	
	<i>Dressing rooms</i>	
	<i>Hospitality suite officials and volunteers</i>	
	<i>Office space</i>	
	<i>Officials' room</i>	
	<i>Space for installation of Electronic Equipment</i>	
	<i>TV access area, if necessary</i>	

TIME FRAME	Responsibility	
	<i>Media room</i>	
	<i>Athlete food source</i>	
	<i>Medical area</i>	
	<i>Doping Control area</i>	
	<i>Proper venue maintenance equipment</i>	
	Book venues to include competition and practice time.	
	Book security if this is part of facility personnel.	
	Determine insurance requirements.	
<b>Middle Term</b>	Secure Medical services	
	Arrange for necessary competition equipment.	
	Oversee appointment of officials, and other volunteers.	
	Confirm materials meet safety standards	
	Arrange for communications equipment within facility.	
	Confirm equipment needs of other committees for this facility.	
	Obtain current rules and regulations - ICSD, IF, ASSC-CDSA and NSO.	
	Obtain current records for level of event.	
<b>Short Term</b>	Prepare announcement, registration forms to submit to the ASSC-CDSA (or the ICSD) according to current policies	
	Work with protocol committee to schedule opening, closing and awards ceremonies.	
	Prepare rough schedule of events.	
<b>Very Short Term</b>	Arrange for delivery of equipment.	
	Assemble equipment at competition sites	
	Work with protocol committee to coordinate and store equipment for opening, closing and awards ceremonies.	
	Contact Doping Control Officer re arrangements.	

TIME FRAME	Responsibility	
<b>Less than one week</b>	Prepare event schedule with Recorder	
	Coordinate with Registrar at hotel site.	
	Set up and test electronic equipment.	
	Do tour of facility and equipment check with Technical Directors	
	Confirm schedule with Technical Directors.	
	Confirm meeting between Coaches and Technical Directors.	
	Provide Program and events schedule.	
	Note scratches, additions, corrections.	
	Revise events schedule as required.	
	Confirm meeting between officials and Technical Directors.	
<b>During Event</b>	Confirm Technical Directors are prepared.	
	Work with other committees as needed.	
	Opening ceremonies.	
	Distribute results to: Media Chair, Branches, Coaches.	
	Confirm Officials sign Record Application Form	
	Closing/Awards ceremonies.	
<b>Post Event</b>	Return equipment as needed.	
	Within 60 days distribute results to all Branches, the ASSC-CDSA Sport Marketing Coordinator and, if applicable, ICSD.	
	Submit report to the ASSC-CDSA within 60 days	
	Submit Record Applications to the ASSC-CDSA (or ICSD) within 30 days.	
	Acknowledge participation of volunteers	

## Section 5 : Finances

The purpose of this section is twofold:

- Provide the organizing Committee of the competition with general guidelines on the financing of an event.
- Provide procedures and reporting formats to ensure that the financial aspects of a competition are conducted smoothly and that reporting is consistent.

A Deaf sports event should be adequately financed to cover costs but should not necessarily be perceived as a fundraising venture.

### **Treasurer's Responsibilities** (see page 23 of this manual)

The Treasurer's general responsibility is to ensure the financial integrity of the event. He/she does not personally need to be responsible for fundraising, finding sponsors or collecting registrations.

The Treasurer's first task is to investigate sources of grants from all levels of government and become familiar with all terms and requirements of the granting bodies. The next task is to translate the physical planning of the event by the Organizing Committee into a budget for the event.

### **Grants**

All levels of government have the potential to provide grants for amateur sport. Each level has its own bureaucracy and its own set of rules. When applying for grants to any level it is essential to:

- Obtain the most recent set of rules and understand them.
- Follow instructions explicitly and attach all necessary substantiating documents.
- Report to the granting agency as required. This will enhance your reputation in the future.
- ASSC-CDSA grants may include sponsors that will need to be recognized as directed by the Sport Marketing Director.

Grants are available from various levels:

- Provincial governments may provide funding through the provincial sport governing body/Sport Chapter.
- ASSC-CDSA provides funding for ASSC-CDSA sanctioned events that are National Championships or National Selection Meets. Refer to the **ASSC-CDSA Grants Manual**. This funding will be dispersed in two payments: first 40% before the event and the second 60% after all of the required reports are submitted to ASSC-CDSA.
- Municipalities may have a policy for sport funding.

## Budgets

Each member of the Organizing Committee should have an estimate of the costs for their area of the event. As well these persons may be able to suggest sources of revenue for their assigned task. The following items are considered as sources of income:

**Revenue:** Examples, only

Closing the Event Finances:

- Present the financial statements to the Organizing Committee
- Send financial statement to ASSC-CDSA within 60 days following the event as part of the post event information required. ASSC-CDSA will provide the second half of the grant following the submission of the required paperwork as described in the ASSC-CDSA Grants Manual.
- Present books and records for audit if required.

	Income statement Date				
	Event / Meet				
REVENUES				Budget	Actual
<b>Fees</b>	Registration	200@\$50		\$10000.00	
	Income from Teams for extra practice			\$600.00	
	Transportation fees	250@\$10		\$2500.00	
<b>Sponsorship</b>	ABC Company			\$2000.00	
<b>Grants</b>	ASSC-CDSA			\$3800.00	
	City of ---			\$500.00	
<b>Donations</b>	XYZ Company	for electronic equipment		\$2000.00	
<b>Sales</b>	Admission tickets	300@\$5	\$1500.00		
	Advertising		\$2500.00		

	Banquet tickets	200@\$20	\$4000.00		
	Souvenirs		\$3500.00		
	"50/50"		\$430.00		
<b>Cost of goods sold</b>	Ticket purchase cost		(\$50.00)		
	Advertising		(\$1000.00)		
	Banquet tickets		(\$4500.00)		
	Souvenirs		(\$2000.00)		
	"50/50"		(\$100.00)		
	<b>Net Profit on sales</b>				
<b>Total revenues</b>					
<b>EXPENSES</b>					
<b>Booking costs</b>	Meets	30hr@\$100		\$3000.00	
	Practice	12hr@\$100		\$1200.00	
<b>Rentals</b>	Trailers	3@\$500		\$1500.00	
	Electronic equipment			\$2500.00	
<b>Officials</b>	Head Officials			\$295.00	
	Meals			\$250.00	
	Hotel			\$930.00	
	Transportation			\$300.00	
<b>Awards</b>	Medals	80@\$4		\$320.00	
	Trophies	16@\$70		\$1520.00	

	Gifts for volunteers			\$350.00	
<b>Medical/Security</b>	Ambulance and attendants			\$5000.00	
	Security services				
<b>Insurances</b>	KLM Insurance			\$350.00	
<b>Member fees</b>	ASSC-CDSA	20@\$10		\$200.00	
<b>Promotion</b>	Media room rental			\$50.00	
	Pre event media reception			\$125.00	
	Posters			\$70.00	
<b>Transportation</b>	Bus rental for event			\$2500.00	
	Gas for sponsored vehicules			\$500.00	
<b>Administration</b>	Photocopier rental			\$500.00	
	Computer rental			\$120.00	
	Stationary/office supplies			\$38.00	
<b>Supplies</b>	Start flags			\$24.00	
<b>Hospitality</b>	Coffee supplies			\$200.00	
	Veggie trays			\$125.00	
	Paper plates/ ustensils			\$100.00	
	Bottled water			\$375.00	

<b>Capital costs</b>	Protective equipment			\$4000.00	
	Arm bands	20@\$5		\$100.00	
<b>Total Expenses</b>					
<b>Total income/(loss)</b>					
				Estimated value	
<b>Donations (Value in kind)</b>	LMN Company	Car Loans		\$1000.00	
	Black Company	Water bottles (150)		\$200.00	
	John Bagels	300		\$25.00	

*Finance Timeline : Refer to page 22*

## **Section 6 : Sponsorship and Fundraising**

### **Sponsorship**

The costs of hosting competitions are becoming increasingly greater. However, profit can be realized through careful planning and a good sponsorship program.

Securing sponsorship for all national events is a priority for the ASSC-CDSA and should also be a priority for the host organizing committee, as this is a way to help offset some of the costs of staging an event or competition.

It is very important that each party understands the guidelines for securing sponsorships related to ASSC-CDSA or ICSD sanctioned events/competitions, so that sponsorship recruitment efforts are done in a professional and consistent manner.

It is important for the organizing committee to discuss and review all local sponsorship contracts with ASSC-CDSA's Sport Marketing Coordinator prior to signing any agreement. This will help avoid any potential conflict of interest between national sponsors and local sponsors and hence any embarrassment.

General terms of reference:

- All sponsorships must enhance the ASSC-CDSA or ICSD activity and image
- The nature of the sponsorship must be compatible with the objectives of the ICSD or the ASSC-CDSA and the expressed purpose of the event.
- The ICSD or the ASSC-CDSA's image and identity must remain prominent regardless of sponsor involvement and shall not be superseded by the PDSA host identification.
- There shall not be two major sponsors from the same commercial field involved in sponsoring the same event. This does include advertising in the Event publications.

### ***Types of Sponsorships***

The host committee of a national or international competition is encouraged to create a sponsorship package to assist in sponsor solicitation for their competition. After consulting with various committee members, a list of possible sponsorship projects with related pricing can be developed.

There can be many levels of sponsorship categories but common categories include:

- a) Title sponsor
- b) Presenter or secondary sponsor
- c) Tertiary sponsors
- d) Major
- e) Associate

#### f) Official

In all cases, levels of sponsorship are defined by the level of a company's financial and product/service commitment to the event and the exposure each receives in return.

#### A) Title Sponsor

For ASSC-CDSA sanctioned national competitions, ASSC-CDSA has the sole right to negotiate title sponsorship of an event up to 6 months prior to the date of competition, unless otherwise agreed upon by the ASSC-CDSA. Should no title sponsor be found for a competition 6 months prior to the date of the event, ASSC-CDSA may grant the host organizing committee permission to sign a title sponsor.

\* ASSC-CDSA does not relinquish the right to sign a title sponsor less than 6 months from the start of the competition should that title still be available.

#### B) Secondary Sponsors

ASSC-CDSA is also actively seeking "secondary" sponsors to assist in the staging of these events. The organizing committee is encouraged to seek additional "secondary" sponsors that are not in conflict with any of ASSC-CDSA's official sponsors and/or suppliers. It is extremely important that the organizing committee contact the ASSC-CDSA prior to approaching secondary sponsors and that it communicates regularly with the ASSC-CDSA Sport Marketing Coordinator regarding the status of secondary sponsors for ASSC-CDSA events.

It is also important to remember that the organizing committee cannot market or sell any of the components of the title sponsorship package to a secondary event sponsor. For example, a secondary sponsor can not be secured by the organizing committee under the premise that the sponsor's logo can be placed on sports equipment or that the sponsor's name can be included in the event title.

#### C) Tertiary Sponsors

The Tertiary sponsor category may often include product/service in kind. Possible products/services include:

- Transportation costs (driver, vehicles, gasoline, etc)
- Awards Banquet (room, catering, staff, etc.)
- Food for Volunteers and Officials
- Beverages (fruit juice, soft drinks, etc.)
- Facility & equipment rental
- Office equipment (copiers, fax machines, furniture, computers, printers etc.)

## ***Sponsor Benefits***

The following is a sampling of sponsor benefits, which may be considered when developing a sponsorship proposal:

### A) Title Sponsor

- Exclusivity of association with event in industry category
- Inclusion of name in event title
- Logo on all announcements
- Prominent name and logo identification on event poster and advertisement
- Name and logo identification on front cover of event program
- Inclusion of welcoming letter in event program
- Full-page advertisement in event program
- Name and logo of event (with sponsor in title) on event t-shirt
- Prominent signage/banners at competition sites
- VIP seating
- Logo on results sheets and scoreboard area
- Invitation to speak at opening/ceremonies and awards presentation
- Opportunity to present major awards at closing ceremonies
- Invitation to Awards Banquet

### B) Presenter / Secondary Sponsor

- Name on event poster and advertisement
- Exclusivity of association with event in industry category
- Invitation to and recognition at opening/closing ceremonies and awards presentation
- Half-page advertisement in event program
- Small logo on event t-shirt
- Prominent signage/banners on rink-boards
- VIP seating
- Opportunity to present minor awards at closing ceremonies
- Invitation to Awards Banquet

### C) Tertiary /Local Sponsors

- Invitation to and recognition at opening/closing ceremonies and awards presentation

- Quarter-page advertisement in event program
- Banner signage in facility
- VIP seating
- Invitation to Awards Banquet

**Note:** Secondary and tertiary sponsorship packages (e.g. components and costs) will vary from one ASSC-CDSA event to another. ASSC-CDSA Sport Marketing Coordinator would be happy to assist your organizing committee personnel in developing and costing secondary and tertiary sponsorship packages.

#### *Identification of ASSC-CDSA as Major Sponsor*

The Canadian Deaf Sports Association shall be considered a major sponsor of all national and international sanctioned events and is accordingly, expected to receive name and logo recognition on all promotional material produced (advertising, posters, programs, tickets, etc) as well as banner placement at the competition sites.

Recognition will take the form of logo placement on promotional material as well as the tagline:

**(i)** *"A Canadian Deaf Sports Association sanctioned event"*

An ASSC-CDSA representative should also be invited to participate in the opening/closing ceremonies, medal ceremonies and awards banquet.

At all times, identification of ASSC-CDSA and the host organizing committee is primary, while assisting sponsors and affiliated organizations should receive lesser prominence.

The following guideline should be used when determining placement and sizing of logos for any publicity or promotional materials produced (listed in order of importance):

- 1) Title sponsor
- 2) Presenting Sponsor
- 3) National Sport Governing Body (ASSC-CDSA) & Host Association
- 4) other sponsors, affiliated organizations

#### *ASSC-CDSA Logo*

For all ASSC-CDSA sanctioned national and international competitions, ASSC-CDSA shall receive first and foremost recognition for that event. A corporate sponsor who wishes to use the ASSC-CDSA logo on promotional material must receive prior written permission from ASSC-CDSA's Sport Marketing Coordinator.

The ASSC-CDSA logo shall be displayed on all posters, programs and media kits when promoting events sanctioned by ASSC-CDSA and members shall be

required to receive written permission from ASSC-CDSA's Sport Marketing Coordinator prior to the use of the ASSC-CDSA logo and/or more identifiable symbols/logo in the promotion of an ASSC-CDSA sanctioned event.

In seeking approval, members are required to submit a sample of all affected material. They will receive approval/feedback within 48 hours (two business days) of submitting their request.

The logo will not be altered in any shape or form and will be as represented here under.



## **Fundraising**

### ***Program Advertising***

Soliciting program advertising is a joint responsibility of the *Sponsorship and Fundraising Committee* and the *Promotion and Media Committee*.

If soliciting ads to cover the cost of producing your event program, please remember to avoid companies who are direct or indirect competitors of ASSC-CDSA sponsors. Organizing committees of ASSC-CDSA sanctioned national and international competitions will be notified by the ASSC-CDSA Sport Marketing Coordinator of national sponsors in effect and/or pending ratification.

If you have any questions regarding the sponsorship requirements for your event, please contact ASSC-CDSA Sport Marketing Coordinator.

### ***Ticket Sales***

The question often arises on whether or not the organizing committee should sell tickets to the event. Because our sport has not attracted large crowds to date, it is important to keep these costs low by using volunteers and finding a ticket sponsor. The organizing committee may also consider the opportunity to give away tickets to schools, radio, T.V. stations, if tickets are not sold. The decision is one of the tasks of the organizing committee.

If it is decided to sell tickets, they should be ready between 3 to 6 months before the event. The tasks at hand are the following:

- Arrange an early meeting with the manager of the competition facility
- Discuss box office services, ticket printing, distribution, ticket takers, ticket control, advanced ticket sales and facility fees

- Ticket price - this must be approved by the organizing committee

Base your recommendation on local rates for events of similar quality. For example:

Three day event pass	\$5.00
One day *	\$2.00

\* The one-day pass should only be available at the competition site.

Other factors to consider:

- Designing the ticket
- It is recommended tickets be ready and on sale at least 3 to 6 months prior to the start of the competition;
- Obtain seating diagram of the facility and block off the following seats: referees, VIP section, athletes, coaches and the media;
- Door prizes or similar marketing concepts may be used to promote ticket sales;
- Prepare a final report on ticket sales and procedures.

### ***Development and Sale of Souvenirs***

This is the responsibility of the Promotion and Media Committee

### ***Policy on Bilingualism***

The two official languages of the ASSC-CDSA are French (Langue des signes du Québec - LSQ) and English (American Sign Language – ASL) and as such shall be utilized. The minimum hosting requirements for the use of the two official languages shall be as follows:

- All written announcements;
- The cover and content of the event program;
- Posters, flyers, banners;
- News conferences (with ASL – LSQ interpreters);
- National anthem (with ASL – LSQ interpreters);
- Introduction of teams or individuals (with ASL – LSQ interpreters);
- Words of welcome at the banquet and opening ceremonies (with ASL – LSQ interpreters);
- Presentation of award winners (includes banquet ceremony) (with ASL – LSQ interpreters)

All printed material and all public service announcements should be in both official languages.

## Section 7 : Hospitality

### Hotel Accommodation

This committee is responsible for the reservation and allocation of hotel rooms and routine food services provided by the hotel(s) and facilities

One person should be responsible for the hotel(s)

The responsibilities of this committee are to:

- Recommend to the hosting committee the allocation of the hotels.
- Choose a headquarters hotel which will ideally accommodate all athletes, coaches and officials. If this is not possible, use two or three neighboring hotels.
- Consider their location relative to the competition site, restaurants, groceries and drugstores.
- Determine access to shuttle services.
- Book other hotel facilities required such as banquet facilities for the Awards Evening, if required, as well as two hospitality suites (one for athletes and one for coaches, volunteers, VIPs and officials), a meeting room for coaches and officials, space for registration and accreditation space if required.
- Provide hotel information including room rates, contact information and booking deadlines for the official competition announcement.
- Confirm with the ASSC-CDSA office any reservations required for the appointed officials.
- Reserve rooms for any host appointed officials requiring accommodation
- Confirm with the hotel, in writing, the rooms to be reserved and the agreed upon rate.
- Check on meal times at the hotel(s). It may be necessary to open the restaurant earlier in the morning.
- Monitor room availability as registrations are proceeding.
- Arrange for a notice board for the lobby (or lobbies) to communicate information such as practice times, competition schedule, transportation schedules, restaurant hours, meeting times, etc.
- During the championships, check with the team leaders (or Chef de Mission) each day and deal with any issues.

### Security and Accreditation

This committee is responsible for the physical safety of the athletes and officials and for controlled access to various areas of the competition site. The size of the task varies greatly with the design of the facility and whether or not a

professional security service is already under contract at the facility. Volunteers for security tasks of this nature may be service club volunteers, cadets, militia or senior Scouts.

The responsibilities of this Committee are to:

- Visit the competition facility to determine the security requirements and whether professional security service would be available for the event, and at what cost. An organized volunteer committee could be utilized.
- Design a plan to secure the competition venue taking into consideration the different categories of attendees e.g. Athletes, coaches, officials, spectators (tickets?), media and technical support personnel. The overnight security of the medals, electronic equipment, cameras, computers, etc must be ensured.
- Assign dressing room attendants who can check for cleanliness and the general condition of the room areas throughout the venue.
- Access to the venue should be monitored to ensure that exits are not open to the secured athlete areas.
- Ensure that unauthorized persons do not have access to the recording office, VIP lounge or Officials Room.
- Design an accreditation system to be utilized e.g. Tags, wristbands, photo I.D. If badges are utilized, the name, sport (or category: athlete, coach, official, etc.), and/or area of access can be shown.
- Arrange for the distribution of security identification as follows:
  - volunteers in advance through their committee chairperson
  - athletes, coaches, officials at registration
  - media and late arrivals at the main venue entrance.
- Provide schedules, instruction and supervision for security personnel.

## **Transportation**

This committee is responsible for coordinating and providing the local transportation for athletes, coaches, team leaders (or Chef de Mission) and officials between the hotel and the venue. The Hosting Committee may decide to extend this service to others (e.g. Parents, spouses) if space is available. This service may be offered on a cost recovery or complimentary basis. Provision of transportation services between the hotel and the airport is not compulsory but most appreciated by the participants. It is expected that the hosting committee will make arrangements to meet chief officials and the ICSD and ASSC-CDSA representative(s) at the airport.

The responsibilities of this Committee are as follows:

- Determine transportation needs for the athletes, coaches, and officials between the hotel(s) and the venue.

- Determine transportation needs to and from the airport (if provided).
- Select the best options for the Host Committee to provide transportation services (e.g. hire buses, recruit volunteer drivers and vehicles, seek sponsorship from transportation source - school divisions, dealerships, shuttle buses)
- Ensure that the transportation requirements are specified on the registration form.
- After the registration deadline, determine the final transportation needs.
- Set detailed schedule to accommodate the practice and competition times, airport arrivals and departures (if provided).
- Post transportation schedules at the Coaches meeting, hotel(s) lobbies, and attach the schedules in the participant packages, volunteer packages, and as required.
- Establish the mechanism for teams to contact the transportation contact personnel.
- Ensure all chief officials and VIP's transportation needs are met.
- Arrange for parking at the hotels and competition venue.
- Arrange for clear identification of the transportation vehicles.
- Check necessary insurance coverage requirements for the vehicles and drivers.
- Determine and provide any reimbursement and payment to transportation providers.

*"Should you be using volunteer drivers, you are required to ensure all drivers have a valid license."*

This may be done by taking photocopies of driver's licenses.

## **Banquet and Hospitality**

This committee undertakes the detailed planning and coordination of the social events such as the athlete's Awards Banquet, receptions and daily hospitality provided at the hotel headquarters and the venue.

Work with the Sponsorship Committee to determine the availability of appropriate products or gifts in kind for the hospitality events.

### ***Banquet***

A Banquet is not required for all competitions but is generally offered at international events.

Banquet coordination responsibilities are as follows:

- Confirm that the banquet facilities can accommodate the number of people who have confirmed their presence.
- Set the menu for the Banquet and determine the price.
- Include the banquet information and request mechanism on the registration form.
- Ensure that the payment for banquet tickets is included with the registration fees collected prior to the event.
- Include the banquet tickets with the registration packages upon registration.
- Confirm final banquet numbers with the hotel by the deadline required, normally 24 hours ahead
- Ensure that a podium, microphone for the interpreters and "hearing" guests, flags, decorations, and any other required equipment, are arranged, and that teams have assigned tables.
- Ensure that dignitaries and sponsors receive an invitation and that preferential seating is provided for them and for ICSD and the ASSC-CDSA representatives, affiliated association representatives and their guests.
- Arrange entertainment if desired.

### ***Hospitality at the Competition Venue***

It is essential that athletes have access to nutritious food at the venue during the competition. The organizing committee may provide this on a complimentary or paying basis. Bottled water should be available free of charge to athletes. Teams should be provided with details of food services at the venue in their registration packages.

If the competition venue has a concession, the organizing committee may not be permitted to operate in competition with this business, but may be able to negotiate the addition of appropriate foods (soup, fruit, bagels, sandwiches, juices etc) to the concession menu. It is also essential that officials, VIP's, volunteers (and coaches, too, if possible) have access to complimentary meals and refreshments, and that spectators have access to food services of some kind.

- discuss food services with site manager
- arrange for locations for food services for each group
- ask sponsorship committee to investigate possible sponsorships by grocery stores or wholesale food companies or for donations of food for athletes, officials, volunteers
- order and arrange for pickup of required food and equipment
- arrange for volunteers to set-up, monitor and clean-up each area
- arrange for light refreshments for the media room

- food and beverages should be delivered to the recording office staff if necessary

### ***Hospitality at the Hotel***

Hospitality Room for Volunteers, Parents, Officials, Coaches should be available each evening for informal gatherings.

## Section 8 : Promotion and Media

The holding of a national or international event presents an opportunity to promote Deaf sports in the community, through media coverage and through advertising which is visible to the community at large.

### Policy on Bilingualism

The two official languages of the ASSC-CDSA are French (LSQ) and English (ASL) and as such shall be utilized as much as possible. The minimum hosting requirements for the use of the two official languages shall be as follows:

- All written announcements;
- The cover and content of the event program;
- Posters, flyers, banners;
- National anthem; (with LSQ/ASL Interpreters)
- Introduction of teams or individuals; (with LSQ/ASL Interpreters)
- Words of welcome at the banquet and opening ceremonies; (with LSQ/ASL Interpreters)
- Presentation of award winners (includes banquet ceremony) (with LSQ/ASL interpreters)

All printed material and all public service announcements should be in both official languages.

The responsibilities of this committee are:

- A) Promotion
- B) Media

### Promotion

#### *Logo*

- Design a logo for the competition, which can be used on official communications and on promotional items. This may have to include a sponsor's name, if the ASSC-CDSA or the Sponsorship and Fundraising committee deem it necessary, according to contracts signed. The logo should be suitable for both color and black and white applications.
- All ASSC-CDSA or ICSD sanctioned events **must** have the **ASSC-CDSA or ICSD** logo on all posters, programs, media kits, and on the website.
- See By-laws and Policies of the ASSC-CDSA for information on the use of the ASSC-CDSA Logo. (For the ICSD logo see their website: [www.deaflympics.com](http://www.deaflympics.com))

#### *Website*

- Design, build and maintain an official website, which will be used for promotion, information, news and results of the event. It will be linked to the Calendar and the Links sections of the ASSC-CDSA website. The

ASSC-CDSA logo (or ICSD logo, if required), and official ASSC-CDSA sponsors' logos must be included in the website. If the association hosting the event already has a website, it can be used to post results on a daily basis. It is important that organizing committees for all events have a website in order to keep people informed on what is going on at the event.

### *Advertising*

- Design and print a poster or banner for the competition, if desired, and distribute to businesses, community facilities, schools several weeks ahead of the event
- Plan advertising for newspapers, radio and TV stations and billboards, if budget permits, or if sponsorship partners in the local media are obtained. Costs, size or length, dates, times of day must be finalized before a contract is signed. Public service announcements may be a possibility. Proof final copy. Monitor advertising for adherence to contract/finalized copy.

### *Competition Venue*

- Plan venue decoration to enhance the public image of Deaf sports. Flags, informational displays, photographs, welcome banners for team dressing rooms etc. may be incorporated.
- An information desk for participants, officials, coaches, media and spectators should be organized close to the venue entrance. Volunteers staffing this desk must be able to provide up to date information on all aspects of the event. They must have copies of all official documents pertaining to the meet and must be able to communicate easily with the event coordinator and Organizing Committee chair.

### *Official Souvenir Program*

Programs for ASSC-CDSA sanctioned events should be bilingual as required by Sport Canada guidelines.

- Obtain a program from the previous event to use as a guide for establishing size, design, content
  - In co-operation with the Sponsorship and Fundraising Committee, establish a list of potential national and local advertisers, and solicit advertising, by letter. Set a cut-off date for receiving the artwork and payment.
  - Obtain ASSC-CDSA advertising and ASSC-CDSA sponsor advertising from the ASSC-CDSA Sport Marketing Coordinator.
- Plan contents of program and obtain
  - an official message from the Premier
  - an official message from the premier of the province

- an official message ( and perhaps photo) from the ASSC-CDSA President
- an official message ( and perhaps photo) from the Provincial Chapter President
- an official message ( and perhaps photo) from the ICSD President, in the case of an International event
- list of the Organizing Committee members
- list of officials
- list of participating countries/provinces with the number of athletes and sports in which they are participating
- complete schedule of events
- acknowledgement of ASSC-CDSA sponsor support
- spectator information on how to follow the competition
- Enough programs should be printed to supply competitors, officials, media, sponsors, VIP's. They should be available for spectators, but a nominal charge could be made, if necessary. Most of the program could be printed early.

### *Souvenirs*

- Determine what souvenir items will be made available for sale, investigate wholesale costs, and decide selling price and quantities to be ordered. Final copy of the design should be approved by the promotion committee. If the ASSC-CDSA logo is used then the design must be approved by the ASSC-CDSA.
- Volunteers to staff the sales booth must be found; an outside volunteer group could be used. Check with local/provincial government regarding vendor's permits and the collecting of PST/GST. Arrange for the treasurer to pick up money halfway through and at the end of the day.
- If revenue is not an issue, some Organizing Committees may prefer to negotiate with a local business to look after ordering and sales.
- Souvenir clothing could be made available ahead of the event to local or provincial associations, in order to promote the event.
- The committee may consider ordering some souvenir items as gifts for VIP's, chief officials, athletes or volunteers, (this is entirely at the discretion of the committee), or as door prizes.
- A professional photographer may be asked to cover the event and offer photographs (digital or otherwise) for sale.

### *Registration Kits*

- At registration, athletes, team leaders and chief officials should receive
  - souvenir programs
  - updated schedule of events and/or competitor list, if changes have been made since the printing of the program

- maps of the city and the local area, showing grocery stores, drug stores, medical clinics (including hours), and the location of the competition venues
- transportation schedule

- Organizing Committees may, in addition, wish to provide welcome kits, by soliciting items such as toiletries, snacks, local souvenirs, posters, pins and meal discount vouchers from local businesses.

### *Gifts*

- The presentation of gifts to athletes and officials as a memento of the competition is entirely at the discretion of the Organizing Committee.

### **Media**

It is through media and public relations that clubs, sponsors and supporters involved with the event receive their most noticeable benefits, as they will get public recognition for their support.

Exposure of your event in the media has many positive effects:

- 1) The general public will learn more about Deaf sports and this heightened awareness will support membership recruitment efforts.
- 2) The heightened awareness of the event sponsors will support the sponsor's decision to invest in the event and will greatly assist in retaining the sponsor in the future, be it continuance of a title sponsor for the event or support as secondary sponsors of other association events.

In all promotional materials, phone (or videophone) conversations, etc., the host organizing committee personnel must use the official name of the event. A great promotional opportunity can be obtained if the media and others include the correct name (with the correct sponsor mention) in their coverage of the event.

### *Media Relations Activities*

In order to build up to the competition, the following activities should normally be covered:

- Local publication of articles on athletes, the organizing committee and other areas of interest to the community
- Arranging appearances on radio or T.V. talk shows or in print for organizers or local athletes
- The production and distribution of a regular newsletter or fact sheet to keep media abreast of development during the build-up phase, i.e.: ticket sales, change in competition schedule, top athletes attending, VIP's to attend, etc.

## **News Conferences**

News conferences should only be held if there is something to announce that cannot be done simply through the media release (e.g. sponsorship announcement, local community support or involvement).

For ASSC-CDSA (or ICSD) sanctioned national and international competitions, it is recommended that a news conference be held within a week prior to the actual event, focusing on the number of provinces or countries represented and the number of athletes expected to participate.

If you are planning a media conference, follow up the invitation with a reminder phone call to your media contact. This will help determine how many media will be attending.

How to Organize a News Conference:

### **1) Date & Time**

When selecting a day to host your news conference try to evaluate what activities or events are scheduled in your area so you don't conflict with other events. A news conference held in the mid-day period (between 10am & 2pm) usually works best for the media and allows them plenty of time to write, research and submit their story for the evening news. If you are unsure of what would be an appropriate time for a news conference you may contact your local media or the ASSC-CDSA Sport Marketing Coordinator for advice.

Never start your press conference more than fifteen minutes past the scheduled start time.

### **2) Location**

Find a location that will allow for easy access from media and guests from all parts of the town. Possible locations to consider are community centres (which can be reserved for little or no cost to community groups) or a hotel meeting room.

Make sure the room has adequate lighting and that sound is well transmitted throughout the room (e.g. avoid cavernous sounding rooms).

### **3) Invitations**

Invitations can be mailed or e-mailed to members of the media and guests. This should be done between 8 and 12 days prior to the date of the news conference. Always make sure that you include an RSVP contact name, email and phone number. It is important to follow-up with a reminder e-mail or telephone call to key media contacts a few days prior to the news conference to remind them of the event.

### **4) Information Kits**

Information kits should be available at news conference for media and guests. The kits may include but are not limited to the following information:

- Media release by ASSC-CDSA, the provincial chapter and the host committee, as well as National Sponsors when applicable;
- Background information on the event;
- An event program;
- Final schedule of competition, practices, and social functions to which the media is invited (include invitations where necessary);
- Location of media centre and equipment that will be available as well as the system for printing and distribution of statistical information;
- A list of important contact information for people on the organizing committee;
- A list of the awards, when and where they will be presented, and where possible, the names of VIP's that will be presenting the trophies;
- Athlete Profiles;
- A summary of competition rules;
- A sheet acknowledging all sponsors;
- Background information on host committee

## **5) Refreshments**

It is not a requirement that refreshments be available for a news conference, however it is a service that is well appreciated by media, guests and dignitaries alike.

Depending on the time of day, you may offer sandwiches, water, coffee and soft drinks. Alcohol is not recommended.

## **6) ASSC-CDSA (or ICSD) Representation & Guests**

The President of the ASSC-CDSA or the ICSD or his/her duly appointed representative should be invited to attend and speak at any news conference hosted to promote an ASSC-CDSA or ICSD sanctioned event. The president of the Provincial Association concerned or his/her representative should also be invited to address this news conference.

If the organizing committee or the ASSC-CDSA has the commitment of financial support from title sponsors or major sponsors, their representatives should be invited and introduced. The most important sponsor may be asked to say a few words.

## **7) Equipment Needed and Room Set-Up**

The room should have a lectern and a microphone at the front of the room, and tables and chairs on either side of the lectern for guests and VIPs. Chairs should be set theatre style, facing the lectern, for those in attendance.

Tables can be placed at the back of the room for food and beverages.

A table and chairs should be placed at the entrance of the room to greet the media and guests as well as distribute name badges and information kits. If you have a sign-

in sheet for the media and guests, this will help identify who attended the event as well as developing your media list for future events.

## **8) News Conference Protocol**

A script should be written for the news conference outlining the order of the speakers and their topic.

All news conferences should be in both official languages, but the ratio of English and French is to be determined by the language of participants and media in attendance

For national competitions press conferences should include the introduction of the duly appointed representatives of the host association. The name of the representative would be supplied by the host association.

For national competitions the host association representative should be asked to speak at the press conferences.

For ASSC-CDSA (or ICSD) sanctioned national and international competitions, the script should include the introduction of the duly appointed ASSC-CDSA (and ICSD) representatives and representatives of the host association. Their names will be supplied to the organizing committee by the ASSC-CDSA Sport Marketing Coordinator or by the host association. The name of the ASSC-CDSA representative will be supplied by the ASSC-CDSA Sport Marketing Coordinator.

For ASSC-CDSA (or ICSD) sanctioned national and international competitions, the ASSC-CDSA (or ICSD) representative should be asked to speak at the press conferences.

### **SAMPLE AGENDA**

- 12:00 M.C. makes brief welcome and statement of purpose of media conference introduces guests and speakers, as well as the President (ICSD, ASSC-CDSA or host association depending on level of competition)
- 12:05 President comments
- 12:10 M.C. thanks president introduces chairman of event
- 12:12 Chairman speaks
- 12:17 M.C. thanks chairman introduces sponsors
- 12:20 Sponsors' remarks
- 12:23 M.C. thanks sponsors introduces guests in audience calls athletes to front if not there already and introduces them
- 12:27 M.C. thanks media for coming opens for questions from floor announces time for individual interviews
- 12:30 Food and drinks available
- 1:30 Room cleared

## **9) Communications with the National Office**

All host committees of ASSC-CDSA (and ICSD) sanctioned national and international competitions must forward a copy of all press releases to the ASSC-CDSA Sport Marketing Coordinator prior to the press conference so they may be posted on the ASSC-CDSA website and distributed to key interest groups such as members, media, sponsors, etc.

### **Media services at competitions**

The media requires a designated work area that is close to media seating and the athletes' interview area but also quiet enough for them to work with minimum distraction. It is not a good idea to combine a media work area with a VIP area or a committee work area as these activities may interfere with the media's ability to work effectively.

#### **1) Media Room**

For ASSC-CDSA (or ICSD) sanctioned national and international competitions, the organizing committee must provide facilities for media representatives to properly conduct their work. Ideally, these facilities should overlook the competition site and include the following:

- Adequate number of telephone line with the ability for incoming and outgoing calls (these lines should not have the ability to make direct long distance calls)
- Work tables (6' tables plus chairs)
- Desktop computers (1 or 2)
- Photocopier
- Power outlets
- Bulletin board for posting results
- Distribution bins for each media representative
- Bulletin board for press clippings on the Championships from the local, regional and national press
- Miscellaneous items, such as coat rack, pencils, sharpener, waste basket
- Coffee and refreshments if available
- Interview room. This room should adjoin the Media Operations Room and provide facility for media interviews with athletes, coaches and officials
- Internet connections

#### **2) Media Room Official**

The organizing committee should appoint a media room official to welcome journalists, answer questions and arrange interviews with athletes, officials, sponsors and organizers. This person could be the Media Officer or his/her

assistant. The person should be sufficiently familiar with Deaf sports to inform journalists on all topics of interest and current competition results.

### **3) Media Room Hours**

The media room must be accessible at all times during the competition, and at least one hour before the start and one hour at the end of competition. If the organizing committee plans on setting up a secretariat away from the competition site, the results of each competition must be accessible to journalists at the secretariat.

### **4) Media Information**

For all ASSC-CDSA (and ICSD) sanctioned national and international competitions, the organizing committee must prepare a information kit for journalists attending the competitions, containing the following items:

- Press release or information concerning the competitions
- Press release or information on the pairing draw
- A detailed schedule of competitions
- List of competitors by province (for national competitions) or by country (for international competitions)
- List of world, international, Pan American, and/or national records
- Event program
- Preliminary start lists should be made available to media as soon as possible

## **Media and public relations timeline**

### ***Before the competition:***

A minimum of eight weeks prior to the event, the media officer should develop a media list with local and provincial contacts -- print, radio and television.

A news conference may be held up to eight weeks prior to the event to make a major announcement, present key athletes, sponsors, etc.

Four weeks before the event, the media officer should communicate with their media contacts to remind them about the event, where it is taking place and to invite them to attend.

Two weeks prior to the event, the media officer should confirm the press individuals who will be attending the event, when/what times, and their specific needs (i.e. photo opportunities, quotes from athletes, organizers, etc.).

A second news conference may be held days prior to the actual event, focusing on the athletes in attendance.

For the media that cannot be on site, the media officer should discuss with them their requirements for information (i.e. evening deadlines), photography and

results and how and when this information can be made available. A list can be made up noting the media outlet, contact information and deadlines to remind the media officer as well as other individuals on the committee when this information needs to be distributed.

### ***During the Event:***

The media officer is responsible for facilitating and fulfilling all on-site and external media requests and should contact local/provincial/national media contacts immediately following each day's round of competitions to provide them with the story of the day and the results.

The media officer should be prepared to write daily stories and distribute them by email (or fax) to members of the media if representatives are not on site. All media releases and stories should be sent to the ASSC-CDSA's Sport Marketing Coordinator so that the ASSC-CDSA can feature them on its website. It is the responsibility of the host committee to have information available to the media and the ASSC-CDSA's members on a daily basis. Once the ASSC-CDSA has the information, it will help with the distribution and publication of it.

### ***After the Event:***

For all ASSC-CDSA (and ICSD) sanctioned national and international competitions, the media officer should send all print and electronic media coverage and information to ASSC-CDSA National Office.

Before, during and after the event, the media officer is responsible for recording and collecting all promotional reports on the event. This includes: detailing radio announcements; collecting clippings from newspapers or newsletters; videotaping television reports; collecting information on station, date, time and lengths of television news coverage; etc. This information is crucial for ASSC-CDSA's final report on the event.

### ***Photos and videos***

For all ASSC-CDSA (and ICSD) sanctioned national and international competitions, action photos of top athletes and award winners as well as podium photos of those athletes are required by ASSC-CDSA (or ICSD) national office. They will be used by ASSC-CDSA (or ICSD) for future publicity and promotional purposes.

Film or digital format is acceptable and the photos should be sent to the ASSC-CDSA Sport Marketing Coordinator, within 30 days after the end of the event.

### **Distributions of results**

For all ASSC-CDSA (or ICSD) sanctioned national and international competitions, the organizing committee must appoint a media officer whose sole responsibility is to contact the local and national media, particularly Canadian Press, with results immediately at the end of each day's competition. This individual must

also supply the ASSC-CDSA's Sport Marketing Coordinator with results at the end of each day's competition.

**Note:** It is important that the ASSC-CDSA national office receives these results on a daily basis by e-mail so they may be posted on the ASSC-CDSA website the same day.

Any association or organization hosting an ASSC-CDSA (or ICSD) sanctioned national and international competitions should be prepared to post daily competition results on their website. A link can then be made between the host website and the ASSC-CDSA (and ICSD) website to facilitate the access to results by the public. Once the competition is completed the website could then serve as a method of information exchange and promotion for the association.

### **Broadcasting rights**

The ASSC-CDSA retains, in whole or in part, all broadcasting rights for Canadian Deaf Games or ICSD sanctioned events, as well as Canadian Championships and Team Canada Selection Tournaments or similar events it awards to a city or other organization. The local organizing committee may take preliminary steps in such matters but ASSC-CDSA must be consulted on any negotiations or agreement on such matters. Failing this, ASSC-CDSA will in no way consider itself bound to respect agreements that may be negotiated on these matters without proper consent.

Any interested Broadcasters based on agreements with ASSC-CDSA, has the option to televise all or any of the following ASSC-CDSA competitions:

- Canadian Deaf Games
- ICSD Sanctioned events
- Canadian Championships
- Canadian Trials or similar events

The host organizing committee shall respect the requirements of television and agree to stage the event(s) of the championship at a time (or times) suitable to the telecast network involved.

## SECTION 9: PROTOCOL

Terms of Reference for the Protocol Committee

- organize any Opening or Closing ceremonies
- organize the awards presentation(s)
- organize the VIP program
- ensure that ASSC-CDSA policies on bilingualism and the use of the ASSC-CDSA logo are adhered to by the organizing committee

### ***Official Names of Competitions***

The Organizing Committee must use the official names in English and French, to identify the Competitions in question. The Organizing Committee may not change, alter, replace or insert terms other than those given to identify Competitions, without the written authorization of the ASSC-CDSA (or ICSD). The ASSC-CDSA (or the ICSD) may notify the Organizing Committee that the official name must include a sponsor name.

### ***ASSC-CDSA Logo***

For information on the use of the ASSC-CDSA Logo, see By-laws and Policies of the ASSC-CDSA, and the section in this manual on Sponsorship and Fundraising.

### ***Policy on Bilingualism***

The two official languages of the ASSC-CDSA are French and English and as such shall be utilized whenever possible. The minimum hosting requirements for the use of the two official languages shall be as follows:

- All written announcements;
- The cover and content of the event program;
- Posters, flyers, banners;
- News conferences
- National anthem;
- Introduction of teams or individuals;
- Words of welcome at the banquet and opening ceremonies;
- Presentation of award winners (includes banquet ceremony)

Attempts should be made to provide both official languages on all printed material and all public service announcements.

### ***Opening and closing ceremonies***

Neither opening nor closing ceremonies is required at ASSC-CDSA funded competitions.

At the time of registration, coaches and athletes should be provided with information on any opening and/or closing ceremonies. All attempts should be made to have the athletes participate, however plans should be organized with

consideration for the athletes' welfare.

## 1) Planning

- confirm the timing of the ceremonies with the Organizing Committee
- send written invitations to the Premier, the Mayor, ASSC-CDSA President, or duly appointed ASSC-CDSA representative, and the president of the provincial organization. Those whom you wish to address the audience should have a time limit given (suggested maximum two minutes each). ASSC-CDSA executive members and provincial executive members who will be attending the Championships and the chief officials for the championships should be invited to each official ceremony. Sponsors and other VIP's should be invited, too.
- re-confirm the attendance and the time of arrival of active participants (e.g. the Mayor) the week before the competition.
- arrange for a gathering place for participants and guests, with a host or hostess to welcome and introduce people, and for refreshments prior to the ceremony. Name tags or accreditation cards are useful. Small gifts or souvenirs, such as pins or t-shirts, and official programs, may be appropriate to acknowledge their attendance.
- at least six months before the competition, make arrangements for flags, usually with a federal or provincial protocol office or commercial rental company or hotel
- ensure that you have access to a sound system.
- plan for any entertainment – music, dance etc, if desired
- invite two competitors to take Athletes Oath in French and English.
- a brief rehearsal may be organized the day before for flag bearers and those involved in the setup of carpet, microphones etc.
- on the day of the ceremony check: reception arrangements, gifts, name tags, location of the ceremony, carpet, microphone system, flags, music etc. Brief the announcer on the program, providing a script, and names and titles of those to be introduced.

## 2) Program for opening ceremonies

- participants gather at the pre-arranged location before the Opening Ceremonies. Sponsors and other VIP's may be invited as well.
- introduction of the provinces attending the championship and a procession of flags, carried either by participating athletes or local volunteers
- the President of ASSC-CDSA (or ICSD) or his/her duly appointed representative should pronounce the official opening comments
- introduction of chief officials
- swearing in of athletes
- introduction of guests

- this order must be respected for the introduction of guests and for their addresses:
  - Federal government representatives
  - Provincial government representatives
  - Regional government representatives
  - Local government representatives
  - Representatives of national associations or institutions
  - Representatives of provincial associations or institutions
  - Representatives of regional associations or institutions
  - Representatives of local associations or institutions
  - National anthem(s)

### 3) Program for closing ceremonies

May be combined with the final awards ceremony and may include:

- presentation of the provinces/countries attending the Championships
- a procession of flags
- presentation of the officials presiding at the closing ceremonies
- addresses (should be limited )
- the president of ASSC-CDSA (or ICSD) or his/her duly appointed representative should pronounce the official closing
- the national anthem(s)

### 4) Flag protocol

Flags must always be presented in the following order:

- a) Flag of Canada
- b) Flag of host province
- c) Flags of other provinces in the order in which they joined confederation, as follows:
  - Ontario (1867)
  - Quebec (1867)
  - Nova Scotia (1867)
  - New Brunswick (1867)
  - Manitoba (1870)
  - British Columbia (1871)
  - Prince Edward Island (1873)
  - Saskatchewan (1905)
  - Alberta (1905)
  - Newfoundland (1949)
  - Northwest Territories (1870)
  - Yukon Territory (1898)
  - Nunavut (1999)

- d) Local flags
- e) Flag of international association
- f) Flag of national association
- g) Flag of provincial association

Note: Order of presentation must be the same as for flags in procession, moving from left to right when facing flags.

### ***Awards and medal presentations***

It is the task of the Awards Committee to prepare for and coordinate all aspects of the medal presentation ceremonies. The Organizing Committee is responsible for awarding the medals and overall awards as described in the summary sheets.

The committee must plan an official awarding of medals on the competition site. This ceremony is of crucial importance, as it provides an opportunity to recognize the achievements of the winners in each category. By being well organized ahead of time, the ceremonies can be kept as short as possible, while still being dignified and focused on the athletes.

#### Terms of reference

- purchase the required medals and awards
- prepare for the ceremony or ceremonies, if awards are done on more than one occasion
- award the medals to the three top-ranked athletes in each category according to the medal awarding protocol.

#### 1) Preparation for the awards ceremonies

- confirm timing with organizing committee.
- order the number of medals required several months in advance of the competition to allow for delivery and correction of any errors.
- arrange for engraving of medals and overall awards. Because of space restrictions, engraving may be unilingual. All medals must be engraved with the year, category and event. Postpone engraving of medals for categories where few athletes may be expected to register, until the last week before the competition.
- arrange for a podium, microphone. A podium and adequate sound system are essential to the awards ceremonies, wherever they are held.
- The podium should have three steps of staggered height, each with ample room for two people. Facing forward, the 2nd placement should always be to the winner's right, with 3rd place on the left. The competition logo and year may also be indicated for photographic purposes. The steps should have a surface that is not slippery when wet.
- arrange for a complete set of flags to be displayed

- a brief rehearsal may be required for flag bearers and medal carriers, if used.
- invite medal presenters, according to the following order of precedence. This does not mean that they have to present medals in this order. Generally a presenter will give medals to a complete class or category. Usually there are enough medals or overall awards for everyone to present some.
  - a) ASSC-CDSA president or his/her representative (and for international competitions, the ICSD president or his/her representative)
  - b) Title sponsor
  - c) Chief Referee of the competition
  - d) Provincial association president or his/her representative
  - e) Chair of the host committee
  - f) Other major sponsors of the competition/ASSC-CDSA sponsors if present
  - g) Provincial, municipal government representatives
  - h) Other chief officials of the competition
- arrange for a bilingual master of ceremonies or announcer. Seats should be reserved close to the podium for medal presenters and anyone accompanying them. Medal presenters should know in advance which medals they will be presenting. The announcer will need a list of the names and titles of medal presenters.
- obtain from the chief recorder all master result sheets as soon as they are available, so that names and home provinces or countries of medal and overall winners can be extracted. Double check for ties. Make copies of the lists for the announcer.
- check that all awards are organized and available for efficient presentation - supervise the presentation of all awards and assist where needed.

#### Official Procession:

The medals are brought to the podium by medal bearers or can be displayed near the podium. It is important the procedure is scripted and the ceremony orchestrated from the side. The ceremony must be kept moving.

#### 2) Medal awarding protocol

- the flags must be prepared for display in full view before the presentation
- the master of ceremonies introduces the medal presenter and announces the category of the medals to be presented, e.g. High Jump
- medals may be brought in by medal bearers, or may simply be passed to the presenter as required.
- the announcer announces the bronze medalist. The athlete is presented with his medal

- the announcer announces the silver medalist. The athlete is presented with his medal
- the announcer announces the gold medalist. The athlete is presented with his medal
- For an international event an announcement should be made for the playing of the gold medalist's national anthem. The anthem is played.
- the athletes, preceded by the medal carriers, proceed away from the podium area. Someone must be standing close by to indicate to the athletes when to proceed. The medal presenter may remain if presenting more medals.
- organizers may wish to use music as a background, entertainment, or as part of the medal presentation.

### **VIP Program**

A list of VIP's should be established very early. The VIP list could include:

- ICSD Representative (for an international event). The name can be obtained by contacting the ICSD office
- ICSD Technical Director (for an international event) for each sports discipline
- ASSC-CDSA representative. The name can be obtained by contacting the ASSC-CDSA office
- ASSC-CDSA Executive Director or designated representative from National Office
- Provincial and National Presidents
- Host Association President
- Premier or designated provincial representative
- Mayor or designated civic representative
- Sponsors (major)
- Honorary Chairperson

Upon arrival, each VIP should be given an information kit containing the following items:

- letter of welcome from the President of ASSC-CDSA
- letter of welcome from the President of the Provincial Organization concerned
- letter of welcome from the President of the Organizing Committee (These letters may be in the official program)
- list of members of the Organizing Committee with names, addresses & telephone numbers
- schedule of competitions
- a complete list of participating delegations and athletes

- invitations to official ceremonies
- the name and telephone number of a contact for information
- tourist information on the city or region - stickers, buttons, pins, etc.
- tickets for free entry to the competition site.

The Organizing Committee should provide reception lounges on the competition site and at the official headquarters, and should reserve seating at the at the venues, and at the banquet.

The Organizing Committee may choose to have a number of ambassadors who are used in assisting athletes, in medal presentation and in welcoming VIPs at the airport, hotel, or competition site. These individuals must be fully informed about all aspects of the competition. A uniform (e.g. jacket, vest) should be provided, if possible, so that these individuals can be easily identified.

## SECTION 10: TECHNICAL COMMITTEE

### Technical Delegates

The Event Coordinator is responsible for all technical aspects of a competition. The Event Coordinator will work in close co-operation with other committees and with the ASSC-CDSA (or ICSD) technical delegate(s) for the competition to ensure the smooth running of the event.

### Responsibilities of Event Coordinator

Responsibilities of the Event Coordinator are to:

- Coordinate the technical aspects of the competition in collaboration with technical delegates
- Confirm competition site that meets the requirements of the international or national organizations
- Inspect the facility to ensure all facility and equipment requirements are fulfilled
- Acquire equipment necessary for the competitions
- Obtain from every committee a list of their equipment and facilities requirements and coordinate securing these requirements with these committees
- Through technical delegates, recruit officials, determine officials' training requirements and organize instruction
- Recruit **Medical** coverage
- Organize **Doping** facility and volunteers
- Make arrangements with technical delegates to coordinate Coaches and Officials meetings
- Schedule practice times prior to event. Determine additional needs, set schedule and cost to teams.
- Oversee the operation of events each day
- During Event the competition, communicate with all officials and be prepared to troubleshoot when needed
- Determine insurance needs
- Obtain list of referees and starters appointed by Technical Advisors.
- Oversee appointment of all other officials (Officials)
- Prepare the announcement of the championships, registration and entry form and submit to ASSC-CDSA Project Coordinator for national distribution

### Responsibilities of Recorder

- Receive registration and Provincial/National Members entry forms
- Compile complete list of athletes

- Provide list of athletes for the program (**Promotion**)
- Provide complete list of athletes, coaches and managers for **Hospitality**
- Confirm registrations
- Obtain and be familiar with rules and regulations – IF, ICSD and ASSC-CDSA
- Arrange for DRAW if necessary. Refer to **Protocol** for draw etiquette.
- Assist Technical Advisors with establishing a schedule of events
- Confirm schedule of events with **Event Coordinator**
- Ensure that event results are posted quickly and in an area with good traffic flow
- Oversee awards presentations
- Coordinate signatures of chief officials on record applications and send to ASSC-CDSA (or ICSD) within 30 days of the competition
- Distribute competition results to each provincial chapter as soon as possible post competition i.e. web sites
- Post event organize return of equipment
- Send thank you letters
- Prepare Event Coordinators Report and List of Officials - send to ASSC-CDSA (or ICSD) within 30 days

### **Responsibilities of Registrar**

- Provide transportation needs to **Hospitality**/transportation
- Provide list of banquet registrations to **Hospitality**/banquet
- Work with **Sponsorship and Promotion Committees** to assemble registration kits for athletes, coaches and managers
- Set up registration booth at host hotel
- Provide receipts for payments – entries, banquet and transportation if required
- Coordinate transportation and hosting requirements with **Hospitality**
- Coordinate Opening and Closing ceremonies with **Protocol**

### **Policy on Bilingualism**

The two official languages of the ASSC-CDSA are French and English and as such shall be utilized whenever possible. The minimum hosting requirements for the use of the two official languages can be found on page 40.

## **SECTION 11: OFFICIALS**

### **Qualifications**

All officials must be qualified minimum Level I, while chief officials must be certified level II and up. Major officials should be appointed six months before the Championships with minor officials in place 2-3 months prior to the actual event.

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