



FIS Youth Ski Sports Conference

“Better Ski Sports for Youngsters...
Better Youngsters for Life!”

Magglingen (SUI)
22nd - 24th November 2003

International Ski Federation
Aid&Promotion Programme

FIS Youth Ski Sports Conference, 22nd – 24th November, Magglingen (SUI)

PROGRAMME

Saturday, 22nd November 2003

Arrival of the participants at the Hotel Forum Post, Magglingen

19.00 *Dinner and Welcome* by FIS President Gian Franco Kasper

Sunday, 23rd November 2003

09.00 *Welcome*
- Paul Michaelides, Chairmen Working Group Aid&Promotion
- Harald Schönhaar, Chairmen FIS Committee for Youth&Children's Questions

09.15 *Ski sport and Education*
The Austrian Model
- Werner Wörndle, Director of Bundes Ski Akademie of St. Christoph (AUT)

09.40 *The Norwegian Model*
- Jørund Li, Chief of National Development Programme in Norway

10.00 *Teaching Ski Sport Technics for Kids and Youngsters*
- Ass. prof. Kaarel Zilmer, Ph.D. Leader of Department of Recreation Management in Tallinn University, Estonia

10.20 Coffee break

10.45 *Fitness and Power Training for Young Skiers and Snowboarders*
- Thomas Jäger, Sports manager Sport Gymnasium Davos

11.10-11.30 *Teaching Questions and Experiences of Ski Training and Teaching with Youngsters*
- Tom Barbeau, USA, Executive Director Waterville Valley Ski Educational Foundation and Head coach for Children I+II

11.30-11.50 - Rob Clayton, Head of Winter Sports School, Park City

11.55-12.20 *Sponsoring: "Example of National Youth Ski Events"*
- Silvia Agustoni, Project Director Grand Prix Migros by Swiss Ski

12.30 *Lunch*

14.00 *Working Groups*

16.30 *Change of Accommodation*
from Hotel Forum Post to Hotel Bellavista Magglingen Sports Centre

17.15 *Special Programme for Participants*
given by Werner Günthör, former World Champion shot-putting

19.15 *Dinner and Welcome* by Heinz Keller, Director of BASPO

Monday, 24th November 2003

09.00 *Presentations from the Working Groups and Final Discussions*

FIS Youth Ski Sports Conference, 22nd – 24th November, Magglingen (SUI)

12.00 *Lunch/Departure*

FIS Youth Ski Sports Conference, 22nd – 24th November, Magglingen (SUI)

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THE AUSTRIAN WAY

- **Ski Austria – Base & Long Term Commitment**
- **Performance & Output**
- **Selection**
- **Finances & Resources**
- **Education – Focus on The Individual Athlete as a solid Person**

Varios Varibles determine the personal developement:

Motor Skills / Athletic and Technical

Mental Skills & Intelectual Resources

Self Confidence, Stress Management, Success Mangement

Skiing as a competition Sport level teaches these factors

- **College Programs / Schigymnasium Stams & more**
- **Academic Prorgams / Institutes of Sports Sciences in Austria**
- **Exit Strategies - life goes on: Professional & Amateur programs**

SKI AUSTRIA – BASE & LONG TERM COMMITMENT

- Public Acceptance, 140.000 Members in the Federation
- Federation with Professional & Amateur structure
- Support of various Wintersport Disciplines: Alpine, Nordic, Snowboard, Biathlon, Freestyle, Grassski, Disabled
- Qualified Coaches
- Systematic Support (scientific, biomechanics, latest equipment/Austria Ski Pool, medical, individual coaching on top level)

SKI AUSTRIA – Performance & Output

- Success as a major objective
- Guarantee of TV production
- Prime organizers in top locations
- Top performance in event organization
- Top performance in sports results
- Spectators interest
- Sponsoring cooperations and long term commitment
- Supporting business structures

AUSTRIA SKI POOL

Veranstaltungsgesellschaft mbH

AUSTRIA SKI SPORTANLAGEN

St. Christoph Kitzsteinhorn / Academy

AUSTRIA SKI

Veranstaltungsgesellschaft mbH

AUSTRIA SKI - nordic

Veranstaltungsgesellschaft mbH

BERGISEL

Betriebsgesellschaft mbH

AUSTRIA SKITEAM – Selection

- Nationalmannschaft

WC Victory, WCSL 1-10, 400 WC Pts

- A-Kader

WCSL 11-15 (one discipline), WCSL 16-30 (two disciplines)

- B-Kader (12 M / 10 W)

Ranking FRL after y.o.birth, e.g. born 1984 is rank 170. in two disciplines

- Nachwuchskader (15 M / 14 W)

Selection after y.o.b. and rank in Austrian Qualifikation Races, base is three disciplines

Men max. 30 QR, Ladies open amount of QR

9 Landesverbände with Regional Teams

(Approx. 300 Racers W & M in Landesverband Teams)

Selection Bezirkscup, Landescup

AUT Schülertestraces, AUT Schüler MS, Combine = SL+RS+VSL

speedoriented selection: Vielseitigkeitsläufe in Kinder & Schülerklasse (by rank),

SKI AUSTRIA – Finances & Resources

- Austrian Skifederation supports more than 300 athletes in all disciplines

Over EUR 10 MILLION to run the sports programs

(Junior Teams Budget EUR 1,8 Mio M & 1,5 Mio L, total EUR 3,3 Mio)

- Plus contributions of support structures as the schools, colleges, scientific institutions
- Plus the costs and risk of event organizing - few of them gain a good profit but most of them need a lot of support
- Still also in Austria very important: Family/parents support for Racers in Childrens and Schüler Age groups!!

SKI AUSTRIA – Education

Schools, College Programs & Academic Education

- **SKIHAUPTSCHULE** - Schools for the age group 10 to 14
Schruns/V, Neustift/T, Gastein/Sa, Schladming/St, Feistritz/K,
Windischgarsten/OÖ, Lilienfeld/NÖ
(Approx. 400 Racers W & M in Skihauptschulen)
- **SKI COLLEGES** - Schools for Athletes age group 15 to 19
Stams/Gymnasium, Handelsschule
Gastein/Tourismus
Saalfelden/Gymnasium
Schladming/ Handelsschule, HAK
Waidhofen/Handelsschule

Schigymnasium Stams / Austria

www.schigymnasium-stams.at

Leitbild

Since decades we are an elite institution for young, talented and motivated people between 14 und 20 years of age and lead them to top sport results but assist them to successful graduation as well. As an institution of high reputation we guarantee a symbioses of studies and sport on the highest possible level.

Schigymnasium Stams / Austria

www.schigymnasium-stams.at

Leitbild

In a proofed unit of studies and sport we help the best wintersport athletes on their way from Juniorlevel to top performance. The professional competence of our teachers and trainers guarantees success of tomorrow based on the todays padgogic responsibility.

Schigymnasium Stams / Austria

www.schigymnasium-stams.at

Leitbild

We have a network view and so we see our task as an important contribution in terms to take and live responsibility for our young generation as part of our society. The synergy of school, public supporting partners guarantees to reach the chosen goals in the long term.

Schigymnasium Stams is not only a school- but a philosophy, a way of life.

SKI AUSTRIA – Education
Schools, College Programs & Academic Education

Academic Programs for A-level graduates from 19 and older

- University of Innsbruck (www.uibk.ac.at)
 - University of Salzburg
 - University of Graz
 - University of Vienna

All these universities run senior academic programs specialized on various fields of sports, especially also attractive wintersports disciplines

Many graduates of the Austrian ski-colleges have attended these institutes and are back today as highly qualified specialist and coaches within the Austrian Skifederations programs!

SKI AUSTRIA – Education Professional & Amateur Programs

- **Österreichische Trainerausbildung**

D-License - Club coaching (Junior Programs)

C-License – FIS Level Coaching (Junior to Worldcup programs)

- **Österreichische Instruktorausbildung**

Amateur Ski Teachers in Club programs

- **www.diesportakademie.at**

SKI AUSTRIA – Education Professional & Amateur Programs

- **Special programs for developing nations**

Assistance in coaching, race organization, administration

- Junior and senior race camps

- **Österreichische staatliche Diplomschulelehrer-Ausbildung**

www.skiakademie.at

SKI AUSTRIA – Education
Professional & Amateur Programs
www.skiakademie.at

Seminar week for developing Ski Federation / ÖSV Skiakademie
Kitzsteinhorn

- **Day 1:** Anreise bis spätestens 16.00 Uhr bei der Talstation Gletscherbahnen Kitzsteinhorn
- **Day 2: Skipraxis Vormittag**
Allgemeiner Aufbau RSL-Kurve (stangenungebunden, methodischer Aufbau, Technikprogramm)
Skipraxis Nachmittag
Erste Hilfsmittel (Netzrohre) – Aufbau laut österreichische Trainerausbildung
Theorie Nachmittag:
Spezielle Bewegungslehre und Biomechanik

SKI AUSTRIA – Education
Professional & Amateur Programs
www.skiakademie.at

Seminar week for developing Ski Federation / ÖSV Skiakademie Kitzsteinhorn

Day 3: Skipraxis Vormittag

Stangenaufbau laut österreichische Trainerausbildung RSL

Skipraxis Nachmittag

Stangenaufbau laut österreichische Trainerausbildung RSL

Theorie Nachmittag: Materialpflegevortrag Firma „Holmenkol“

Day 4: Praxis Vormittag

Allgemeiner Aufbau SL-Kurve (stangenungebunden, methodischer Aufbau, Technikprogramm)

Praxis Nachmittag

Erste Hilfsmittel (Netzrohre) – Aufbau laut österreichische Trainerausbildung Videoanalyse der Kursteilnehmer

Theorie Nachmittag

Praktische Videoanalyse anhand von Weltcupvideoaufnahmen RSL

Theorie Abend: Gegenseitige Videoanalyse der Kursteilnehmer

SKI AUSTRIA – Education
Professional & Amateur Programs
www.skiakademie.at

Seminar week for developing Ski Federation / ÖSV Skiakademie Kitzsteinhorn

Day 5: Praxis Vormittag

Stangenaufbau laut österreichische Trainerausbildung SL

Praxis Nachmittag

Stangenaufbau laut österreichische Trainerausbildung SL

Theorie Nachmittag:

Praktische Videoanalyse anhand von Weltcupvideoaufnahmen SL

Theorie Abend:

Praktische Videoanalyse anhand von Weltcupvideoaufnahmen SG/AF
summary / discussion

Day 6: Praxis Vormittag:

Erklärung der Hockeposition, Gleiten, Gleitkurven, Aerodynamische
Körperposition; Sprungschulung

Setzen einfacher Gleitkurven, Doppel- und Dreifachto

Summary

End of program

SKI AUSTRIA – Education
Professional & Amateur Programs
www.skiakademie.at

THE AUSTRIAN PROFESSIONAL

SKI TEACHERS PROGRAMM

Teaching Ski Sport Technics for Kids and Youngsters

Kaarel Zilmer

Tallinn Pedagogical University

Estonian Ski Association

FIS Youth Ski Sports Conference

Magglingen (SUI) 22.-24.11.03

Better Ski Sport for Youth...

Better Youth for Life

- Larger targets than a very specialized sport
- Finally better result in the main target - ski sport
- Very important approach - especially for kids & youngsters
- Reason for thinking today when sport at the top level is suffering of severe problems
- Good startpoint for future - promotion

Top skiers give good invitation -Come to the track! Learn to ski!



**Olympic Winner and World Champion Andrus Veerpalu
at home school in Pärnu /EST/**

Basic for item

Kids and youngsters love sport

- They must be given a chance - in skiing - to come out, into the winter and snow
- To give same level of skills and knowledges as in other school subjects
- To integrate skiing into other sport and leisure activities
- To use all modern methods

Interdisciplinarity I



**health, safety,
dressing...**



weather



**skiing & winter
traditions**



**equipment
waxing**

Interdisciplinarity II



Is that skiing or...

nature lesson?

Interdisciplinarity III

- miniposter project
- used for 3 - 8 year old kids
- for teaching skiing and discussions about skiing
- used also in lessons of drawing, for discussions about winter and nature
- used in kindergardens and primary schools by teachers



Interdisciplinarity IV



SKILAND - kids project from NORWAY

Interdisciplinarity V



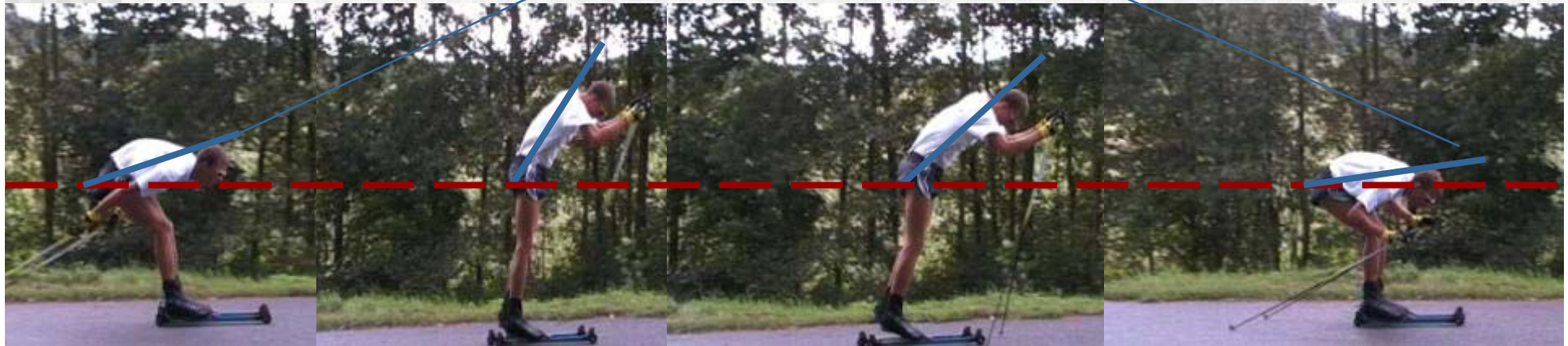
**Nature - “ home” of ski
sport**

Interactivity

- use different technical equipments for registration of ski techniques
- make flash analyze
- make more fundamental analyze
- present different top moments by frame
- use slow speed exposing
- use different animation
- make personal bank of techniques` models

Double poling -body work

Changes in
body angle



**end of pushing hands
swing**

**pushing accent pushing with
body**

Junior World Champion Aivar Rehemaa (EST)

Feet work in double poling



**Cliding
impuls**



Moving on feet forward and back

Feet work in double poling



Uniting feet work and double

..

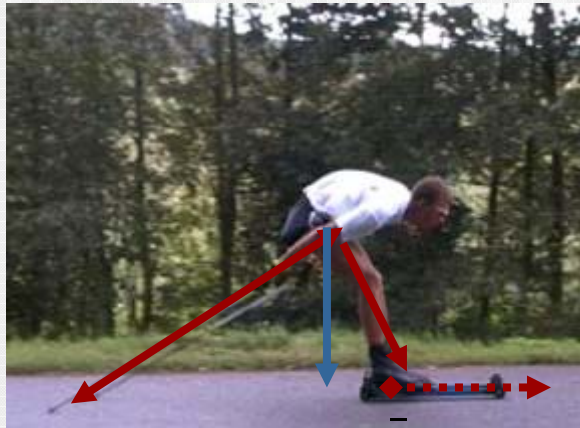
Double poling - poling accent

AV,AR,PN,RO,JM /EST/



Different personal techniques with same

END OF DOUBLE POLING (JSWC - AR an SWC -AV)



- max poling
- COG in back
- power influence
- gliding impuls



- not finished poling
- COG is not so back
- is not best gliding impuls

Double poling - frontview (JM)



double
poling end,
COG on
backside

hand forward
swing
feet moving
forward

pushing
accent
head moving
to brest
falling on feet
backside

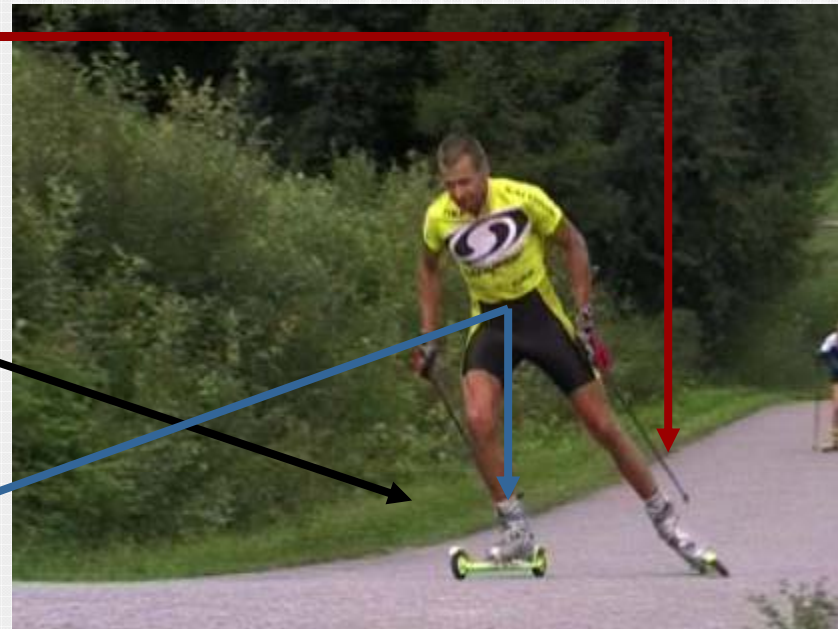
maximal
pushing with
final
pushing
with hands

Uphill skating (AV)

**End of pushing
with ski**

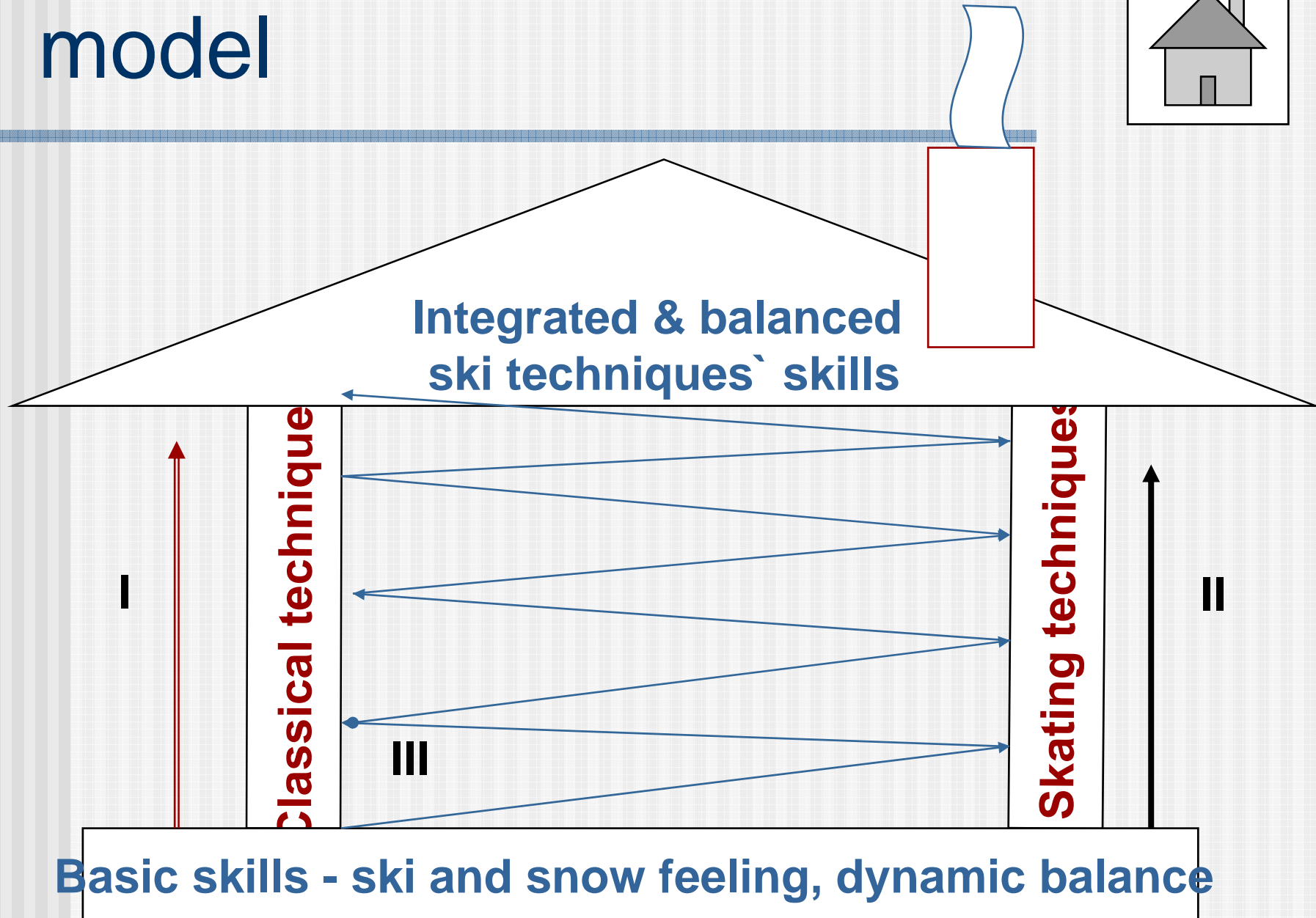
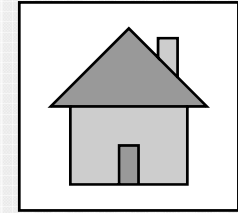
**Hands swing
movement and
pushing takes the
skier to gliding**

**COG moves to
gliding ski**



**Integration of pushing and swing
movements**

Integrated technique model



Basic skills - ski and snow feeling, dynamic balance

Integration in learning



- What to do ?
- Why to do ?
- How to do ?
- How to control ?
- Main criteries-
speed changes
balance feeling
co-ordination movements

THINKING

Summary

- In the long-term teaching process it is necessary to use different methods - from A&B learning to integrated techniques training
- Ski World possess large capacity of knowledge and experience in this area
- No secrets or borders exist in the work with kids and youngsters
- This common fortune should be used for coming skiers, developing ski nations etc
- Education must be the leading line in promotion

THEY ARE WAITING US !



THANK YOU !

Contact :
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Fitness and Power Training for Youngsters

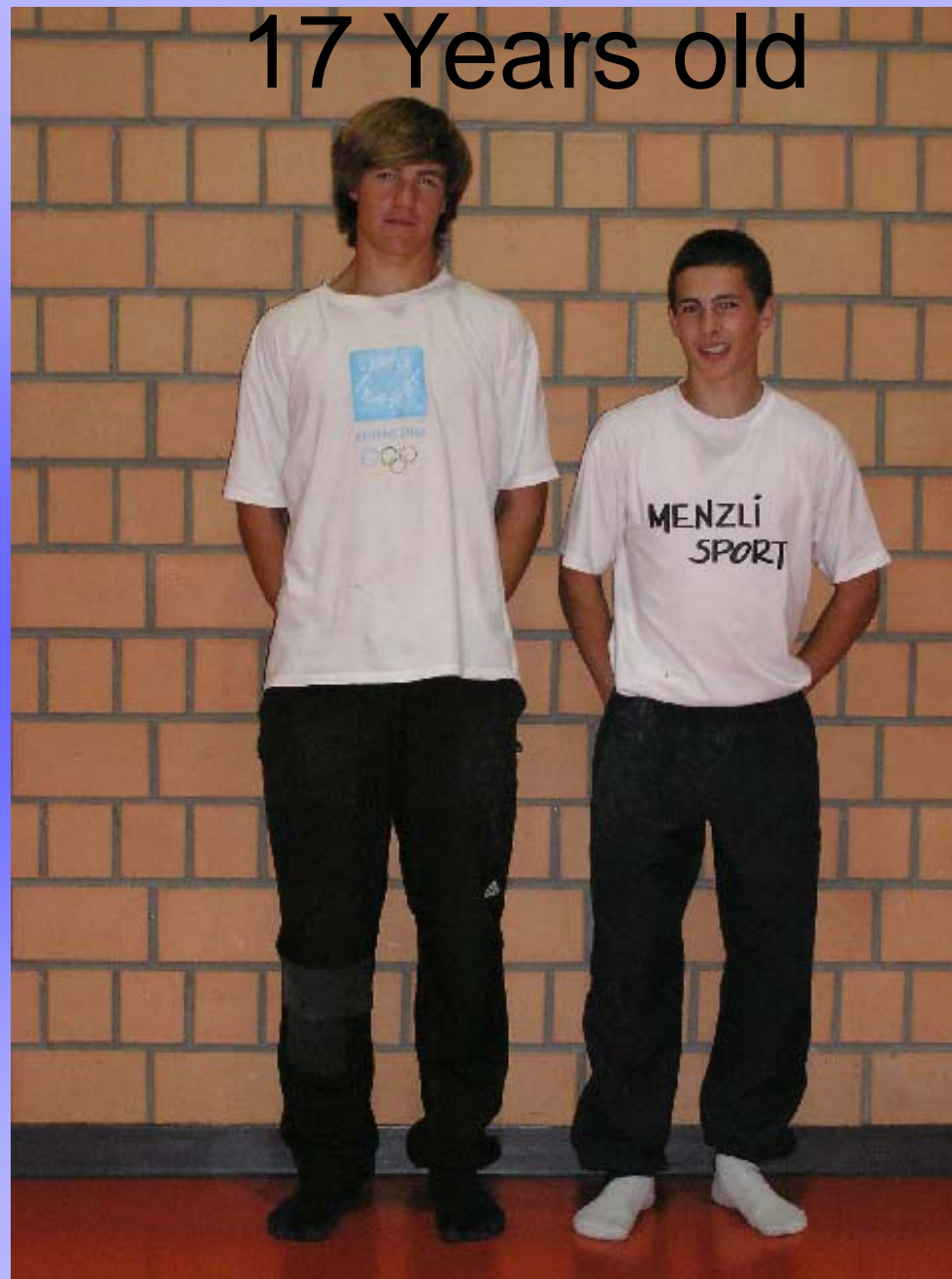


FIS Youth Ski Sports Conference

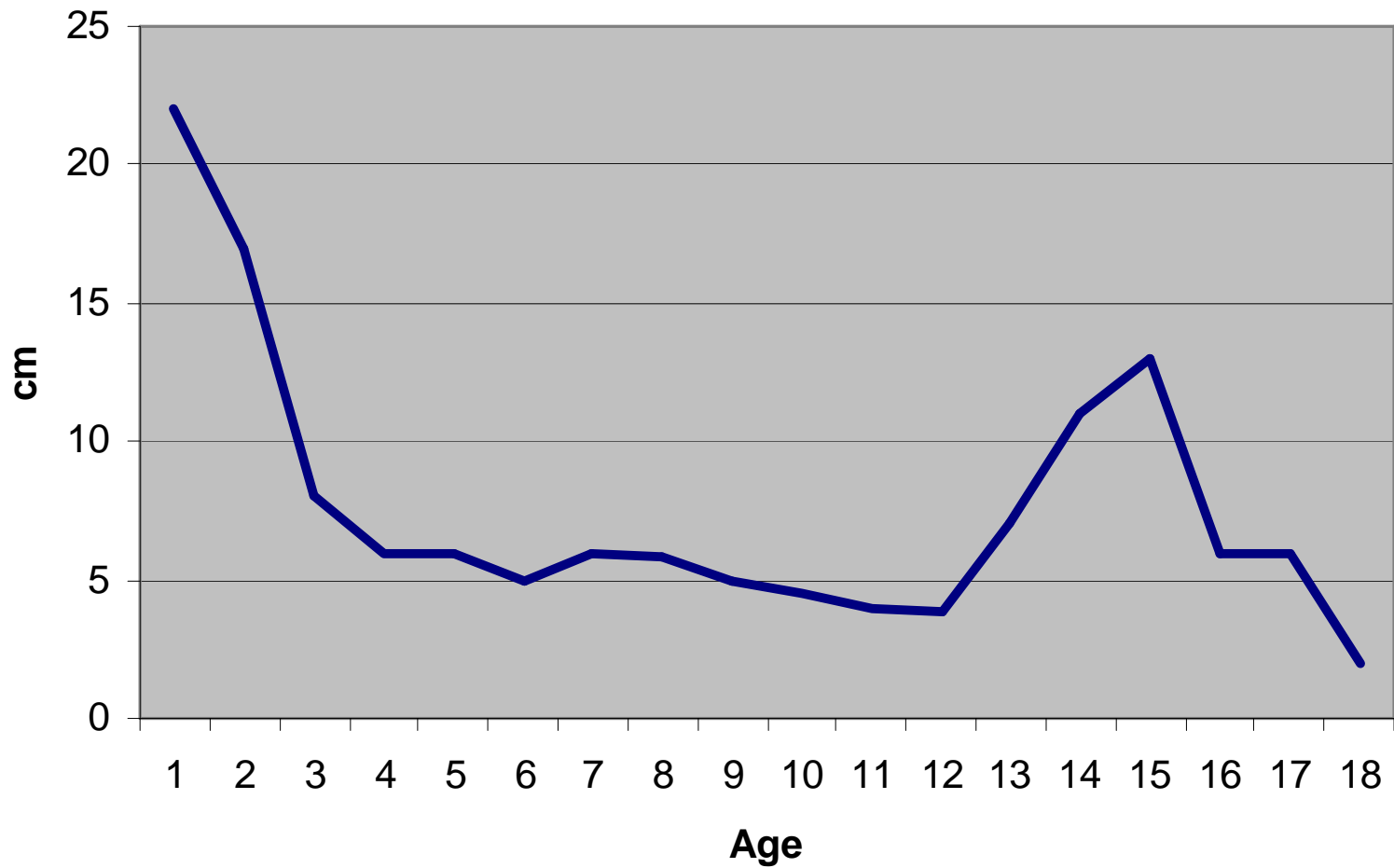
Subjects

- How does a kid grow?
- What is expected from „FIS-Kid“?
- Video Clip
- Training

17 Years old

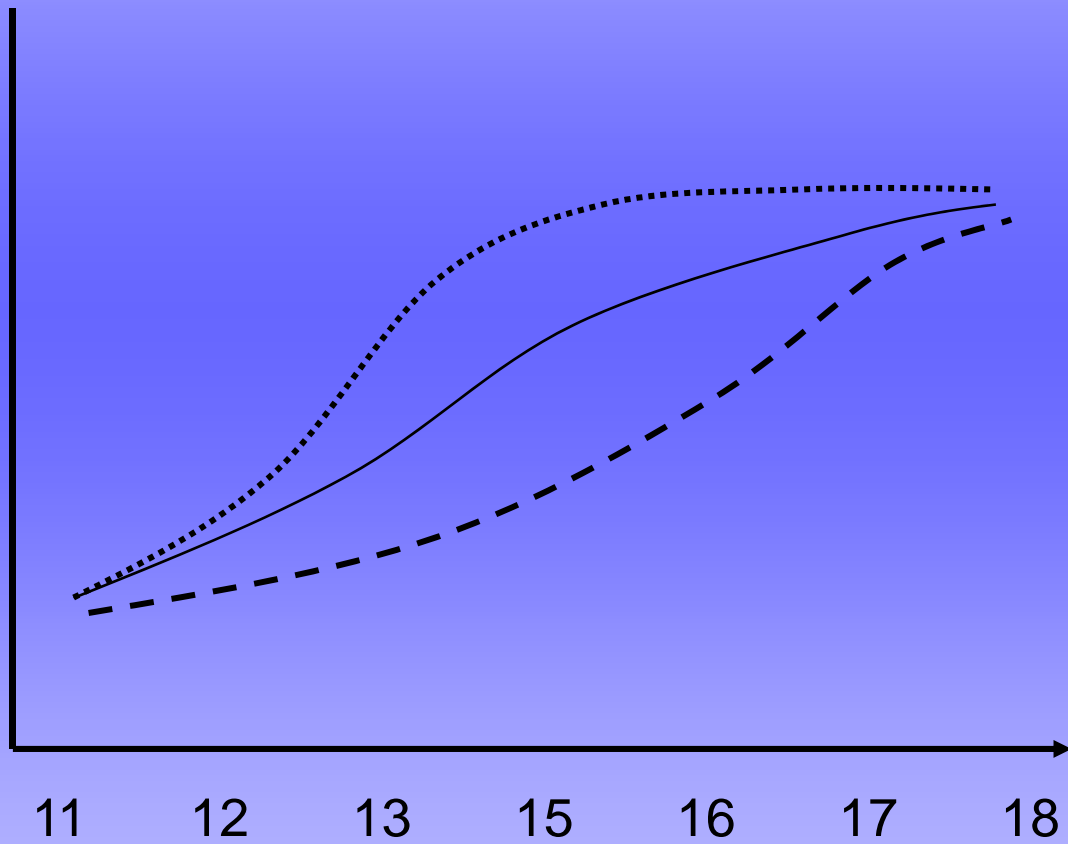


Yearly Growing Rate



Strength Development

Strength



Age

A „FIS-Kid“ has to...

- practice a lot of different sports
 - know how to lift weights
 - have a good endurance basis
 - Ski „correctly“
-
- Be selfsufficient
 - know some sports theory

Short Movie Impressions

Coordination

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graph TD; A[Coordination] --> B[different skills, sports, movements develop]; B --> C[Strength]; B --> D[Endurance]; B --> E[Quickness];
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different skills, sports, movements develop

Strength

Endurance

Quickness

Strength Training (Age 10-13)

- Wrestling (Judo, Karate)
- Strength Circuit (45 s max)
- Gymnastics, Athletics
- Climbing
- Work

Strength Training (Age 14-16)

- Learn how to lift weights correctly
- Strength Circuit Training
- Development of Power with other sports

Endurance

- Aerob Endurance
- Games
- Skills

Quickness

- Relay
- Reaction
- Catch me
- Strains longer than 6-8 s

WVBBTS

Technique

First, we will outline basis skiing skills as presented by organizations such as USSA and the PSIA. We will then demonstrate how our technique allows the WVBBTS racers to master these skills.

ATHLETIC STANCE

- Flexion in all three joints: ankles, knees, hips.
- Extension and flexion: the use of the ankles, knees and hips to raise and lower the center of mass from the base of support.
- Alignment: the proper alignment of the skeleton to be an effective skier.
- Arms/poles: the use of the arms and poles in the athletic stance.
- Eyes: the function of vision in anything athletic.

DYNAMIC BALANCE

- Maintaining balance while in motion: the ability to stay in balance while moving so that one can be efficient on skis.
- Efficiency: skiing with intensity without wasting energy.

EDGING SKILLS

- Ankles, knees , hips, body: creating edge angle in the appropriate situations with any of these body parts.
- angulation; using the ankles, knees and hips to edge while staying in dynamic balance.
- Inclination: from an extended position, using the body to create edge angle.

WEIGHT DISTRIBUTION

- Fore/aft: distributing weight over the whole ski.
- lateral; the ability to shift and adjust weight laterally from side to side.
- One/two skis: distributing weight all to one ski or to portion of each ski.

BODY DIRECTION

- Rotation/counter-rotation: the ability to use one's upper body by rotating it in the direction of the turning skis or the opposite of that direction.

- Steering/pivoting: using the muscle to create torque in order to guide the skis into a turn or to pivot them over an axis which runs through one's hips down to the center of the ski.

This is all coaching language. The stuff coaches and professors can discuss in the offices and classrooms. If our athletes were spoken to this way they would most probably not understand and definitely they would be extremely slow.

THE OBJECTIVE IS TO KEEP IT SIMPLE. SAY AS FEW WORDS AS POSSIBLE. THESE FEW WORDS SHOULD GET ACROSS MANY POINTS. WHEN A PARTICULAR ATHLETE NEEDS MORE EXPLANATION OR NEEDS TO GET COMPLICATED THEN DO IT WITH THE INDIVIDUAL AS NOT TO CONFUSE OTHER RACERS..... YOU FEEL AND THEY MUST LEARN TO FEEL.

TECHNIQUE

(With reference back to the “Skiing Skills”

Number 1 quality for sport - BALANCE - same for ski racing.
Starts with the athletic stance and continues through dynamic balance

4 technical points at 2 levels

Level 1 - 1) point the knees 2) drive the knees 3) pinch out over the skis
4) pop out of the turn

1) “Point the knees”

- gets the skis in the direction the racer wants to go
- puts the ski on edge

FROM THE SKIING SKILLS

- Edging Skills - if using the knees forces a poor hip position (not strong) then the racer may think hip or a combination of ankles, knees and hips
- conversely too much hip causes too much counter and the knees are forced out
- Weight Distribution - laterally
 - “Knees”, 2 skis if needed
- Body Direction - slight counter
 - “pointing”, gives the correct steering/pivoting

POINT THE KNEES



VERY IMPORTANT: First move is “Knees” and not an anterior tilt (breaking) of the pelvis. This is the death of 90% of racers. The racer can also feel stacked which is a long leg with a straight pelvis.

- Athletic Stance - alignment of the skeleton
 - a slightly rounded upper back puts the pelvis under and straight

PELVIS STABILITY

- THIS IS THE FOUNDATION OF SPORT

2) DRIVE THE KNEES



- achieves the “forward” coaches are always yelling about
- movement throughout the turn
- no dead spots
- drive to knees when the skis are in the fall line
- early pressure

FROM THE SKIING SKILLS

- Dynamic Balance - perpendicular to the slope and an Athletic Stance on all terrain
- Weight Distribution - fore/aft - “knees”, both if needed

3) PINCH OUT OVER THE SKIS



- strong and powerful throughout the turn

FROM THE SKIING SKILLS

- Athletic Stance - alignment
- Flexion and Extension - movement
- Edging Skills - angulation
- Weight distribution - laterally
 - 1 or 2 skis
- Body direction - slight counter

4) “Pop out of the turn”

- can be an up move “pop” or a retraction “pop”
- continues the movement throughout the turn
- generates speed

FROM THE SKIING SKILLS

- Athletic Stance - extension and flexion to a strong position
- Dynamic Balance - maintains balance

and “retract” - efficiency - “up” if not going fast enough
* when going fast to absorb and take the
speed down the hill

- Weight Distribution - fore/aft
- Body Direction - slight rotation for power and movement out of the turn

RETRACTION



NOTE: Young European racers know how to cut the skis.
North American push the skis laterally. We must teach our
racers to “make it cut”, to “advance the feet while keeping the
body in front” and to “WORK THE SKI” .

Level 2 of the 4 points:

Level 2: 1) “Edge high in the turn” or “feeling the edge” 2) “Whoop-de-do” 3) “Pinch and drive” 4) “Double skate out”

1) “Edge high in the turn” or “Feeling the edge” - put the ski on edge early in the turn

FEEL THE EDGE HIGH IN THE TURN



2) “Whoop-de-do” - what do you do on the back side of a whoop-de-do?

- push down and forward

- therefore, the top of the turn becomes a virtual whoop-de-do

3) “Pinch and drive” - together this helps the racer to “work the ski”

- early pressure
- angulation

PINCH AND DRIVE



4) DOUBLE SKATE



- 4) “Double skate” - “works the skis” with an up or a retraction out of the turn
- - brings the feet
- - power

UNIQUE TEACHING TIPS

1) work simply to complicated, flat to steep, smooth to rough and bumpy

2) technique in reverse - does a turn have a beginning and an end or is it a loop?

- start with the “pop” and “point the knees” together then work backward to the “pinch” and then the “drive the knees”

3) extremes - going from 1 extreme to another will help the racer find the optimal balance point

- ski too tall and too short
- ski too far forward and too far back
- ski banking and with no angulation

4) “3 speeds” - all the variety of turns that the racer does are to be done at 3 different speeds

- grooves technique
- develops a feeling for different speeds
- athlete understands full speed
- develops quality muscle

5) VERY IMPORTANT: “going blank” is a mental technique which will help the racer in two ways

A) Technically: after the racer has a grasp of the full technique, he/she will pick and focus on a point repeating &/or visualizing it over and over then she/he goes blank before perform the skill.

B) Race preparation: on deck, the athlete continually repeats the technical or tactical focus point when the starter gives the “ready” then the racer goes blank before leaving the start gate.

DRILLS ?

THOUGHT: Skiing is a sport like no other in that drills are a big emphasis. Research shows that a racer uses a different part of the brain for each of the events. So if a coach wishes to use a drill or concept then it better be closely related to the event. If not the athlete becomes good at drills and not racing.

Drills can be used in two ways other than just for the sake of doing the drill. Firstly as a test for the racer to see at what level she/he has obtained. Secondly, if the coach wishes to improve his/her athletes levels of fitness then he/she can pick drills according to the physical qualities he/she wishes to develop.

**PHYSICAL QUALITIES
METHOD)**

(BURDENKO

1)BALANCE

2)COORDINATION

3) FLEXIBILITY

4) ENDURANCE

5) SPEED

6) STRENGTH

TACTICS

The same technical points apply directly to the gates. By “pointing the knees” (as you pass the gate) two gates ahead and not at the next gate, the racer sets up the correct line and puts the ski on edge above the gate. “Driving the knees” in the fall line above the gate sets the pressure early, keeps the racer forward and uses gravity by being straight down the slope. The “pop” up or retraction generates speed, keeps the body moving downhill and facilitates an early edge.

Sponsoring: Example of national youth ski events

swisski
**GRAND
PRIX MIGROS**

Swiss-Ski
Silvia Agustoni
Maglingen, november 22nd-24th 2003



Overview

- introduction
- sponsorship
- goals and performances
- promotion on site

What is the Grand Prix (GP)

- alpine ski race for children aged between 8-15
- 13 national events (qualification races) all over CH and 1 final race with best 3 of each category & each qualification
- organised from the national ski federation & sponsored by private companies
- village with plenty of animation at every event



Organization

main organization	Swiss-Ski
financing	Private sponsorship
organization on site	Local organizer (ski club)

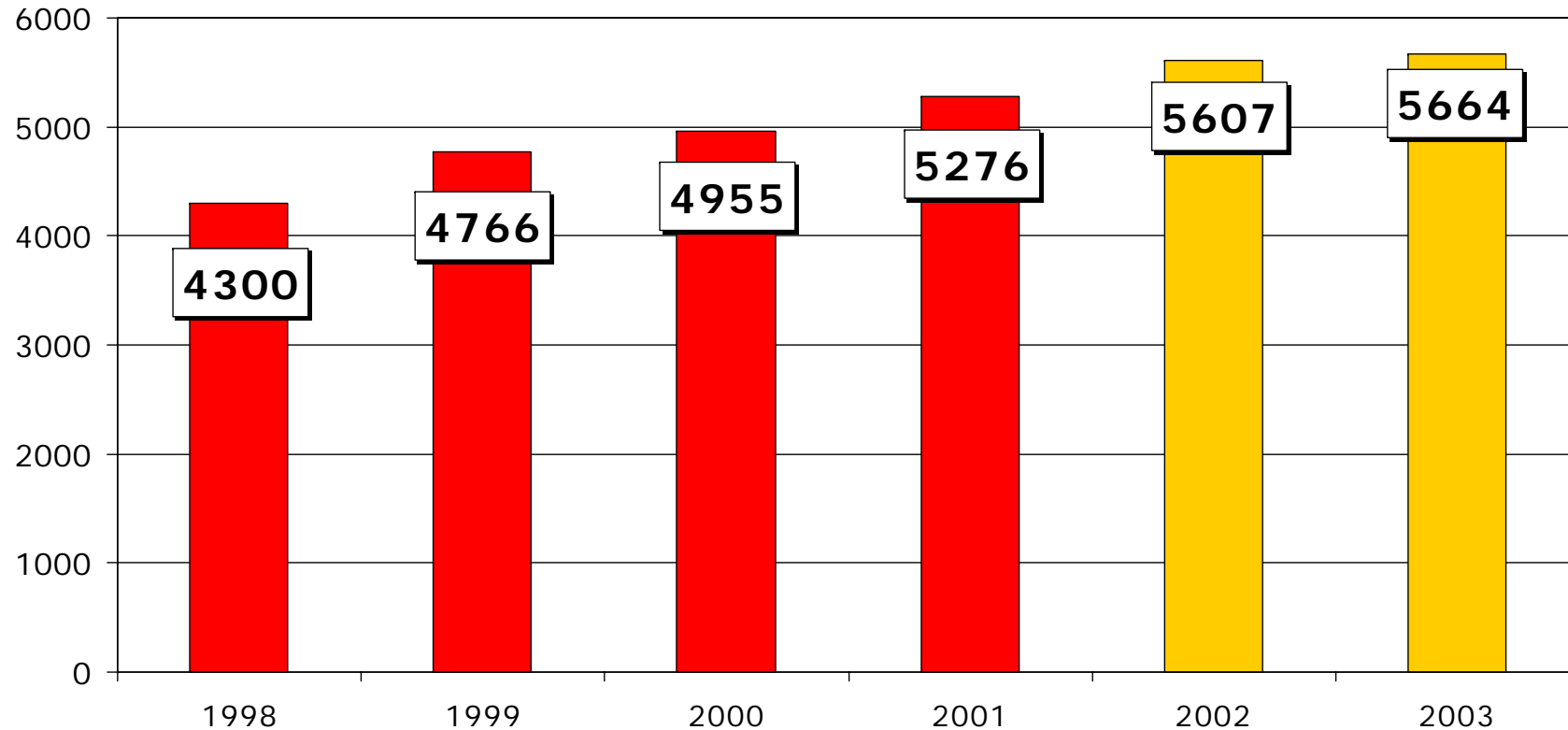
History & statistics

(1)

- invented in 1972 by **Wander AG** under the name "Ovomaltine Grand Prix" and organized under this name until 1996
- 1997 GP without main sponsor
- 1998-2001 GP **Caran d'Ache**
(producer of colored pencils)
- 2002 - → GP **Migros** (food & non food company)

History & statistics

(2)



- 2003: average of 430 participants per race

Sponsors of the Grand Prix

Main sponsor	MIGROS	Food and non food company (Retailer)
Co-Sponsors	<i>NORDICA</i>	Racing equipment (ski and boots)
	SCHWEIZER FLEISCH VIANDE SUISSE 	Co-operative promoting consumption & image of swiss meat products
	SPORTXX	Sports warehouse (Migros)
equipment	TOKO	Wax & care company
Organisation	SWISSski	Swiss-Ski federation
Media partner	<i>Ski</i>	Ski magazine

Goals of the Grand Prix

Swiss-Ski

- top events for young skiers
- benefit for members
- fun for everyone
- racers scouting
- image
- money

Sponsor

- image: dynamic brand together with youngster
- more goodwill on national level
- customer's care
- new customers among young people/families
- product marketing
 - new products
 - new shops (sportXX)

Goals: example

racers scouting ...



Pirmin Zurbriggen,
OVO GP 1976



Pirmin as honorary guest



Maria Zurbriggen,
Pirmin's daughter:
1st place in the GP in
Torrent 2002

Performances of ... (1)

Swiss-Ski

→ Project management

- race schedule
- general administration
 - applications, info for participants,
- coordination sponsors
- co-operation with local organizer
- printed items (brochure)
- promotion on site
- coordination of media's work

Sponsor

→ Financing & promotion

- cash
- other performances (Items in kind)
(Relation to cash 1:1)
 - point of sales promotion
 - promotion on site
 - promotion on media
 - prizes

Performances of ... (2)

Local organizer

→ **race & event organization on site**

- race (technical matter)
- co-operation with Swiss-Ski & sponsors for village
- logistics (transports, hotels, ...)
- local medias
- local promotion

Benefits of sponsorship for the GP


Summary:

- Financing
- Promotion
- Animation on site

Promotion on site: the village



Promotion on site: examples

MIGROS	drinks & snacks, games, product marketing (giveaways), prizes
NORDICA	ski testing for participants and audience
SCHWEIZER FLEISCH VIANDE SUISSE 	meals for participants and audience, games, animation
SPORTXX	game for participants, sampling
TOKO	last minute ski service