

Event Proposal





Table of contents

Overview	
Management Team	2
Site Plan	
Site Team	3
Snow Team (made up of students and volunteers)	
Invited athletes:	3
Supplies & Equipment List	5
Set-up/Take-down Timeline	
Roles During Event	9
Maps	11
Risk Management Plan	14
Risk Management Team	14
Potential Risks and Preventative Measures	14
Consultation	
Statements for Media Regarding Risk Management	
Talking Points for Safety Briefing	22
Waiver	23
Rail Riot Incident Report	25
Marketing Plan	26
Marketing Team	26
Collaborating with the Marketing & Communications Department of	of TRU (Marcom) 26
Press-release	27
Social Media via Marketing & Communications Department	29
Branding	29
Print Media	30
Social Media	
Leveraging Radio and TV Advertisements	34
Sponsorship Plan	37
Sponsorship Coordinator	
Title Sponsor and Sponsor Recognition	37
Why Sponsor Us?	
Complete List of Sponsors	31
Promotional Methods	38
Communication with Sponsors	38
How We Will Measure Success For Our Sponsors	30

Overview

We are hosting a rail jam on TRU's campus grounds in the hope of creating a sense of campus spirit and early winter fun. By combining a thrilling action sport with drinks, crowds, athletes, and giveaways we plan on hosting an event to remember. We are inviting the local community and bringing people together. The event will be held on the TRU campus outside the Old Library. It will take place between 5:00 p.m. and 8:00 p.m. on Friday, November 17th.

Why a Rail Jam?

Our goal is to attract the urban ski and board enthusiasts of Kamloops. Many participate in both summer and winter action sports, we are hoping to attract these athletes, their friends, and outsiders who are completely new to the rail jam world. Our event brings the urban action sports community of Kamloops into the city limits and a little closer to home.

Management Team

Billy Collins - Team Lead Justin Tarasoff Kylie Larson Justine Tudhope

2

Age: 23 Years skiing: 21 Details: skied competitively in slopestyle, big air and halfpipe for 10+ Age: 23 Years sking: 21 Details: skied competitively in slopestyle, big air and halfpipe for 10+
years across Canada & internationally, three years experience as a freestyle ski coach, have taken
part in various ski film projects
Liam Morgan:
22. 16 years of skinig. Ride for line and backcountry racks.

Bailey Lahure- Ex slopestyle skier, current backcountry skier. Sponsored by Nordica, Smith,
Swany, and Skiwset
Logan dafoe - Age: 27
Skiing since I could walk
Home resort: marmed basis in Jasper.

Sking since I could walk. Home resort: marmot basin in Jasper
Used to be on the comp team for COP in Calgary back in high school.

Davis Clement- 25 years old, been skiing since the age of 2 and grew up competing in all freestyle disciplines but ended up specialising in moguls and skied with the Alberta mogul team for 7 years. I ski for fun and coach the castle mountain freestyle team.

Andrew Heltron - Skiing bio My name is Andrew Helton, i am 30yrs old and have been skiing since i was 2. Originally from Calgary I was a freestyle ski coach at Canada Olympic park for 4 yrs before moving to Nelson to take the Ski Resort Operations & Management course. Since then I have been an Avalanche Forecaster and ski Patroller with Sunpeaks resort for the last 10 years.

Supplies & Equipment List

- Snow shovels Ginger
- Salt for the snow- Facilities
- Truck to transport snow- Riley's truck
- Dump trailer to move snow- Cooper Equipment
- Garbage and recycling bins- Facilities
- Extension cords- Billy & Home Depot (purchase)
- Duct tape -Home Depot (purchase)
- Zap straps Home Depot
- Sound system Billy's trailer
- Tent for above sound system the Truth and Billy (10x20)
- Light towers (X2)- Cooper Equipment

- Scaffolding for drop-in Cooper Equipment
- Barricades Cooper Equipment
- Signs Cooper Equipment
- Clamps for Ramp
- Tools Billy & Riley
- Tarp Billy & Riley
- 5 folding banquet tables Facilities
- 10 folding chairs Facilities

Set-up/Take-down Timeline

	Time	Task	People	Notes
Thursday	1:00-3:00P M	Cooper Equipment Delivery	Justine	Includes light towers, scaffolding, barriers, and signs
		Pick up dump trailer	Riley	Pick up from cooper equipment
	TBD	Begin to transport snow	Riley & the boys	Pile snow outside nursing building and cover with tarp
	TBD	Pick up padding from climbing gym	Site boys	Can take Billly's van
	TBD	Set up scaffolding or do trial run	Billy & the boys	
Friday	9:00 AM	Meeting led by Billy & Justin	Everyone	
	9:15 AM	Tow trailer onsite	Riley, Sam, & Mufudzi	Put at bottom by culinary building
	9:15 AM	Build jump and set up run in	Justin & Snow team	
	9:45 AM	Set up stage	Billy & the boys	May not need stage, decide day of
	10:00 AM	Set up sound system with generator	Billy, Justine, & the boys	GK sound rep will be there to help
	10:00 AM Onward	Continue transporting snow	Riley & some of snow team	
	10:15 AM	Cover stairs with snow	Justin & snow team	

10:30 AM	Hang up banners	MKTG team	
11:00 AM	Sound check	Justine & the boys	Or as soon as sound system is set up
11:00 AM	Set up tables and chairs	MKTG team	
11:15 AM	Set up tent	the boys	
11:15 AM	Salt snow	Justin & snow team	
11:30 PM	Set up garbage/recycling bins	MKTG team	
11:30 AM	Set up scaffolding	Billy & the boys	
11:45 AM	Set up padding	Justin & snow team	
12:00 PM	Set up string lights by culinary building	MKTG team	
12:30 PM	Set up sandwich boards	MKTG team	
12:45 PM	Set up barriers	Justin & snow team	
1:00 PM	Set up Billy's light stands	Billy & the boys	May not use, decide day of
2:00 PM	Lunch break	Everyone	
3:00 PM	Test run	Justin	Or whenever everything is done
тво	Pick up inflatable start gate	Emese	
TBD	Joel arrives		
4:00 PM	Set up hot chocolate area	Kylie, Joan, & Stephanie	
4:00 PM	Turn on lights	Billy	Or when is starts getting dark
4:00 PM	Waiver signing and safety talk	Billy, Justin, Alina	Billy and Justin do safety talk, Alina will handle waiver signing, in culinary building
4:00 PM	DJ arrives and sets up	Kylie	
4:30 PM	MC arrives and sets up	Justin	
4:30 PM	St Johns Ambulance Arrives	Billy	
4:30 PM	Security arrives	Billy	
4:30 PM	Athletes start warming up		
5:00 PM	Rail Riot Starts	Everyone	

8:00 PM	Rail Riot Ends	Everyone	
8:00 PM	St Johns leaves		
8:00 PM	Security leaves		
8:00 PM	DJ packs up & leaves		
8:00 PM	MCs pack up & leave		
8:00 PM	Scaffolding gets taken down	Billy & the boys	
8:00 PM	Take down barriers	Justin & snow team	Store in culinary building
8:00 PM	Take down start gate	Emese	Store in culinary building
8:00 PM	Clean up hot chocolate area	Kylie & MKTG team	
8:30 PM	Take down chairs & tables	MKTG team	Store in culinary building
8:45 PM	Remove snow from stairs	Justin & snow team	
8:45 PM	Put sound system away	Billy, Justine, & the boys	Put in trailer
9:00 PM	Take down string lights	MKTG team	Store in culinary building
9:15 PM	Take down jump/run in	Justin & snow team	
9:15 PM	Take down banners	MKTG team	Store in culinary building
9:30 PM	Take down Billy's light stands	Justin & snow team	Put in trailer
9:30 PM	Put away tent	the boys	Put in trailer
9:30 PM	Clean up garbage & recycling	MKTG team	
9:45 AM	Take down padding	Justin & snow team	Store in culinary building
9:45 PM	Put away stage	the boys	Put in trailer
9:45 AM	Put away sandwich boards	MKTG team	Store in culinary building
10:00 PM	Remove trailer from site	Riley, Sam, & Mufudzi	
10:00 PM	Turn off lights	Billy	Or when everything is done

Roles During Event

Teams	Names	Phone Numbers	Task DAY-OF
Management Team	Justin	(250) 877 3858	Monitor Athletes
	Justine	(250) 415 2982	On to do list
	Kylie	(604) 819 4731	On to do list
Sponsorship	Emese	(250) 876 8378	Working barriers
Risk Management	Alina	(250) 574 4356	Radio top
	Riley	(778) 968 8759	Drone
Marketing	Alexander (Sasha)	(236) 313 3887	Media relations
	Ginger	(905) 920 0397	Media relations
	Stephanie	(250) 879 4831	Hot chocolate stand
	Joan	(250) 299 9319	Hot chocolate stand
	Mizuki	(250) 572 5667	Working barriers
	Maureen	(250) 879 4845	Working barriers
Site Boys	Thejan	(250) 879 1304	Powerade/Runner
	Moaz	(778) 512 8389	Powerade/Runner

Abhinaya	(250) 879 3525	Powerade/Runner
Saksham	(250) 879 3733	Powerade/Runner
Sam	(250) 879 3559	Radio bottom
Mufudzi	(236) 565 4709	Powerade/Runner