

#BEACTIVEWINTER 
EUROPEAN WEEK OF WINTER SPORT



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TOOLKIT

**FOR EWWS COORDINATORS &
SUSTAINABLE WINTER SPORT
EVENTS**

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INTRODUCTION & WELCOME

European Week of Winter Sport

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European Week of Winter Sport is an Erasmus+ initiative promoting winter sports for all, while raising awareness about climate change and sustainability.



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The **European Week of Winter Sport** is about making winter sports accessible to everyone, regardless of age, background, or ability. It's not just about staying active—it's a platform to raise awareness about climate change and sustainability. Winter sports rely on natural resources like snow and clean air, which we aim to protect for future generations. We also strive to make winter sports inclusive, breaking down financial, geographical, and physical barriers so that everyone, especially those from underrepresented communities, can participate. Whether you're a beginner or an expert, there's a place for you.

The **European Week of Winter Sport** is an exciting and important initiative, co-funded by the European Union. This unique initiative aims to encourage more people to get active during the colder months by promoting participation in winter sports and physical activity. Whether it's skiing, snowboarding, ice skating, or simply enjoying outdoor activities in winter, the European Week of Winter Sports brings communities together for a shared experience that's healthy, inclusive, and fun.

European Week of Winter Sport

#healthy

#inclusive

#fun

#climatechange

#sustainability

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European Week of Winter Sport promotes physical activity, well-being, and community, encouraging teamwork and shared experiences. By joining us, you're contributing to a healthier, more inclusive, and environmentally conscious world. Winter sports are for everyone—from children to adults—so come and join us to make a positive impact on and off the field.

Getting involved is easy! You can join by visiting our official website www.wintersportweek.com where you'll find all the information you need on upcoming events, registration details, and how to participate in your local area. Whether you want to become part of the European Week of Winter Sports organizers team, compete, volunteer, or simply cheer others on, we have a place for you.



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The EWWS toolkit

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This toolkit is for everyone who cares about sports and environmental sustainability and wants to engage in organizing events and initiatives during the **European Week of Winter Sport**.

Because at the heart of the European Week of Winter Sport project lies a strong commitment to promoting eco-friendly practices, ensuring that the joy of winter sports is experienced responsibly and sustainably. The European Week of Winter Sport initiative brings together sport organizations, educational institutions, local governments, and community members to foster a culture of active living while addressing environmental challenges.

In this **EWWS TOOLKIT** for the European Week of Winter Sport you will find key tools and methodologies, easy enough to apply, so that they can be readily adapted by any winter sport club, community or federation, and their many affiliates and members.. to create a sustainable winter sport event, make the EWWS community grow and foster a healthy and sporty lifestyle!

The European Week of Winter Sport is not possible without **EWWS COORDINATORS!**

See page X. how you can become a EWWS coordinator and support the implementation of sustainable and inclusive winter sport events.

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KEY FACTS

WHAT

A week-long celebration across Europe promoting winter sports activities, with small-scale to big events, with competitions, workshops and more.

WHEN

1-8 February 2025

WHO

EWWS coordinators, winter sport clubs, associations, municipalities and winter sport enthusiasts across Europe

WHY

Creating the future of winter sport - sustainable, inclusive, and fun!

HOW

Become a EWWS COORDINATOR and share your passion for winter sport, nature and a healthy lifestyle with many others. Join the EWWS community and create your own winter sport event, to become part of the European Week of Winter Sport.



OBJECTIVES EWWS EMPOWERS..

ACCESSIBILITY

Highlight efforts to make winter sports affordable and available to all demographics, including youth, low-income families, and individuals with disabilities.

SUSTAINABILITY

Emphasize the project's commitment to environmentally friendly practices, minimizing waste, and preserving natural landscapes.

COMMUNITY ENGAGEMENT

Showcase partnerships with local communities, schools, and organizations to foster inclusive participation.

INNOVATION

Promote the use of cutting-edge technologies and sustainable materials in sports equipment and facilities.

HEALTH AND WELLBEING

Stress the physical and mental health benefits of participating in winter sports. Boost the participation of physical activity during winter periods.

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Have you ever asked yourself questions such as:

How would you describe the relationship between people and nature and what does this mean for your sporting activities?

What would you change in the club immediately if it wasn't so difficult?

What question about the climate crisis in sport has no one been able to give you a really good answer to?

Where do you see measures to combat the climate crisis in your club or community?

What goes through your mind when you see large CO2 emissions from sporting events?

Do you have friends in your club who are directly affected by climate change?

LOOKING FOR LEADERS

EWWS coordinator profile

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- Member of a sport club, a sport association or community
- Experience in (small) event organisation
- Leadership experience, e.g. leading teams, running sport camps
- Interest in middle to long-term perspective for EWWS cooperation

BECOME A EWWS COORDINATOR!

EWWS COORDINATORS role

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IDENTIFY

Identifying with the key objectives of EWWS

COMMUNICATE

Maintaining communication between EWWS project team and your organisation (go-to-person for both sides; interlink function)

IMPLEMENT

Leading implementation of a winter sport event during the European Week of Winter Sport

EVALUATE

Supporting **evaluation of objectives** (measuring impact, providing feedback and evidence)

PROMOTE

Promoting EWWS platform and downloads

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CHAPTER ONE

KEY FACTS ABOUT SUSTAINABLE WINTER SPORT

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SUSTAINABLE WINTER SPORT

Key Facts

SUSTAINABILITY

Sustainability is the practice of meeting the needs of the present without compromising the ability of future generations to meet their own needs. It's about balancing economic, social, and environmental factors to mitigate climate change and its negative impact on our society and planet.

THE 6 R'S

The main elements of sustainability actions taking into account the proper usage of materials and plausible steps to ensure the sustainability.

REDUCE

THE FIRST R, "REDUCE," IS ABOUT REDUCING THE NUMBER OF PRODUCTS AND SERVICES WE USE. THIS CONCEPT REVOLVES AROUND CONSUMING LESS TO WASTE LESS.

REUSE

REUSE SIMPLY MEANS FINDING NEW WAYS TO USE ITEMS INSTEAD OF THROWING THEM AWAY. IT'S ABOUT EXTENDING THE LIFESPAN OF PRODUCTS BY FINDING ALTERNATIVE PURPOSES FOR THEM.

RECYCLE

RECYCLING INVOLVES CONVERTING USED MATERIALS INTO NEW PRODUCTS, REDUCING THE NEED FOR RAW MATERIALS AND MINIMISING WASTE. WHILE RECYCLING MAY SEEM FAMILIAR TO MANY, ITS ACCESSIBILITY CAN VARY DEPENDING ON THE LOCATION.

RETHINK

RETHINK CALLS FOR BUSINESSES TO ADOPT A MORE STRATEGIC, LONG-TERM APPROACH TO SUSTAINABILITY BY QUESTIONING TRADITIONAL PRACTICES AND CONSIDERING THE BROADER IMPACT OF THEIR OPERATIONS.

REFUSE

LET'S EXPLORE THE FIFTH R: "REFUSE." REFUSING INVOLVES ACTIVELY CHOOSING NOT TO PURCHASE OR CONSUME UNNECESSARY OR UNSUSTAINABLE PRODUCTS.

REPAIR

THE SIXTH R, REPAIR, INVOLVES FIXING BROKEN OR DAMAGED ITEMS INSTEAD OF DISCARDING THEM. THE IDEA IS TO EXTEND THE LIFESPAN OF PRODUCTS AND MINIMISE WASTE.

HOW

TO APPLY THE 6 Rs

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Encourage
employees to
minimise
waste

Promote a
reuse culture

Educate
employees

Think about an intelligent
recycling programme

Audit your
current
practices

Explore alternative
approaches that prioritise
sustainability

Evaluate your supply chain and
procurement processes

[Resource information link](#)

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Best practices of sustainable winter sport events

GREEN SPORT: A SPORT SECTOR PLAYBOOK FOR THE EUROPEAN GREEN DEAL

You can find additional key information and good practices of sustainable green sport in this playbook, published by the EU and available for download for free.

RECOMMENDATIONS FOR THE SPORT MOVEMENT

- Develop a sustainability strategy and measure the carbon footprint for your sport, team or organisation **SELF-ASSESSMENT**
- Develop mobility plans that promote the use of public transport, low-carbon vehicles and active options such as cycling and walking to access sport events. **MOBILITY**
- Identify a senior staff member with sustainability responsibility in your governance structure **RESPONSIBILITY**
- Mobilise the power of sport to raise awareness on climate change and encourage greener behaviours. **COMMUNICATION FOR AWARENESS**
- Invest in sustainable renovations of sport facilities and construction practices and materials. **INFRASTRUCTURE & MATERIALS**
- Favour local, seasonal, and organic supply of food for sport events. **CATERING (+ WASTE MANAGEMENT)**

GREEN SPORT: A SPORT SECTOR PLAYBOOK FOR THE EUROPEAN GREEN DEAL

MAIN CONTENT



This report compiles the findings of the Green Sport Expert Group established by the European Union Work Plan for Sport for the period 2021 – 2024.

The report provides focused guidance and recommendations to create a pathway for European sport to meet the goals of the Green Deal.



It describes current good practices relating to environmental sustainability in the European sport sector and provides guidance on four focus areas

TARGET AUDIENCE



Public authorities and sport governing bodies at the EU and Member State level. The sport movement, including international sports federations, clubs, leagues and sport practitioners at all levels.



RECOMMENDATIONS FOR POLICY MAKERS

- Measure the baseline carbon footprint for sport and establish regular reporting on sport sustainability data.
- Develop an environmental sustainability policy guidance with sport national governing bodies.
- Establish a cross-ministry Working Group on Sport and Sustainability (covering the departments of Environment, Sport, Transport, Tourism, for example).
- Promote funding schemes that support sport and sustainability projects.
- Ensure events have a sustainability strategy, including for transportation of sport fans.
- Prioritise the use of existing infrastructure over new construction for sport events.

FOCUS AREAS

INNOVATIVE
CROSS-SECTORAL
SOLUTIONS

SUSTAINABLE SPORT
INFRASTRUCTURE



SUSTAINABLE
SPORT EVENTS

CAPACITY BUILDING,
EDUCATION, AND
PROMOTION OF
SUSTAINABLE SPORT
PRACTICES

RECOMMENDATIONS FOR THE SPORT MOVEMENT



- Develop a sustainability strategy and measure the carbon footprint for your sport, team or organisation.
- Develop mobility plans that promote the use of public transport, low-carbon vehicles and active options such as cycling and walking to access sport events.
- Identify a senior staff member with sustainability responsibility in your governance structure
- Mobilise the power of sport to raise awareness on climate change and encourage greener behaviours.
- Invest in sustainable renovations of sport facilities and construction practices and materials.
- Favour local, seasonal, and organic supply of food for sport events.



DO YOU WANT TO MAKE SPORT GREENER?

Get inspired by reading the full report:
<http://data.europa.eu/doi/10.2766/809359>

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PREPARE

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CHAPTER 2

SUSTAINABLE SPORT EVENT ORGANISATION

SELF-ASSESSMENT. FIND OUT WHAT YOUR ENVIRONMENTAL SCORE IS.

ASSESSMENT TOOLS

Before you start implementing key measures to improve your environmental score, first test how sustainable your sport events already are.

You can use one of the assessment tools linked here, or find additional ones on the internet.

GREEN CHAMPIONS

The aim of the GREEN CHAMPIONS portal is to provide sport event organizers and interested parties with information – from useful checklists to practical examples – around possible and concrete courses of action for planning and hosting sustainable sports events.

GREEN SPORT HUB EUROPE

With the GSHE self-assessment is tool you will be able to evaluate the level of maturity of the actions carried out by your structure.

Based on this assessment, you will know what potential actions to take for a greener and more sustainable future for your winter sport event.

FIS CO2 CALCULATOR

FIS CO2 Calculator is a custom-designed online tool specifically developed to help measure, manage, and reduce greenhouse gas emissions in snow sports. With a focus on skiing and snowboarding, the tool is tailored to support FIS World Cup and FIS Championship Local Organizing Committees (LOCs) as well as National Ski Associations (NSAs).

MAIN POINTS FOR SUSTAINABLE EVENT ORGANISATION

MOBILITY

TRANSPORTATION AND LOGISTICS

Promote public transportation, cycling, and walking.
Provide shuttle services using electric or hybrid vehicles.
Optimize transportation routes to reduce emissions.

RESOURCES

SUPPLY CHAIN

EFFICIENT ENERGY USE

WATER MANAGEMENT

WASTE MANAGEMENT

CATERING

AWARENESS

STAKEHOLDER ENGAGEMENT AND EDUCATION

IMPACT

MONITORING

EVALUATION

REPORTING

LONG-TERM IMPACT

MAIN POINTS FOR SUSTAINABLE EVENT ORGANISATION

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MOBILITY

TRANSPORTATION AND LOGISTICS

Promote public transportation, cycling, and walking.
Provide shuttle services using electric or hybrid vehicles.
Optimize transportation routes to reduce emissions.

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MAIN POINTS FOR SUSTAINABLE EVENT ORGANISATION

RESOURCES

SUSTAINABLE SUPPLY CHAIN

Purchase goods and services from sustainable and ethical sources.
Use eco-friendly materials for merchandise, promotional items, and signage.
Prioritize suppliers with sustainable practices.

EFFICIENT ENERGY USE

Utilize digital ticketing and marketing to reduce paper use.
Use energy-efficient AV equipment.
Design sets and stages that can be reused or recycled.

WATER MANAGEMENT

Implement water-saving measures in restrooms and concessions.
Use drought-tolerant landscaping.
Collect and reuse rainwater where possible.

CATERING

Source locally-produced and organic food.
Offer and encourage plant-based and vegetarian options.
Reduce food waste by better planning, through donations and composting.

WASTE MANAGEMENT

Implement comprehensive recycling and composting programs.
Reduce single-use plastics and promote reusable materials.
Implement zero-waste initiatives.

MAIN POINTS FOR SUSTAINABLE EVENT ORGANISATION

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STAKEHOLDER ENGAGEMENT

Partner with local communities and environmental organizations.

AWARENESS

EDUCATION

Educate participants, spectators, and staff on sustainability practices.

AWARENESS RAISING AND CAMPAIGNING

Promote sustainable behaviour through campaigns and incentives.

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MAIN POINTS FOR SUSTAINABLE EVENT ORGANISATION

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IMPACT

MONITORING

Set clear, measurable sustainability goals.

Monitor your actions to track and report on sustainability metrics.

EVALUATION

Conduct post-event evaluations to identify areas for improvement.

REPORTING

Promote sustainable behaviour through campaigns and incentives.

LONG-TERM IMPACT

Plan for the long-term positive impact of the event on the local community.

Support local sustainability projects and initiatives.

Leave a lasting positive environmental impact.

SELF-ASSESSMENT

Measure and offset the carbon footprint of the event.

Invest in certified carbon offset projects.

Encourage participants and sponsors to offset their travel emissions.

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CHECKLIST

ARRIVAL AND DEPARTURE

- Informing participants about the use of environmentally friendly means of transportation ☐
- Create incentives for the use of public transport Sufficient ☐
- Bicycle parking spaces (also for cargo bikes) ☐
- Compensation for unavoidable greenhouse gas emissions ☐

ENERGY AND CLIMATE

- Do not heat rooms above 20° ☐
- Energy-efficient lighting of rooms Purchase of electricity from renewable sources ☐

PROCUREMENT

- Rent used products or products ☐
- Products with ecological and/or fair seals Recycled sanitary paper ☐
- Environmentally friendly cleaning agents ☐
- Flowers from the region and/or Fairtrade seal if required ☐



CHECKLIST

CATERING

Purely vegan and vegan catering	<input type="checkbox"/>
Offer products from organic farming	<input type="checkbox"/>
Offer products from fair trade	<input type="checkbox"/>
Use of seasonal foods	<input type="checkbox"/>
Use of food transported in an environmentally friendly manner	<input type="checkbox"/>
Provision of tap water	<input type="checkbox"/>
Use of reusable crockery, cutlery and glasses	<input type="checkbox"/>
Use of packaging that avoids waste	<input type="checkbox"/>
Distribution of leftover food	<input type="checkbox"/>

WASTE AND NOISE MANAGEMENT

Setting up waste islands for separate waste collection	<input type="checkbox"/>
Plan the timing of the event so that residents are inconvenienced as little as possible	<input type="checkbox"/>
Active noise protection (correct positioning of loudspeaker systems)	<input type="checkbox"/>
Passive noise protection (noise barriers)	<input type="checkbox"/>
Involvement of local residents on waste and noise issues	<input type="checkbox"/>



CHECKLIST

COMMUNICATION AND EVALUATION

- Appoint a contact person for sustainability and communicate internally and externally ☐
- Communicate new measures to the public at an early stage ☐
- Inform employees about the sustainable measures ☐
- Inform guests about the sustainable measures ☐
- Obtain feedback from guests and employees on information materials on recycled paper if required ☐

ACCESSIBILITY

- Accessibility of documents (invitation, on site) ☐
- Measures for participants with disabilities ☐
- Provide suitable seating and parking spaces Easy-to-open doors ☐
- Avoiding obstacles on paths ☐

GENDER MAINSTREAMING

- Gender-equitable formulations ☐
- Ensure a balance of people with active roles ☐
- Provide childcare on site or nearby as required ☐



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CHAPTER 3

MEDIA KIT & COMMUNICATION

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For promoting your EWWS event, use the EWWS BRAND AND MEDIA KIT (EVENT PROMOTION KIT). It can be downloaded from the official EWWS website.

[DOWNLOAD HERE](#)

For any use of promotional materials, follow our guidelines for the EWWS sport event promotion and communication.



TARGET & OBJECTIVES

Considering the main goals of the project, this chapter is aimed at **organizations involved in the organization and management of winter sports events, reinforcing sustainability as a key objective to achieve.**

The main goal of this chapter, will be to share tools and tips to reach an effective communication for the promotion of events and initiatives. The objective will be to assess this tools to share the sustainability aspects and efforts of the organization.

Target Level	Specific to winter sports events	Definition
Primary	Event Organizers	Individuals, companies, organizations that manage and organize any winter sport events with a sustainable approach.
Secondary	Participants and Audience	Individuals, teams and audience that directly or indirectly participate at the event.

COMMUNICATION PLAN & TOOLKIT

The chart below illustrates the effective workflow for planning a communication campaign. It has been defined each step to clarify and address the main actions to reach the whole communication strategy.

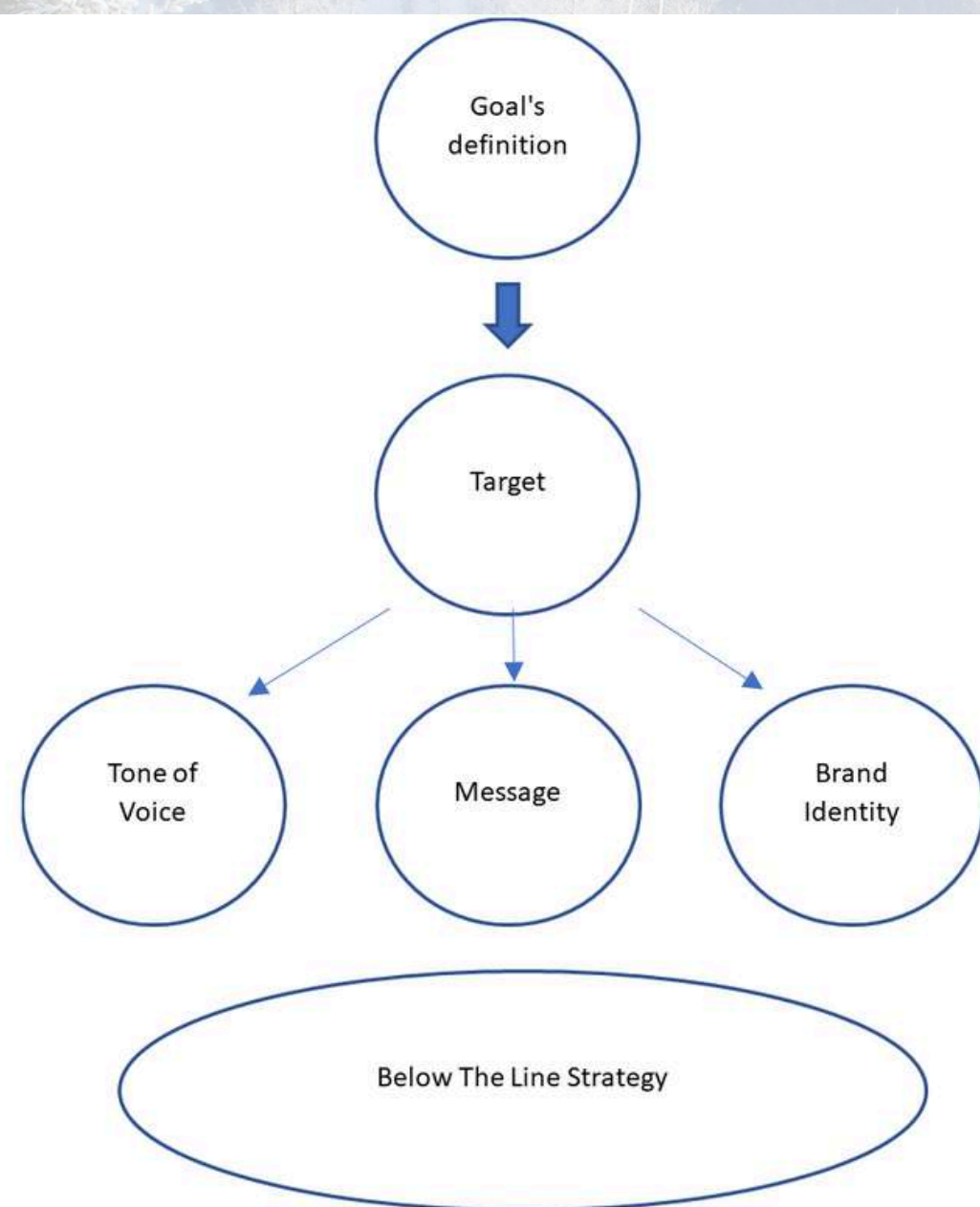


Figure 1

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- **Project Goals & Definition:** Clearly outline the objectives and desired outcomes of the project. Define the scope, purpose, and key performance indicators (KPIs) to measure success. Segment and clarify the sustainability goals that would be part of the value added of the event. Define these by; Environmental, Social and Education sustainability goals.
- **Target identification:** Identify and analyze the target audience to understand their needs, preferences, and behaviors. Segment the audience based on relevant criteria such as demographics, or behavior. To enhance the event's inclusivity, develop a comprehensive approach to engage each target audience and unite them as a collective, fostering a sense of inclusiveness and collaboration.

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ONLINE OFFLINE

Once the previously described aspects are aligned, it is time to establish a Below The Line (BTL) strategy; on line and off line. When planning an event, it is crucial to directly target the end consumer, ensuring a highly focused approach that maximizes return on investment. The toolkit we're developing will be utilized by the primary target outlined in point 1 (Event Organizers), while also being received by the secondary target identified in this point; the Participants and Audience impacted by the event.

Notice that the communication plan should include actions on the pre – during and post event phases; adapting needs and messages according to each of them. The during the event one is a key phase to engage directly with our community and increase the “brand” feeling of the event.

More and more the SDG's are part of the communication for sustainability aspects. Identify which SDG's is your event taking care of, and showcase them on the communication campaign using the different channels mentioned before.

Social Media campaigns: Utilize social media platforms to engage with the audience through interactive content such as polls, contests, and user-generated content campaigns focused on sustainability. Share information on the event's sustainable practices, environmental impact, and efforts to reduce carbon footprint. Provide real-time updates, behind-the-scenes content, and live streaming of key moments to keep the audience informed and engaged. Identify the objectives and needs of the event, and work on a social media calendar to stick to the plan. Monitor the impact of social media posts by defining KPI's to achieve (e.g. of social media monitoring tools: Hootsuite, Meta).

Press releases: Work on press releases to announce the event, highlight sustainable initiatives, and outline the environmental goals of the event. Distribute the press releases to local and national media partners, emphasizing the event's contribution to sustainable practices in winter sports. Send follow-up press releases to report on the success of the event's sustainability efforts and key outcomes. Identify the relevant media stakeholders and organize side events to increase the relationship with them. Monitor the impact of press releases by defining KPI's to achieve (e.g. of news monitoring tools: Meltwater, Google Analytics, MyNewsDesk).

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- **Mailing:** Send regular email newsletters to participants, audience and stakeholders with updates on event preparations, sustainability goals, and progress reports. Tailor email content to different segments of the audience, such as participants, sponsors, and volunteers. Include clear calls to action encouraging recipients to participate in the event's initiatives.
- **Traditional media partnerships:** Partner with traditional media partners to promote the event through TV, radio, and print advertising. Secure feature stories and interviews with key organizers and relevant stakeholders. Utilize targeted advertising campaigns in traditional media to reach a broader audience and raise awareness about the event's goals. Use the traditional media strategies to complement the innovative solutions based on digital campaigns.
- **Influencers and athletes:** Influencers are now integral to every communication strategy. By partnering with a local influencer or top athlete to promote the event's sustainability efforts, you can create an innovative approach to reach your audience and impact them through various channels.
- **Side events:** Organize workshops and educational sessions on sustainability practices in winter sports, open to participants and the local community. Host community activities, and other initiatives that involve local residents and promote environmental stewardship. It will also contribute to the social and environmental legacy of the event.
- **On site events:** Organize different activations during the event to reach your target directly increasing the engagement with them. Also is a good opportunity to recap information that could be relevant for your communications and messages.

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- **Partnerships & Sponsorships Communication:** Communicate the sustainability commitments of partners and sponsors, highlighting their contributions to the event's environmental goals. Develop joint campaigns with partners and sponsors to promote sustainability messages and engage with the audience. Publicly acknowledge the support of partners and sponsors through various communication channels, emphasizing their role in promoting sustainability.
- **Merchandising:** Offer sustainable merchandise such as reusable items or locally based suppliers. This will benefit the environmental, social and economic sustainability of the event. Ensure that all merchandise aligns with the event's sustainability branding and messaging. Use merchandise as an opportunity to educate participants about sustainability, including information on how the products were made and their environmental benefits. Try to eliminate the “participants bag” and think about products that are aligned with sustainability, both environmentally wise and economical for the local community (e.g. partnerships with local suppliers for fostering local foods, and other products that could provide valuable information about the region and mitigate the environmental impact of using products coming from abroad).
- **Website:** The event's website plays a crucial role in promoting its sustainable practices. By adopting an inclusive tone, showcasing diverse communities, nationalities and genders through its imagery, and sharing the organization's sustainability reports, the website significantly enhances the event's transparency regarding sustainability efforts.
- **Digital marketing:** Create and share content that highlights the event's sustainable practices, such as blog posts, videos, and infographics. Optimize the event's website and digital content for search engines, using keywords related to sustainability and winter sports. Monitor digital marketing efforts to assess their effectiveness and make data-driven adjustments to improve engagement and reach.

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MONITORING TEMPLATE FOR COMMUNICATION ACTIVITIES

Monitoring and analyzing the impact of every communication activity is essential for implementing actions based on results analysis.
Use the template below to track the actions done and the results obtained. Analyse and compare these results and address behaviours for the upcoming events.

Number	Communication Activity	Description	Target audience	Communication channel	Reach, impressions, views, interactions, publications, audience, %coverage.	Date
#1						

Figure 2

MONITORING STRATEGIES FOR EACH STAKEHOLDER

When organizing a winter sports event, various stakeholders are involved. In this context, six distinct groups have been identified, encompassing all phases of event planning:

Communication strategies		
Stakeholders	Communication action	Indicator
Volunteers & Event’s staff	Do a briefing internally with all the volunteers & staff to clearly define the sustainability goals and challenges that may face the event.	No. Of talks No. Of emails sent
Municipality, Protected Area Manager	Meeting with the municipality & with the protected area manager (if the event happens in a protected natural area), will allow to reach the necessary information to align sustainability goals and work together on a better environmental performance of the event.	No. Of meetings No. Of emails sent
Participants	By sharing the sustainability efforts done by the event, plus a list of best practices that the participants should consider, this will directly reduce their environmentally impact, enhancing the sustainability of the event by the participants.	No. Of publications done mentioning the sustainability efforts (e.g. social media posts, on site posts, etc). No. Of emails sent (e.g. best practices, sharing sustainability efforts & challenges, etc). No. Of sustainability briefings done
Federations, Clubs & Schools	Federations, clubs and schools, will be the different actors in which the participants and audience will come from. Under this assumption, it is crucial to share the sustainability efforts done by the event and try to engage them before or after the event to conduct any side event with a positive impact; environmentally or socially wise.	No. Of federation, clubs and schools that applies best practices in terms of sustainability. No. Of events conducted with a positive impact at a local level. No. Of talks and briefings done to these groups.
Audience	By sharing the sustainability efforts done by the event, plus a list of best practices that the audience should consider, this will directly reduce their environmentally impact, enhancing the sustainability of the event by the audience.	No. Of publications done mentioning the sustainability efforts (e.g. social media posts, on site posts, etc). No. Of emails sent (e.g. best practices, sharing sustainability efforts & challenges, etc).
Local suppliers (e.g. accommodation, food suppliers, local businesses, etc).	By sharing the sustainability efforts done by the event to the local suppliers, and offering them to participate in some activities, will reinforce the relationship between the two actors, directly impacting positively in the social & economical sustainability of the event.	No. Of contacts No. Of emails sent No. Of local suppliers reached

TIPS FOR SUSTAINABLE EVENT COMMUNICATION

- Minimize paper use in communications with participants as much as possible.
- Implement an electronic registration system to enable digital submissions and registrations instead of using postal or printed forms.
- If paper is necessary, choose recycled or certified paper from sustainably harvested forests and free of elemental chlorine (TCF or EFC).
- Avoid glossy or colorful publications and opt for sustainable inks.
- For the production of promotional on-site materials, use recycled or natural elements (such as wood) to minimize environmental impact.
- Strive to reuse these materials year after year to enhance their circularity.
- Share this practice through your communication channels as part of your sustainability efforts.
- If possible, and to boost the social and economical sustainability, try to partner up with local suppliers to produce/get these materials.

EWWS LOGOS

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Option 2 - To be used if the background is a dark color

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Option 3

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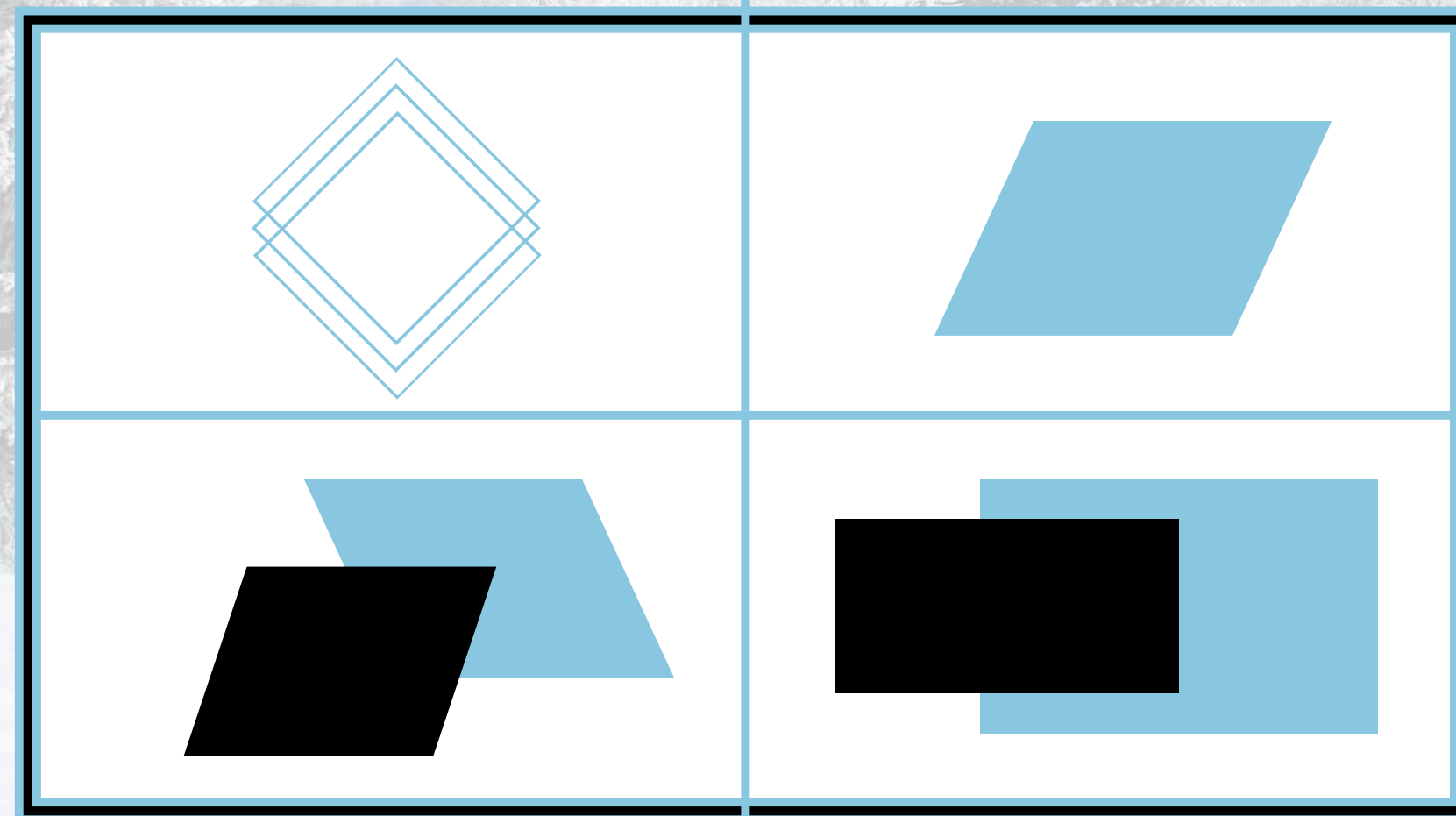
EWWS GRAPHICS

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To maintain a coherent visual identity, please use the following graphic elements:



Font

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Color

The main colors for the project are:

#FFFFFF

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ENGAGE

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CHAPTER 4

DISSEMINATION & OUTREACH

DISSEMINATION STRATEGIES



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ONLINE

SOCIAL MEDIA
EMAIL MARKETING/CAMPAIGNING

OFFLINE

PROMOTIONAL EVENTS
COMMUNITY EVENTS
MEDIA OUTREACH

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SOCIAL MEDIA ENGAGEMENT: MAXIMIZING IMPACT FOR EWWS

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DISSEMINATION

In the **digital landscape** of the European Week of Winter Sport (EWoWS), **social media** serves as a **dynamic** and **influential** platform for disseminating information, fostering community engagement, and promoting sustainability in winter sports. With a strategic approach, we leverage social media effectively to reach diverse audiences and encourage active participation in EWoWS events. Here's an in-depth exploration of the role of social media in our dissemination strategy and how we tailor content for different platforms:

ROLE OF SOCIAL MEDIA

Social media platforms play a central role in our dissemination strategy, serving as powerful tools to amplify the message of EWoWS and engage with our target audience:

Reaching Diverse Audiences: Social media platforms have expansive user bases spanning various demographics and interests, enabling us to connect with individuals from diverse backgrounds and geographical locations. By strategically targeting our messaging, we can effectively reach and engage with winter sports enthusiasts, sustainability advocates, and community members across Europe and beyond.

Fostering Community Engagement: Social media platforms provide a virtual space for fostering a sense of community among winter sports enthusiasts. Through interactive features such as comments, likes, and shares, followers can actively engage with our content, share their experiences, and connect with like-minded individuals. By facilitating meaningful interactions and conversations, we aim to build a strong and supportive community around EWoWS.

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SOCIAL MEDIA ENGAGEMENT: MAXIMIZING IMPACT FOR EWWS

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ROLE OF SOCIAL MEDIA

- **Promoting Sustainability:** Social media serves as a powerful platform for raising awareness about sustainability in winter sports and showcasing eco-friendly practices. Through visually compelling imagery, informative posts, and engaging videos, we educate our audience about the environmental impact of winter sports and inspire them to adopt sustainable behaviors. By leveraging the reach and influence of social media, we seek to drive positive change and promote environmental stewardship within the winter sports community.
- **Fostering Community Engagement:** Social media platforms offer various opportunities to encourage active participation in EWoWS events and initiatives. Through engaging content formats such as polls, quizzes, challenges, and user-generated content, we motivate followers to get involved, share their experiences, and contribute to the success of EWoWS. By fostering a sense of ownership and belonging, we empower our audience to become advocates for winter sports and sustainability.
- **Reaching Diverse Audiences:** Social media platforms have expansive user bases spanning various demographics and interests, enabling us to connect with individuals from diverse backgrounds and geographical locations. By strategically targeting our messaging, we can effectively reach and engage with winter sports enthusiasts, sustainability advocates, and community members across Europe and beyond.
- **Fostering Community Engagement:** Social media platforms provide a virtual space for fostering a sense of community among winter sports enthusiasts. Through interactive features such as comments, likes, and shares, followers can actively engage with our content, share their experiences, and connect with like-minded individuals. By facilitating meaningful interactions and conversations, we aim to build a strong and supportive community around EWoWS.

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SOCIAL MEDIA ENGAGEMENT: MAXIMIZING IMPACT FOR EWWS

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TAILORING CONTENT FOR DIFFERENT PLATFORMS

- **Facebook:** Facebook provides a versatile platform for sharing a variety of content, including **event updates, articles, videos, and live streams**. We utilize Facebook events to promote EWoWS activities, create discussion groups to facilitate conversations, and share informative posts on the project's page. By leveraging the reach and targeting capabilities of Facebook, we ensure that our content reaches a wide and relevant audience, sparking interest and fostering engagement.
- **Instagram:** As a visual-centric platform, Instagram is ideal for showcasing imagery and videos of winter sport activities, scenic landscapes, and sustainability initiatives. We utilize visually appealing posts, stories, reels, and IGTV videos to engage followers and convey our message. Through stunning visuals and compelling storytelling, we aim to inspire and captivate our audience, driving interest in participation in EWoWS events.
- **Twitter:** Twitter is suitable for sharing **timely updates, news, and short-form content**. We use tweets to announce event details, share relevant articles and resources, and engage in conversations with followers using trending hashtags related to winter sports and sustainability. By maintaining an active presence on Twitter and participating in relevant conversations, we amplify our reach and visibility, sparking interest and driving engagement among our audience.
- **TikTok:** With its short-form video format and youthful audience demographic, TikTok offers an opportunity to create engaging and entertaining content that resonates with younger audiences. We leverage TikTok to share behind-the-scenes footage, user-generated content, and challenges related to winter sports and sustainability. By embracing creativity and authenticity, we aim to capture the attention of Gen Z users and inspire them to participate in EWoWS events and initiatives.

Through **strategic social media engagement**, we strive to create a lasting impact and foster a vibrant community of winter sports enthusiasts committed to sustainability and environmental stewardship.

EMAIL MARKETING: ENGAGING AND INFORMING THE EWOWS COMMUNITY

Email marketing is a cornerstone of the dissemination strategy for the European Week of Winter Sport (EWoWS), offering a direct and personalized way to engage our audience and promote events and initiatives. Here's how we utilize email marketing effectively:

Utilizing Email Marketing to Reach and Engage the Audience

- **Building a Subscriber List:** We collect email addresses through event registrations, website sign-ups, social media campaigns, and partnerships. Offering content and incentives encourages individuals to join our mailing list.
- **Segmenting the Audience:** We segment our subscriber list based on demographics, interests, and past interactions to send targeted emails that resonate with specific audience groups.
- **Creating Compelling Email Campaigns:** Our email campaigns include newsletters, event announcements, sustainability tips, and participant spotlights. A consistent schedule and varied content keep subscribers interested.
- **Personalizing Communication:** We personalize emails with the recipient's name, tailored content, and event recommendations, enhancing the reader's connection to EWoWS.

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STRATEGIES TO ENSURE EMAIL CONTENT IS RELEVANT AND COMPELLING

- **Understanding Audience Preferences:** Through surveys and engagement analytics, we gather insights into what content our audience values most, informing our content strategy.
- **Crafting Engaging Subject Lines:** We create attention-grabbing, relevant, and concise subject lines, often incorporating personalization and urgency to entice readers to open the emails.
- **Delivering Valuable Content:** We ensure every email provides valuable information, whether through informative articles, exclusive event previews, sustainability tips, or engaging community.
- **Using Visuals and Multimedia:** We enhance our emails with images, infographics, and videos to break up text, illustrate key points, and showcase the excitement of EWoWS events.
- **Including Clear Calls to Action (CTAs):** Each email includes clear CTAs, guiding readers to register for events, visit the website, share content, or provide feedback, increasing engagement and participation.
- **Testing and Optimization:** We continuously test and optimize various email elements, using A/B testing and metrics like open rates and click-through rates to refine our approach and improve performance.



BUILDING AND SUSTAINING MEANINGFUL CONNECTIONS

- **Consistent Communication:** Regular updates via newsletters, social media, and community meetings keep everyone informed and engaged, building trust and involvement.
- **Feedback and Adaptation:** Seeking feedback through surveys and debriefings helps us understand community needs and preferences, fostering a sense of ownership and collaboration.
- **Volunteering Opportunities:** Offering various volunteer roles and recognizing efforts builds a loyal and motivated volunteer base integral to our projects.
- **Personal Connections:** Building relationships with key community leaders and residents through face-to-face interactions and personalized invitations strengthens outreach efforts.
- **Long-term Engagement Programs:** Programs like "Winter Sports Ambassadors" and "Sustainability Champions" ensure ongoing involvement and investment in the EWoWS mission year-round.

Effective community outreach is essential for EWoWS. By employing successful initiatives and building sustainable connections, we expand our reach and deepen engagement. Consistent communication, active feedback integration, diverse volunteer opportunities, and personal relationships foster a collaborative spirit. Long-term programs ensure ongoing impact. These strategies help EWoWS promote winter sports and sustainability, cultivating a vibrant, inclusive community.

COMMUNITY OUTREACH: EXPANDING REACH AND BUILDING CONNECTIONS

Community outreach is a vital aspect of the European Week of Winter Sport (EWoWS) strategy, allowing us to connect with local communities, promote winter sports, and foster sustainability. Here's how our successful community outreach initiatives expand our reach and build meaningful connections.

Successful Community Outreach Initiatives

- **Local Events and Workshops:** Hosting events such as winter sports clinics, sustainability workshops, and community fairs has proven effective in engaging local residents. These events provide hands-on experiences, allowing participants to try out winter sports and learn about sustainable practices firsthand. By making these events family-friendly and accessible, we attract a diverse audience.
- **School and University Partnerships:** Collaborating with educational institutions allows us to reach younger audiences and foster a culture of sustainability from an early age. We organize sports days, environmental awareness programs, and interactive sessions that highlight the importance of sustainability in winter sports. These partnerships often lead to long-term engagement and involvement from students and staff.
- **Collaboration with Local Authorities and Organizations:** Partnering with local governments, environmental groups, and sports clubs helps amplify our message and resources. Joint initiatives, such as community clean-up drives, tree planting events, and public lectures, leverage the strengths of each organization to create a broader impact.
- **Print and Media Campaigns:** Utilizing local newspapers, radio stations, and community bulletins effectively increases our visibility and reaches audiences less active online, ensuring broader community engagement.

CONCLUSIONS

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Effective dissemination and community outreach are pivotal to the success of the European Week of Winter Sport (EWoWS). By leveraging a mix of online and offline channels, we ensure our message of promoting winter sports and sustainability reaches diverse audiences. Social media platforms like Instagram, Facebook, and TikTok play a crucial role in engaging followers with dynamic and interactive content, while email marketing provides a direct, personalized communication channel that keeps our audience informed and involved.

Community outreach initiatives, including local events, school partnerships, and collaborations with local authorities, expand our reach and build meaningful connections. Consistent communication, active feedback integration, and offering diverse volunteer opportunities foster a collaborative and engaged community. Personal relationships and long-term engagement programs further strengthen these connections, ensuring sustained involvement in EWoWS initiatives.

Through a strategic approach to channel selection and resource allocation, we maximize our impact and effectiveness. By continuously monitoring and refining our dissemination strategies, we adapt to audience needs and preferences, enhancing our outreach efforts.

In summary, a comprehensive and integrated communication strategy combining both digital and traditional methods allows EWoWS to effectively promote winter sports and sustainability, creating a lasting impact on participants and communities. Ambassadors and organizers equipped with these tools and strategies can ensure the continued success and growth of EWoWS, fostering a vibrant, inclusive community dedicated to enjoying and preserving the excitement and beauty of winter sports.

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CHAPTER 5

FUNDRAISING TECHNIQUES & STRATEGIES

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TRADITIONAL

DONATIONS
SPONSORS
GRANTS

INNOVATIVE

SPORT
CROWDFUNDING

Fairplaid

Sportfunder



In light of fundraising techniques and methods, it is dragging the attention for certain aspects:

CSR And Corporate Sponsorship

1. **Local businesses:** getting in touch with local operators within the winter seasons such as Ski resorts, winter sport schools, etc.,
2. **National brands:** many brands offer a great support with sports sector such as GoPro, Redbull, underarmour, etc,. And as a taxation service they offer money under the label of Corporate Sector Relationship (CSR) which deduct some of their taxes for the cause of supporting local communities or activities for awareness.

Crowdfunding and online campaigning

1. Fix up the campaign to highlight the unique aspects of your winter sport event and the specific impact donations will have (e.g., providing equipment, helping underprivileged athletes, supporting venue costs).
2. **Engagement focus:** Keep donors updated with content on social media and emails. Behind-the-scenes videos, athlete spotlights, or sneak peeks of the event can help build excitement and encourage more contributions.

Grant applications in the field of sport

1. **Winter sport grants:** Many national and international tools such as E+, Ofaj, BMZ focuses on funding and granting organizations organizing winter sports events especially if it regards the social involvement, environmental sustainability, broad inclusion and community engagement.
2. **Foundations:** many sport/non sport foundations support the cause of active lifestyle which can donate or finance activities especially if it regards environmental reservation for ski resorts, etc.,

Specific winter sport event strategies:

Ice skating, hockey:

1. **Community engagement:** ice hockey or skating can offer charitable events of performing a show or doing a friendly match to dedicate the amount collected from tickets to a social cause.
2. Beverage brands that support winter sports such as coca cola and bauer hockey. They can also contribute to CSR and support the execution of events.

1) Seasonality

Winter sports events are often time-sensitive, so it's important to kick off fundraising early in the season when interest in winter sports is at its peak.

2) Weather coincidences:

Have risk plans for weather-related cancellations. Some sponsors or donors may be hesitant to commit if the event might be impacted by unforeseen weather conditions.

3) Target Audience:

Know your audience. Winter sports tend to attract people with a passion for outdoor activities and adventure, so your messaging and sponsorships should reflect the lifestyle and values of this community.

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CHAPTER 6

SPONSORSHIP ACQUISITION & MANAGEMENT



The Chapter 6 of the tool-kit for the European Week of Winter Sport (EWWS) project focuses on '**Sponsorship Acquisition and Management**' -where the main goal is to present effective strategies that give municipalities, sports clubs, and federations the capacity to manage sponsors within the organizations of winter sports events during the European Week of Sport.

The importance of sponsorship acquisition and effective management are wide-ranging and extensive, may it be at the grassroot levels or the very top levels of sport competitions. Particularly, when it comes to winter sports, which frequently require significant financial resources to pay for costs like staff, equipment, marketing, and venue rental. Obtaining sponsorships is a vital source of funding that enables organizations to host top-quality events, attract athletes, connect with a larger audience, and raise visibility and recognition.

For municipalities, sports clubs, and federations, sponsorship provides community engagement and economic development. Organizations are able to promote active lifestyles, athletic excellence and also contribute to the local economies through sports goods, hospitality and related industries.

This is ideally aligned with the intended objective of creating an annual European Week of Winter Sport, enabling committed organizations to collaborate on events and projects. By attracting and managing sponsors for winter sports activities during this week-long event, organizations support the overall objective of promoting physical fitness and sport across Europe.

What is Sponsorship in Sports?

Sponsorship is defined as the acquisition of rights resulting from an affiliation or association with a team, municipality, federation or sport event in exchange for monetary compensation in goods and/or services, with the intention of profiting financially, strategically, or in terms of reputation from indicated affiliation or association.

Sponsorship acquisition is an effective method of raising funds to support a sport event. When it comes to planning annual winter sports events, sponsorship acquisition supports the committed municipalities, sports clubs, and federations since it is a mutually beneficial partnership in which both sides work towards achieving their objectives. Sponsorship offers the necessary resources for event planners to run successful sporting events. On the other hand, for the sponsors, they gain access to these events to engage with event's audience and increase visibility for their brand.

1) Financial Sponsorship

Most common type of sponsorship. Sponsors provide financial support to an event organizers for all its expenses. Sponsors in-return get to promote their brand and engage with audience.

2) In-Kind Sponsorship

Instead of financial support, sponsor provides services or goods free of cost. Just like in Financial Sponsorship, the sponsor here gets brand exposure through their contributions.

3) Media Sponsorship

Involves promotion of another's activity through collaboration with media outlets. Media sponsors benefit through increased engagement and brand promotion among the event's audience.

4) Promotional Partners Sponsorship

Similar to Media Sponsorship, Promotional Partners provide support through their own marketing channels to promote event. In-return, these sponsors get to reach a greater audience with the event's brand.

RECOGNIZING POTENTIAL SPONSORS

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Conducting a thorough market assessment is necessary in order to identify potential sponsors who share the same objectives and can offer their support for the activities arranged by the committed organizations like federations, sports clubs, and municipalities during the European Week of Winter Sport. Following are a collection of innovative strategies to recognize potential sponsors and effectively pitch them:

1) Know your audience

- It is important to define a clear vision of the annual event of European Week of Winter Sport, who are the target audience, and what is the overall goal to achieve.
- Consider the target audience and their different demographics through analytics data collection and feedback forms from other winter sport events.
- Take into consideration the Key Performance Indicators (KPIs) related to the outcomes of attending the event of European Week of Winter Sport.

2) Make a list of potential sponsors

- Start with utilizing an organization's own network and contacts, along with analyzing the competitors and sponsors of similar winter sport events. SWOT analysis can be a useful tool for this to identify potential sponsors based on interests, values and unique marketing strategies.
- It is useful to also research on background information of a potential sponsor. Assess, sponsorship deals of similar sport events, strategies of competitors and the success of these partnerships.
- Research on current sponsorship trends, especially in winter sports.

3) Brand alignment with potential sponsors

- Research on needs, goals, and challenges of the potential sponsors listed for value matching and if they are a natural fit for winter sport events.
- Research on their target market, services offered, and strategy in previous and current sponsorships.
- Review on how the deal with a potential sponsor can bring benefits for the annual event of European week of winter sports, and also how the sponsor benefits from the same.

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CASE STUDY

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Local Sponsorship Example: The Val Gardena Winter Sports Festival:

The Val Gardena Winter Sports Festival is an annual event that attracts winter sports enthusiasts from across Italy. The festival features ski, snowboard, and ice-skating competitions, as well as seminars and workshops on mountain safety.

Local Sponsor: Dolomiti Adventures, a regional retailer specializing in winter sports gear and apparel.

Partnership Details: Dolomiti Adventures partnered with the festival organizers to become the official equipment supplier for the event. In return, the festival featured Dolomiti Adventures' logo prominently in all event materials, including posters, entry tickets, and participant bibs. Additionally, Dolomiti Adventures set up a booth at the festival where they showcased and sold their latest gear.

Outcome: The partnership allowed Dolomiti Adventures to directly engage with their target audience, providing them with the opportunity to demonstrate their products' quality and utility in real-time winter sports settings. This interaction not only boosted sales during the event but also increased the brand's visibility and reputation within the local community. On the other side, the festival benefited from the high-quality equipment provided by Dolomiti Adventures, enhancing the participants' experience and overall safety, which in turn attracted more attendees.

Impact: This local sponsorship example demonstrates the mutual benefits of such partnerships. The festival gained credibility and added value through association with a trusted local brand, while Dolomiti Adventures leveraged the event to enhance its market presence and connect with potential customers in a meaningful way.

Drafting an attractive sponsorship proposal is essential to obtaining the support of potential sponsors and increasing the European Week of Winter Sports' visibility and recognition.

A well-written proposal makes the event appear like an enormous occasion and makes the sponsor's requirements and benefits extremely clear. Here's a detailed guide on what elements should be included to customize the sponsorship proposals to different partners:

1) Executive Summary

- A Sponsorship packet should always start with a brief Executive Summary, describing the event, its significance and goals.
- Include key details about the event, the type of sponsorship to seek and the main benefits of the sponsor.
- The Executive Summary should be written with a customized note, which engages the reader to directly have a conversation with the seeker without having to read the entire report.

2) Sponsorship Opportunities

- Outline the total budget and the services required from the potential sponsor.
- Create different "levels" of sponsorship packages customized to align with the sponsor's marketing goals. Explain the contributions for each level and the benefits the sponsor receives, like in the example below:

3) Offer a 'Call to Action'

- Clearly state the next steps for a sponsor if they are interested. It can be a form to fill-out and send to you or it can be contact information to have a meeting regarding the sponsorship deal.
- Keep it simple and precise with stated deadlines to ensure efficiency.

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Sponsorship Level	Contribution	Benefits
Gold	€10.000	Premium branding, exclusive media access, VIP passes for the event
Silver	€5000	Sponsor sign and logo, media coverage, access to VIP area, event tickets
Bronze	€2000	Logo on event materials. social media privilege, event tickets

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CHAPTER 7

VIDEO CONTENT CREATION

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Creating impactful video content is essential in today's digital landscape, especially for promoting winter sports events.

This chapter provides comprehensive guidelines and best practices to help you craft compelling videos that captivate your audience and convey your message effectively. From scripting and filming to editing and distribution, each stage of the video production process is crucial in ensuring your content stands out. Scripting involves developing a strong narrative that resonates with viewers, while filming focuses on capturing high-quality, visually stunning footage that highlights the unique aspects of your events or resort. Editing ties everything together, transforming raw footage into a cohesive and engaging story. Effective distribution ensures your video reaches the right audience through the appropriate channels, maximizing its impact.

Video content is an exceptionally powerful tool in conveying messages and engaging audiences due to its ability to combine visuals, sound, and storytelling in a dynamic format. It can evoke emotions, provide valuable information, and create memorable experiences for viewers. Furthermore, video contests present a fantastic opportunity to gain recognition and enhance your brand's visibility. By adhering to best practices and creating high-quality content, you increase your chances of winning awards and attracting a wider audience. This chapter will guide you through the essential steps and strategies to create impactful videos, harness the power of video content, and succeed in video contests, ultimately driving greater engagement and success for your winter sports events.



THE POWER OF VIDEO TO CONVEY MESSAGES AND ENGAGE AUDIENCES

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Visual Impact

The visual component of video is particularly effective in capturing attention and evoking emotions. High-quality footage of snowy landscapes, thrilling ski runs, and cozy resort amenities can transport viewers into the world of winter sports, sparking their interest and excitement. Visual storytelling can showcase the unique features of your event, such as breathtaking mountain views, state-of-the-art facilities, or exhilarating activities. These visuals not only grab attention but also make the experience more relatable and desirable.

Emotional Engagement

Video has a unique ability to evoke emotions, which is crucial for creating memorable experiences. By combining compelling visuals with music and sound effects, videos can stir feelings of excitement, joy, or nostalgia. For instance, an inspiring soundtrack paired with slow-motion shots of snowboarders performing tricks can create a sense of awe and exhilaration. Emotional engagement fosters a deeper connection with the audience, making them more likely to remember your brand and take action.

Storytelling

At the heart of impactful video content is storytelling. A well-crafted narrative can communicate your brand's values, mission, and unique selling points in a way that resonates with viewers. Stories of athletes overcoming challenges, families enjoying their first ski trip, or behind-the-scenes preparations for a major event add a human element to your videos. These narratives make your content more relatable and engaging, encouraging viewers to connect with your brand on a personal level.

Informational Value

Videos are an excellent way to convey information quickly and effectively. They can demonstrate how to use new equipment, provide a tour of the resort, or explain the schedule of events. By breaking down complex information into easily digestible segments, videos ensure that viewers understand and retain the message. This is particularly useful for instructional content, such as safety guidelines or tips for beginners, enhancing the overall experience for your audience.

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5 VIDEO TUTORIALS ON CREATING VIDEO CONTENT



EWWS - European Week of Winter Sport Video Tutorials

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Creating Impactful Winter Sports Videos

Filming in Winter Conditions

Editing Your Winter Sports Footage

Optimizing Video Content for Social Media

Participating in Video Contests



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Shareability

One of the greatest advantages of video content is its shareability. Engaging videos are more likely to be shared on social media platforms, extending your reach beyond your immediate audience. This viral potential can significantly amplify your marketing efforts, bringing more attention to your winter sports events or resort. Encouraging viewers to share their experiences and tag your brand creates a sense of community and fosters user-generated content, further boosting your visibility.

Measurable Impact

The impact of video content is easily measurable through various analytics tools. Metrics such as views, shares, comments, and conversion rates provide valuable insights into how well your videos are performing. This data allows you to refine your strategies, focusing on what works best for your audience. By continuously improving your video content based on these insights, you can achieve greater engagement and better results over time.

GUIDELINES AND BEST PRACTICES FOR SCRIPTING

Importance of a Strong Script

A strong script is the backbone of any impactful video. It provides structure and coherence, guiding the viewer through a journey that resonates emotionally and intellectually. In the context of winter sports events and resorts, a compelling plan can transform a simple promotional video into an engaging story that captures the thrill, beauty, and unique experiences your brand offers. A well-crafted narrative not only keeps viewers hooked but also helps convey your key messages more effectively, leaving a lasting impression.

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Numerous studies and case examples highlight the effectiveness of video content in marketing

Red Bull's Stratos project, where Felix Baumgartner leaped from the stratosphere, stands as a monumental achievement in video marketing. The campaign was a testament to Red Bull's commitment to pushing the boundaries of what's possible, both in terms of human capability and marketing innovation. The live stream of Baumgartner's jump drew an astounding audience of over 9.5 million viewers on YouTube. This unprecedented live viewership was just the beginning. Following the live event, the videos documenting the jump continued to attract millions of views, significantly boosting Red Bull's brand visibility and engagement across multiple platforms.

The impact of the Stratos campaign was profound. It demonstrated the immense power of high-stakes, visually compelling content in capturing and maintaining audience attention. By showcasing a daring and extraordinary feat, Red Bull not only captivated viewers but also reinforced its brand identity as a pioneer in extreme sports and adventure. This campaign remains a quintessential example of how powerful, well-executed video content can drive significant audience engagement and brand awareness.

Tips for Writing Engaging Scripts

Identifying Your Target Audience

- Research and Understand: Conduct thorough research to understand who your audience is. Consider demographics such as age, gender, interests, and location. For winter sports, your audience might include adventure seekers, families, or sports enthusiasts.
- Tailor Your Message: Once you have a clear picture of your audience, tailor your script and tone of voice to address their interests and needs. For example, highlight family-friendly amenities for parents or showcase extreme sports for thrill-seekers.

Crafting a Compelling Story Arc

- Introduction: Start with a hook to grab attention. This could be an awe-inspiring aerial shot of snowy mountains or an exciting snippet of a snowboarding trick. Introduce the setting and main characters briefly.
- Conflict/Challenge: Present a challenge or conflict to build tension and engage viewers emotionally. This could be an athlete preparing for a competition or a family navigating their first ski trip.
- Resolution: Show how the challenge is overcome, leading to a satisfying resolution. This might include triumphant moments, beautiful resort experiences, or the joy of mastering a new skill.
- Conclusion: Wrap up the story by reinforcing your key message and including a call to action, such as visiting the resort or attending the event.

Incorporating Key Messages and Calls to Action

- Highlight Unique Selling Points: Throughout the script, weave in key messages that highlight what sets your event or resort apart. This could be state-of-the-art facilities, breathtaking landscapes, or exceptional customer service.
- Be Clear and Concise: Keep your script clear and to the point. Avoid unnecessary jargon and ensure your key messages are easy to understand.
- Include a Call to Action (CTA): Every video should have a clear CTA, guiding viewers on what to do next. Whether it's visiting your website, booking a trip, or following your social media channels, make sure the CTA is compelling and easy to follow.

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Examples of successful video scripts in winter sports

The champion's journey

Introduction

An athlete trains hard for an upcoming snowboarding competition.

Conflict / Challenge

The athlete faces setbacks, including a fall during practice.

Resolution

Through perseverance and support from the team, the athlete makes a remarkable comeback.

Conclusion

The athlete stands victorious on the podium, with a CTA:
"Join us for the next thrilling event at [Event Name]. Get your tickets now!"

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CELEBRATE

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CHAPTER 8

ADDITIONAL TOPICS AND TRENDS

MAJOR RELATED TOPICS



Environmental impact on winter sports



Sustainable events' practices



Promotion and publicity of winter sport



Winter sport tourism



Local and micro economy adjustment in winter sport



Community values and social inclusion in sustainable winter sport



Partnerships and collaboration for sustainability

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INCLUSIVITY AND DIVERSITY: A MATTER OF SOCIAL SUSTAINABILITY

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By taking in every aspect of inclusivity such as gender and cultural diversity, people with and without disabilities and of different ethnicities.

Focusing on inclusion within the sports sector to increase the equity of involvement and the active participation of marginalised groups.

Social Sustainability is a highlight within many fields including sport which is considered a powerful tool to foster diversity and inclusivity, including seasonal sports.

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