



Great Family Skate Day

February 20th, 2012

Dust off those skates in the garage and join your kids at the local rink for a party you will not want to miss on Family Day 2012. Participating Skate Canada – Saskatchewan member skating clubs plan to show your communities that skating is a lifelong family activity everyone can enjoy!

For clubs looking to grow in the coming year this is a perfect opportunity to promote skating programs in your community and attract new members. Skate Canada - Saskatchewan's goal is to register every club in the province to host a Great Family Skate Day. Become involved in this tradition and help the section promote skating in the province. Wouldn't be great to have every club in Saskatchewan on the ice on February 20th, 2012?

Four (4) \$250 cash prizes, presented at the Skate Canada – Saskatchewan AGM, **to a club** in each category based on club size (A1 – 49, B 50 - 99, C 100 – 149 D over 150) that displays the most dedication and effort in getting the community involved. Clubs will be judged on the following areas:

- Creativity
- Community Involvement
- Promotion of your skating club, Skate Canada – Saskatchewan
- Recognition of presenting and local sponsors

Your club must be registered for the 2012 Great Family Day Skate to be eligible for the cash prize.

Getting Started:

1. Select a date that is on or as close to February 21st as possible and secure ice for your club. February 20th was chosen as it is Family Day in Saskatchewan; if this date is not possible for you an alternate is acceptable. Remember to register your date with Skate Canada – Saskatchewan.
2. Register with Skate Canada - Saskatchewan so results can be tracked throughout the province. Skate Canada - Saskatchewan will provide a promotion kit for all participating clubs. This would be considered as one (1) of your "Bring a Friend" promotions allowed through the BFL Canada Insurance Program through Skate Canada. All participants (registered & non-registered Skate Canada members) would be covered through the Skate Canada insurance program. It is the club's responsibility to maintain an attendance list.
3. Create a plan that is as simple or ambitious as your volunteers can manage. Here are some ideas for you:
 - Pick a theme such as Valentine's Day, Canada Winter Games, Hawaiian Vacation, etc. that will make the day fun and memorable.
 - Promote the event at your local schools, through your members, and through other family organizations that would be interested in a family skate day. Decide whether this will be

a free promotional event or a silver collection to cover expenses. Perhaps sponsors or participating families could provide refreshments.

- Consider both open skating time as well as planned activities. For example, if your theme is the Olympics you could have some fun relays and hand out “chocolate gold medals” for every competitor, parents included! Older skaters could assist in the planning and delivery of these activities. In a small community perhaps the local high school would have teens interested in helping out.
- Schedule exhibition skates for STARSkate or CompetitiveSkate athletes to promote figure skating.
- Offer CanSkate or CanPowerSkate demonstrations with the help of coaches to promote your programs and encourage future registrations.
- Set up a display to promote the various Skate Canada programs offered through your club and the coaches who teach in your community. You could also promote the achievements of local figure skaters. Have coaches on hand after the skating to answer questions for people interested in joining your club.
- Hold a potluck supper for families or a hot dog BBQ in conjunction with the skating. For a simpler plan serve cookies or donuts and hot chocolate
- For smaller clubs consider hosting a neighbouring small club and hold a friendly challenge day that can be reciprocated in the other community the following year.
- Rural clubs could possibly end with a hay ride for everyone and finish with a wiener roast. Or tag this event onto another event in your community to expand your audience and profile ... for example, hold it prior to a hockey tournament or as part of a community winter festival.
- Hold a raffle or silent auction to raise money for the club. Sell advance tickets for your upcoming carnival or ice show.
- Take photos of your members and their families and post on your club bulletin board, on your website
- Invite celebrities to participate and attract more participation such as the local mayor, hockey star, school principal, media representative, etc.
- Promote your event in the local media beforehand to promote participation and have the media cover your event for post event coverage to raise the profile of your club in the community.

4. Provide a follow-up report to Skate Canada - Saskatchewan sharing your success and learnings, reporting your participation numbers and providing some photos for the provincial web site. This is valuable information for our sponsor as well.

Please note hosting this event can qualify for Membership Drive under the MAP Grant program.

Quotes from 2010/2011 Participating Clubs:

Warman / Osler:

We believe that the SaskEnergy Great Family Skate helped us attract potential members to the club. We are hopeful that our enrolment will increase next season. The local schools expressed interest in lessons as well we received a number of comments and input regarding new programs for our club. We are currently evaluating these suggestions for future season planning.

Spiritwood:

The Spiritwood SC decided to have a “skate-a-thon” and to donate 50% of the pledge money received to the New Arena project. We raised \$2310 - \$1155 will be donated to our New Arena. Reverend Francis Agbezuge of the Sacred Heart Parish in Spiritwood raised \$610 – he has never been on skates before but skated 3 laps.

Hague:

Hague SC is only a small club – with 15 skaters registered. Every parent of those 15 skaters got involved in the planning and delivery of the event and it really made us work as a team. We worked with other local groups to really make Family Day in Hague a day to remember – and it was!



SaskEnergy

Great Family Skate Day

Club Registration Form

Club: _____ Club #: _____

Contact Person: _____ Phone#: _____

Email: _____

Sanction for Great Family Skate Day

Date: _____ Location: _____

Anticipated # of Participants: _____

Skate Canada – Saskatchewan will forward this information to Skate Canada for insurance purposes. Please have participants sign in upon their arrival.

Publicity / Media:

Local TV Cable TV National TV Radio

Other _____

Name of Program and Network: _____

Sponsored by: _____

Details/Description: _____

Signature of Club Official

Position

Registration Deadline: January 15th, 2012

Return to: Skate Canada – Saskatchewan
2205 Victoria Ave., Regina, SK S4P 0S4

Fax: (306) 780-9242

Please note hosting this event can qualify for Membership Drive under the MAP Grant program.



Great Family Skate Day Registration Form

February 20th, 2012

(Location)
(Time)

Application Deadline: (date)

Sample

PLEASE PRINT!

Family Name: _____ # of Participants _____

Address: _____
(Box/Street) (Town/City) (Postal code)

Phone: _____ Fax: _____

E-Mail: _____

Waiver

_____ and the parent/guardian (if the participant is under 18 years of age) jointly and severally covenant and agree that the participant participates at his/her own risk and indemnify and save harmless Skate Canada - Saskatchewan and the (town / city) of (location), from all loss or damage which may be sustained by reason of injury to the participant or other participants however arising on or off the ice from any liability, loss, damage, or expense in connection with loss of property which may arise or be incurred while or as a result of the participant attending this clinic.

Signature of participant

Signature of Parent/Guardian)

Please return completed applications to:

(Club)
(Mailing Address)



SaskEnergy

Great Family Skate Day

Follow Up Report

Please complete and return by March 1st, 2012.

Club: _____ Club #: _____

Number of Participants _____ Date: _____

Did the Great Family Skate help attract new members? Yes No

How did you promote the Great Family Skate in your club and community? Please attach photos and articles from your local paper if possible.

Would you participate again? If no, please explain.

What would you change for next year?

Additional Comments:

***Thank you for participating in Skate Canada – Saskatchewan Great Family Skate Day.
Your feedback is greatly appreciated.***

Return to: Skate Canada – Saskatchewan
2205 Victoria Ave, Regina, SK, S4P 0S4

Fax (306) 780-9242