



**SPEED  
SKATING  
BC**

Hosting Guide:

# **Speed Week 2022**

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September 2022

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# Speed Week Hosting Guide

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## Introduction

**Speed Week** is an annual event to develop an awareness of the sport of speed skating and the clubs that offer it. It is designed to help clubs across BC to recruit new members and develop partnerships within local communities.

Using a format similar to the NHL Skills Competition – Fastest Skater, for a small donation to KidSport any individual is given the chance to race the clock in a single lap around the rink using their own hockey or figure skates. A landing page of the Speed Skating BC website will include the top results and racers can compare their times against times from across BC. There will be some age group and gender divisions.

While it is possible for any club to do this at any time, by asking all clubs to do this during the same week of the year provides everyone with the opportunity for greater exposure for every Speed Week event. Significant awareness will be raised through Speed Skating BC and club promotion and marketing channels.

## Schedule

Speed Week will run from October 7-16, 2022. Clubs can use their discretion and either dedicate some or all of their existing practice time space to Speed Week races or to seek additional ice time to accommodate the races. Utilizing several activation sessions throughout the week may allow for a better variety of participants as well as allowing skaters to book a second time slot to try to improve on an earlier race result.

Run of show example and checklist found in [Appendix A](#)

## Format

All racing will take place on the 100 metre track.

### Individual Race

A skater is timed over a single lap of the rink. To maximize time (and funds raised), individual skaters may be paired team pursuit style at opposite sides of the rink if they

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are well matched in terms of anticipated race time results. Skaters may wish to compete multiple times with their fastest time being used for their overall ranking.

## Equipment

All skaters will race on short blade skates (hockey/figure skates). All skaters must wear a speed skating or CSA approved helmet as well as either ski, hockey, or speed skating gloves. Appropriate levels of padding must be in place for all races. Clubs are encouraged to work with their local rink to ensure skate and helmet rentals are available for community participants. Clubs should also make sure there are enough gloves available for participants who are unlikely to have them.

All racing will occur in a counterclockwise direction. Individual Race participants are able to race with their hockey stick in hand if they desire.

## Marketing & Promotion

We have been fortunate to have Black Press once again step forward to support Speed Week. Black Press owns approximately 170 publications across Western Canada and the US and many of those are located in communities that also host our clubs. In addition to their print media, Black Press has a large digital footprint with their online channels generating over 3 million unique users this past year and over 900,000 subscribers to their various online platforms. They will assist in promoting Speed Week throughout BC and will put their entire array of tools to work to market Speed Week. In 2019 Black Press introduced local partners to community clubs resulting in an increase of local speed skating stories.

Black Press is contributing the following promotional features for each participating club:

- Speed Week advertising and or features in area papers
- Speed Week promotion through Black Press digital media platforms in local newspaper
- Prizing for provincial winners in Individual and Team Challenge categories

KidSport joins Speed Week in 2022. KidSport is a BC-based national organization with 40 community chapters in BC and has raised more than \$17 million in grants to over

70,400 kids since 1993. KidSport volunteers will be working with clubs to provide support at the Speed Week event activation.

KidSport is contributing the following promotional features for each participating club:

- Community liaison to build community relationship with club
- Volunteers to assist with Speed Week activation
- Promotion of Speed Week through marketing channels

We encourage clubs to develop “Feature Races”. These might be challenges that would be of particular interest to the media or broader community. Examples could be the Mayor of your city challenging the Mayor of a neighbouring community to a 1-1 race with Mayors and Councilors competing against each other. Police vs Fire is another natural rivalry within a community.

## Registration

Each club will set up their Speed Week as a Try Speed Skating event in IceReg.

### [Instructions to set up your event](#)

- Complete your event set up in IceReg by September 30. The sign up links will be set to the SSBC Speed Week landing page.
- Name your Try Speed Skating event “Speed Week-*Club City*”
- Event registration in IceReg is \$0 (donations are made on site to KidSport)
- Registration through IceReg is required before racing to ensure insurance coverage

### Registration Fees

- Individual Race - By donation (\$5 suggestion to KidSport)
- Team Challenge \$400 per team option (to KidSport)

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## Results

Results will be posted on the Speed Week website. All participating clubs must record times and submit to [info@speedskatingbc.ca](mailto:info@speedskatingbc.ca) as soon as possible in order for rankings to be updated in time for racing the next day.

Individual Race categories are determined by gender and age groupings at time of the activation:

- 3 to 5 years old (mixed gender)
- 6 to 9 years old (mixed gender)
- 10 to 12 years old (mixed gender)
- 13 to 16 years old (separate male and female divisions)
- 17 to 30 years old (separate male and female divisions)
- 31 to 50 years old (separate male and female divisions)
- 51+ years old (separate male and female divisions)

Overall results will show the fastest Individual Racers in the above divisions as well as the rankings of teams participating in the Team Challenge Races.

## Volunteers

Volunteers will be needed to fill the following positions:

- **Registration:** 1-3 volunteers to check in participants and ensure they are correctly registered
- **Race Steward:** 1-2 volunteers to organize who is racing next so that skaters are ready to take the ice as soon as the previous race finishes
- **Track Steward:** 2 volunteers to make sure the ice remains safe and the track is correct for each race

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- **Starter:** 1 volunteer (Level 1 recommended)
  - **Timers:** 2 volunteers (Level 1 recommended)
  - **Recorders:** 1 volunteer to record times of all races and input scores into SSBC Speed Week database
  - **Announcer/DJ:** 1-2 volunteers who can help to create a fun atmosphere for racers

## Hosting Equipment

- **Registration:** greeter, table(s), chairs, registration instructions, tablet/laptop with internet connection, directional signage, skate shop with rentals, etc.
- **On Ice:** rental skates, rental helmets, gloves, crash pads, starter horn/whistle/gun, track markers, stopwatches, microphone, PA system, etc.
- **Results:** laptop with internet connection

## Where to find local participants for races?

The list seems almost endless but some suggestions would be...

- Friends and Family
- Club Alumni
- Local figure skating and hockey clubs
- Adult hockey leagues
- RCMP and city police
- Government departments
- Fire departments
- Restaurants/tourism/hospitality
- Real estate/development/construction companies
- Retail stores
- Media

- Financial (banking, insurance, investments)
- Schools
- Health/Medical/Dental
- Transportation companies

## Marketing and Communications

Marketing Speed Week is an opportunity to highlight the local speed skating club, develop community challenges, and build Speed Week challenge awareness.

The principal site dedicated to Speed Week is [www.speedskatingbc.ca/speedweek](http://www.speedskatingbc.ca/speedweek) for promotion, results, and hosting information related to Speed Week. All marketing and communications materials will include the Speed Skating BC logo, Speed Week logo, the title sponsor, and the name 'Speed Week.'

A Speed Skating BC sample promotional poster will be provided to ensure consistent messaging delivery. Clubs may add additional information and local content.

### **Club Public Relations Opportunities:**

- Club name on Speed Skating BC Speed Week website, newsletters, and social media
- Club website
- Club social media
- Local newspapers press release
- Radio station and local TV channels
- Include a local media personalities
- Poster displays
- Onsite promotional booth during events
- Shopping centre displays and promotions
- Advertising in local sport stores
- Media conferences and releases
- School programs



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## Local Sponsorship

Searching for teams for the Challenge Races will put your club in contact with individuals across various industries in your communities. While not every organization or company may enter a team, there may be other ways to engage them with the event and your club.

- Straight cash donation to KidSport
- Donation of product or services for a silent auction
- Sponsoring a Feature Race
- Providing prizes for fastest local skaters in identified categories

## Summary

Re-starting a new event post-Covid on a provincial wide basis is challenging. With the promotional assistance of Black Press and KidSport, and the contributions of local service clubs towards securing teams for the Team Challenge racing, we have established great partnerships on which to build Speed Week.

The most important contributions will come from the clubs themselves. Having detailed plans for communicating with participants in advance of the event, providing all of the information that they need. Once on site, a quick, efficient and friendly check in process helps. And finally, creating a fun event while the participants are at your site.

## Appendix A - Run of Show Timeline / Checklist

Now		
		Registration
7 Days Prior		
		Contact Registrants via reminder email
		w/ location, time, racing format, check-in process (package info)
		Release race schedule
5 Days Prior		
		Send reminder email to participants
		Send reminder email to volunteers
Day of event		
	2 Hours Prior	
		Set up tables, chairs, benches
		Layout registration material
		Set up sound system
		On ice equipment on standby
		Set up safety padding
		Volunteers arrive
		Secure wifi to tablet/laptop
		Load online results database
		Set up directional signage to team rooms/washrooms/skate shop

		Post schedule/results information area
	1 Hour Prior	
		Open skate shop for free rentals
		Welcome participants and guests
		Play music
		Verify registration
		Set up club information table
		Sponsor table / community tables
		Ready clerk of course/officials
		Take photos of event for promotion/social follow up and next year
	Briefing	
		Show them the heat box area and tell them they must report 10 minutes before their race
		Show them a map of the ice surface and where their start line(s) will be
		Go over the starter's commands
		Review any rules of racing
		Tell them how to slide into the mats safely
		Tell them where to go once their race is over
	Event Time	
		Volunteers take positions
		DJ / announcer / music
		Racing
		Report to the heat box area 10 minutes prior to race time
		Collect skate guards and any other personal items in

		baskets
		Introductions of the skaters and their affiliations (if a team challenge team)
		Consider ways to increase the fun for the racers/spectators Spotlights during introductions Music in between races and while races are happening Giveaways to spectators/racers Starters dressed in costumes Race in costumes?
		Walk them to where they can collect their personal items
		Provide their results and where they can see all results posted
		If they still have a final to race, provide them with the time
		Provide skaters with any goody bag items (coupon to learn to speed skate session?)
	Finish of Event	
		Acknowledgement of sponsors and guests
		Acknowledgement of funds raised
		Results and fastest times
		Announce/deliver prizing
		Direct participants to Speed Skating BC, KidSport, and Black Press websites
		Call to action to try speed skating
		Results are uploaded online to SSBC database by midnight
1-2 Days Following Event		

		Final results posted by SSBC and circulated to clubs and through social media
		Clubs notified of any winners and clubs notify winners
		Amount of money raised by each club reported to SSBC
1-2 Weeks Following Event		
		Try speed skating session email to participants
		Thank you emails to all participants from clubs indicating how much money was raised and where the funds will be used by that club
		Post photos on club websites of participants
		Total the amount of money raised provincially
		Make any donated prizes get to the winners
		When we choose dates for the 2023 Speed Week, email the information to past participants Provide past participants with the opportunity to secure their racing spot with the right of first refusal Invite

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## Appendix B – Information from Clubs to Participants

Once a club is notified by SSBC that there has been a registration for their site, Clubs should send a confirmation email to the registered person with the following information:

- Directions to the facility
- Map of the facility – where do they register on site?
- Contact information for on site organizer (in case of cancellation)
- Reminder to encourage donations
- Tell them what time to arrive by
- Tell them what to wear
- Cut Ask if they will need any equipment rental (skates/helmets/cut proof gloves)
- Encourage them to bring family and friends to cheer them on
- Tell them where they can track results from around the province
- Tell them about any local prizing/gifts that are available for teams that participate
- Tell them about ancillary activities that will be taking place such as a family skate or a speed skating demo or other speed week division races or ??
- Who do they contact if they have questions
- On site hospitality for participants – snacks & beverages?

We suggest that it would be easier to have all racers (individual or team) that are scheduled to race during a particular stretch of ice time, to all be required to attend a “briefing” 30 minutes before you take over the ice.