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# WORLD ICE SKATING DAY

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# Message from the President –Jaeyoul Kim

The International Skating Union (ISU) is thrilled to announce the first edition of World Ice Skating Day (WISD), to be held on December 4, 2022. I invite you to join us in celebrating the spirit and joy of our sport.

WISD aims to deliver memorable experiences on the ice for skating enthusiasts young and old, new and established. I especially look forward to the WISD introducing the sport to children and first-time skaters through a variety of fun activities. Hopefully, many will discover a love for skating and embrace the values of inclusiveness and diversity that the ISU aspires to.

This year's WISD will mark the beginning of a new journey for the ISU. The annual WISD, held on the first Sunday of December, will continue to engage fans and partners, raise the profile of ice rinks and skating clubs, make skating more accessible, and grow our sport.

I would like to thank everyone at ISU, our Members, and the many organizations in participating countries for their invaluable contributions to this project. And a special thanks goes out to our athletes for making ice skating such an extraordinary sport to watch.

I am thrilled by the opportunities the World Ice Skating Day will bring for the Ice-Skating community at large!

Join us in celebrating the spirit and joy of our sport. Together, we can go further!



# World Ice Skating Day

## **Translation of this document**

This document is currently only available in English. If no one from your team speaks enough English to go through this document and explain the contents to the rest of the team, another option is to use Google Translate, or another translation tool, either online or via an App.

An easy method is to use the camera of the Google Translate app and scroll through this document in the language of your choice.

## **World Ice Skating Day**

The World Ice Skating Day, presented by the International Skating Union, is one day global festival dedicated to Ice Skating. The first edition of the World Ice Skating Day will



be held on December 4, 2022, with simultaneous activities taking place all around the world. This celebration will be held every year on the first Sunday of December. The key objectives are to introduce Ice Skating to first time and beginner skaters and to create a memorable experience that celebrates the spirit of Ice Skating!

For more information on the World Ice Skating Day- please visit [www.worldiceskatingday.com](http://www.worldiceskatingday.com)

### **Mission**

With the World Ice Skating Day, we aim to celebrate the spirit of sport and create an annual global ice-skating festival. We want to popularize ice skating amongst children and young people and unite people from different communities around the world. This will be a powerful tool to develop ice skating and to pave a path for diversity, inclusion, and fairness.



## Vision

The World Ice Skating Day should be synonymous with fun. We want to encourage people to try ice skating for the first time and raise the profile of ice rinks and skating clubs. We want to empower small ISU Members to increase the number of participants in ice skating, and to expand ice skating to countries not known for winter sports.

We want to engage children and youth across the world in ice skating, enabling them to participate in and enjoy sport in a digital era.

## Concept

- **International Day** – The World Ice Skating Day will be held the first Sunday of December every year. The first edition is on December 4, 2022.



- **Global Festival** – The WISD will be one day dedicated to every Skating lover be they a competitive skater, an amateur, retired or a first timer. It will be a fun Sunday out for the entire family with an environment of fun & festivities for all.
- **Focus** – Getting more kids and young people onto the Ice and developing the future of Ice Skating.
- **Development** – The World Ice Skating Day aligns with the goals of Olympic Agenda 2020+5 which focuses on – Development, Diversity and Inclusion as ISU facilitates accessibility to Ice Skating to everyone across the world thorough the WISD.





## **Benefits for Event organizers**

The following are the benefits for Event organizers hosting a WISD:

### **a. Development:**

WISD provides an opportunity to create something unique to attract young people and children to Ice skating

### **b. Global festival for the entire community:**

WISD will provide a perfect opportunity for local and global communities to come together as one big Skating family.

### **c. Future Investment:**

Creating an excellent and memorable environment



for the kids and young people will ensure that they come back to their local rinks and clubs to skate. In turn this will benefit these rinks, clubs and your national federations and ensure the sustainability of our sport.

**d. New Target Groups:**

The WISD will be a perfect platform to target a new audience since it is not a competitive event, but a fun occasion that will bring the entire community together, helping to open doors to new audiences and potential customers.

**e. New Partnerships:**

WISD is a great reason for you to approach a new partner or sponsor. It will open up new avenues for a long-term partnership.



## **Registration Prerequisites**

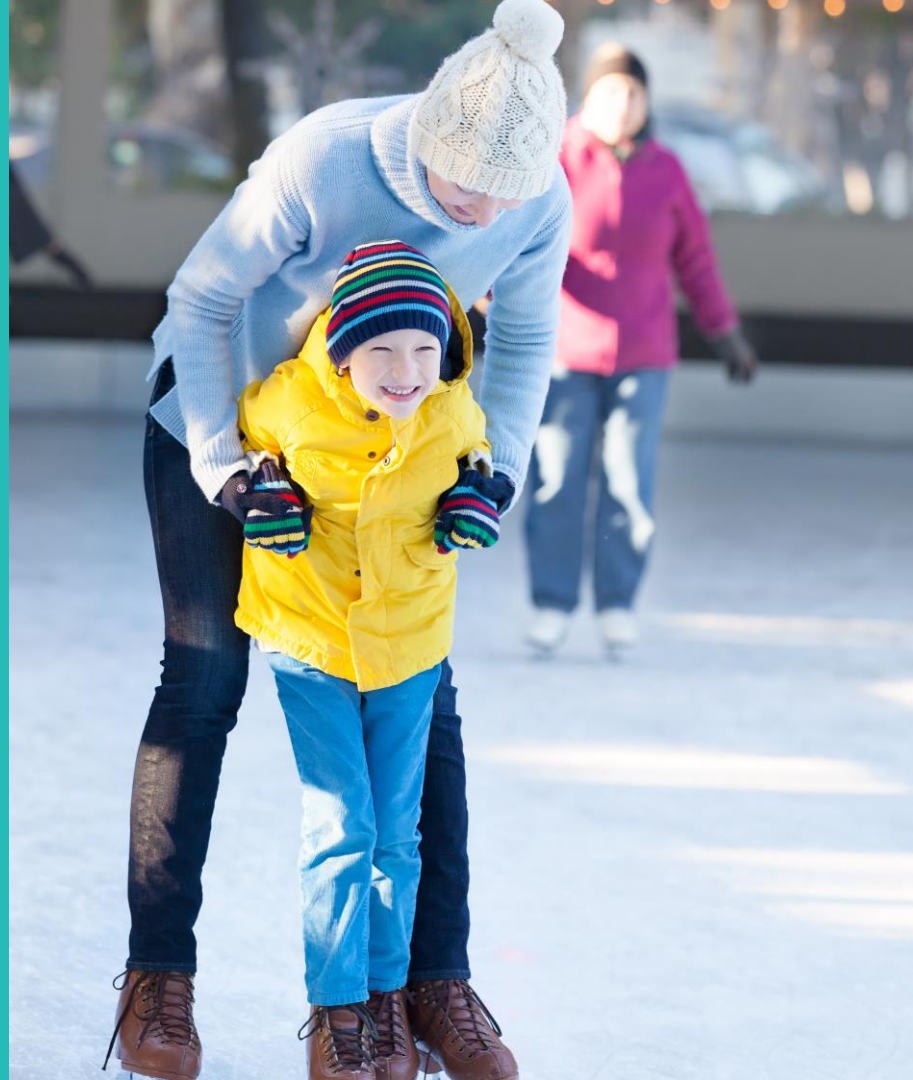
- a. If you are not a National Ice-Skating Federation / Association (ISU Member), it is important that you inform the ISU Member / National Federation in your country of your intention to host a World Ice Skating Day event.
- b. The earlier you inform the ISU Member / National Federation in your country of your intention to host a WISD event, the earlier you will receive the hosting rights.
- c. The Event Registration form on the World Ice Skating Day website [www.worldiceskatingday.com/organize-event#register\\_form](http://www.worldiceskatingday.com/organize-event#register_form) also contains a 'Draft letter' to be sent to the ISU Member / National Federation for their approval.



- d. You can find the details of the ISU Member (National Federation) in your country on the ISU website <https://www.isu.org/inside-isu/about/member-federations>

## **Registration**

- a. The World Ice Skating Day website is the only place where you can register your event.
- b. Once your registration is accepted by us, we will check and ensure if you have received the approval from your ISU Member (National Skating Federation).
- c. Once your registration has been accepted, you will receive a username and password and you will have access to the World Ice Skating Day Brandbook and the toolkit that you can use to produce and design your own event.





- d. The ISU will only accept registrations from organizations and/or groups that have a genuine interest in promoting Ice skating and sharing the mission and vision of the WISD. ISU will not accept registrations from groups and organizations that seek to promote something else other than WISD or tarnish the name and image of the ISU.
- e. The ISU will assume a global coordination role and will seek to inform registered event organizers about any possibilities for co-operation and coordination with other WISD event organizers in nearby venues or neighboring regions as far as reasonably possible.
- f. The ISU will inform the designated WISD contact within each ISU Member about each registration in their country.



## **Planning & Execution**

- a. Plan your WISD day on the ice at your own local ice rink or club.
- b. You can make use of the WISD Events Ideas Guide for inspiration to plan your perfect WISD.

## **Best World Ice Skating Day 2022**

We will have the pleasure of monitoring the World ice Skating Day events across the world and awarding prizes for the 'Best World Ice Skating Day' event in two categories:

- a. Best WISD above 500 participants
- b. Best WISD event below 500 participants

You can send in your photos, videos, social media activities, Instagram reels, TikToks, etc. with a detailed Event Report as to why your Event stands out from the rest.



## ISU Support

The ISU will promote the WISD on a global scale. In addition to this, the ISU will also promote the registered WISD events through all its channels. The Skating clubs, rinks, participating organizations and also the ISU Members of these clubs, rinks and organizations need to collaborate together and do their best to contact media outlets to promote the WISD. Local promotions of the WISD needs to be solid. Getting local radio stations, newspapers/ sports bloggers, and television networks for partner opportunities would be great promotional tools for your Event. There are several flyer posters templates for both online and print promotions in the WISD Brandbook toolkit available to registered WISD event organizers.

The ISU will also provide a nominal support fee to 25 ISU Members on a case-by-case basis. It is at the ISU Members' discretion to best utilize the support fee.



The main objective is to help smaller and developing ISU members to organize a WISD at their rinks. This support fee will not be available directly to event organizers and is reserved for those ISU Members with the greatest need.

The WISD website is your website. The website is a key promotional tool for your event and contains everything you need to know. If there is a question that is not answered on the website, please feel free to write to us at [contact@worldice skatingday.com](mailto:contact@worldice skatingday.com). Some of the key features of the website are:

- a. WISD Event Organizer registration
- b. Event Locator - Anyone on the website can search if their region / city / country has a World Ice Skating Day Event happening through the Event Locator tool.





- c. WISD Event Ideas
- d. Latest news and updates
- e. WISD Brandbook and Toolkit
- f. Best WISD 2022

### **News and social media**

The ISU has a great social media reach, and we will be promoting your local WISD to our global audience on the WISD and ISU websites, and on the WISD and ISU social media platforms. For this WISD organizers can provide us with content so we can re-post it and promote your WISD. You are encouraged to create your own Facebook, Instagram, Twitter, Weibo, event pages to promote your WISD. Follow our social media accounts to remain updated on the WISD news –

[www.instagram.com/worldiceskatingday/](https://www.instagram.com/worldiceskatingday/)



Engage your local media outlets – local TV stations, radio stations, newspapers, bloggers, vloggers, influencers to promote your WISD.

### **WISD Brandbook & Toolkits**

The WISD Brandbook contains the branding guidelines for your WISD. You have complete creative control of your WISD but the look and feel of all WISD's happening around the world needs to be consistent. This is why we have curated the WISD Brandbook that contains all graphic elements, such as the logo, designs, artworks, etc. The WISD toolkit is a set of promotional tools that contains both print, digital, media, venue branding and merchandising assets to help you promote your event. The toolkit can be found on the WISD website- [www.worldiceskatingday.com/](http://www.worldiceskatingday.com/) . The digital files have been designed for you to simply take to the producer



and produce. Please note that the cost of the local production will need to be covered by your organization. The toolkit will be continuously refined to make sure you have the best promotional tools. Should you have any suggestions please let us know at: [contact@worldiceskatingday.com](mailto:contact@worldiceskatingday.com)

## **Event Ideas Guide**

Planning and designing an event may seem like a huge task and for many the question is 'Where do I begin?'. With WISD, the ISU has created the Event Ideas Guide. This Guide contains all the best practices for events curated in an easy-to-read document. Feel free to check this Guide for some inspiration to design your WISD.



## **Event Consultation**

You may still have some doubts, concerns, questions, queries for planning your WISD. Sometimes it is easier to talk to someone than read long documents. We are here to talk and at no cost. At any time during the planning of your event do not hesitate to contact us with your questions related to WISD.

Email: [contact@worldiceskatingday.com](mailto:contact@worldiceskatingday.com)

Phone: +41 21 613 13 86

Instagram: [www.instagram.com/worldiceskatingday/](https://www.instagram.com/worldiceskatingday/)

## **Dates**

The first edition of the WISD will be held on December 4, 2022. Going forward, the WISD will be held on first Sunday of December every year. For example, in 2023 the WISD will be held on December 3, 2023.





## **Venues**

The ISU encourages worldwide participation in the WISD. Once your event is registered on the WISD website, it will be reflected on the 'Event Locator' section on the WISD for everyone to see. Please note that you will have to provide a description of the venue at which you will be holding your event when you register.

## **Events**

Various types of events can be held to celebrate World Ice Skating Day. Creativity in event planning is key. You can check the 'Event Ideas Guide' for inspiration.

Already have an Event on that day or a similar event on another date?

It is possible to align an existing event with WISD. Just let us know your ideas on how you plan to do that and



remember to register your event to gain access to the WISD Brandbook and toolkit.

## **Logo & Images**

The WISD logo are official trademarks of the ISU. The guidelines for use of this logo are specifically set out in the WISD Brandbook. This must be strictly adhered to and not altered.

For any images that you publish and submit to us, please ensure that you have approval not only from the photographer / videographer but also from the participants in the photo/video. A clause can be added to the entry pass conditions.

## **Partners and Sponsors**

Having the right strategic partners is a key asset for the success of your WISD. Local skating goods stores or



suppliers would be a perfect partner to provide skates for rent, preferably free for the kids. In addition to skates, skating gear / skins / wearables / costumes / helmet suppliers can also be great partners. Allowing them to set up a pop-up store would be ideal. Since it's an event for the entire family, several food and beverages truck would be an amazing opportunity to engage local food chains and restaurants or even individuals who would like to present their culinary skills. Having food trucks and beverages stands would be another opportunity to engage the community.

The amount of promotion and sponsorship at your event is up to you. Allow your sponsor(s), partner(s) as much exposure as possible, while still ensuring it is a WISD event.

You are encouraged to reach out to local sponsors, suppliers, etc. Try to locate the right people to talk to





quickly, contact them and motivate them to partner with your event. For additional help you can also contact the National Ice-Skating Associations / Federation.

The ISU is also available provide official letters of support signed by the ISU President and Director General, inviting local sponsors/suppliers to become WISD partners.

Buzz creators - Having competitive skaters or retired skaters and even social media influencers to promote the event prior to the WISD would generate the necessary buzz. Having them in person at your WISD would also be great, especially if they showcase their skating skills and abilities which would serve as a great source of inspiration for the next generation of Skaters.

Local partners - Local newspapers, radio stations, bloggers, vloggers, etc. would also be great partners to





inform and remind the local population about the WISD in their area!

Photographers/Videographers – Professional photographers and videographers would be great partners to cover your WISD. If the hiring costs are high, you could provide opportunities to budding photographers and content creators to cover your WISD.

Pop-up stores, shops and stalls selling /renting skating products would be a great idea for engagement and a source of revenue for the Event organizers. It would be great if they could provide skates for free or for a nominal amount to beginner skaters and first-time kids. Pop-up stores providing other merchandise, gears, skating gears, etc. would also be a good idea. Gift shops selling locally made and artisanal products / commodities would also be an idea to engage the locals.



The use of local well-known competitive skaters to promote your WISD can also add some star power to attract crowds. If the skaters are busy on that day, you can have them pre-record video messages to promote your WISD in advance and post them on social and other media. Retired famous skaters can also be contacted for online promotions and also to invite them to attend your WISD in person.

### **Event Report**

Registered organizers are required to submit an Event Report. The template for this will be provided on the WISD website. WISD is not just a one-off event. The ISU will seek to make each WISD better than the last one. The only way this is possible is to gather feedback on the WISD so that we can assess and share it with other organizers. We also need to know the number of people who



attended your event so we can quantify the global momentum we are generating. Please make sure you keep track of the number of people and insert the final number in your report. It will also be great to check your social media reach and engagements, Facebook likes mentions shares comments, Instagram followers, engagements, likes, reel likes and views and Twitter followers, likes and re-tweets. Please also include these data in your report.

The Report is essential so we can award prizes for the best WISD events and the efforts that went in to make them the best! We encourage you to include images, videos, and links as well as feedback from participants and the organizing team in your report so that we get an idea how your event was executed. The more thorough your report, the better overall idea we have of your event.



The background features a series of concentric, partial arcs in red, teal, and yellow, creating a circular, sunburst-like effect. Small dots of the same colors are scattered within the design.

**THANK YOU!**