

# LG Snowboard FIS World Cup Check List

(Date), 2008

Global Biz Team



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# i. General Information

|                         |        |
|-------------------------|--------|
| <b>Resort Name</b>      |        |
| <b>Disciplines</b>      |        |
| <b>Date</b>             |        |
| <b>Sponsors</b>         |        |
| <b>Notable Athletes</b> |        |
| <b>Race Results</b>     | Men    |
|                         | Ladies |
| <b>Spectators</b>       |        |
| <b>Remarks</b>          |        |

# ii. Program

| Day 1 | Day 2 | Day 3 |
|-------|-------|-------|
|       |       |       |

### iii. Media & PR Plan

|        |                  |  |
|--------|------------------|--|
| TV     | Producer         |  |
|        | Main Channel     |  |
|        | Camera Positions |  |
|        | Broadcast Format | (live, delayed, highlights, news, etc.)                        |
|        | Territories      | (all TV lists attached)  |
|        | LO Advertisement | (local plans if any)   |
| PR     | Press Conference |  |
|        | Press Release    | (when and to whom)   |
|        | TV news coverage |  |
| Others | Media coverage   | (other media plans to include radio, internet, magazine, etc.) |

### iv. Brandings

| Category         | Item               | Plan                      | Result |
|------------------|--------------------|---------------------------|--------|
| On-site branding | Start Gate         | (numbers and description) |        |
|                  | Finish Gate        |                           |        |
|                  | Exit Gate          |                           |        |
|                  | Winner Podium      |                           |        |
|                  | Interview Backdrop |                           |        |
|                  | Beach Flag         |                           |        |
|                  | Banner             |                           |        |
|                  | Gate Flag          |                           |        |
| TV               | Graphics           |                           |        |
| Bibs             | Ladies             |                           |        |
|                  | Men                |                           |        |
|                  | Leader             |                           |        |
| Hospitality      | VIP Area           |                           |        |
|                  | VIP Lounge         |                           |        |
|                  | AD passes          |                           |        |
| Others           | Winner awarding    |                           |        |
|                  | Print material     |                           |        |

# v. Side Events & Hospitality

|                                     |  |
|-------------------------------------|--|
| <p>Side Events &amp; Promotions</p> | <p>(all events description, before &amp; during &amp; after the competition)</p> |
| <p>Hospitality</p>                  | <p>VIPs :<br/>Programs :</p>   |

## v. Venue images

## vi. Branding images

## vii. Other images

## viii. Media output

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