

# INTERNATIONAL SKI PATROL DAY 24

PLAYBOOK



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SINCE / 1877



# WHAT IS INTERNATIONAL SKI PATROL DAY?

International Ski Patrol Day (ISPD) is an opportunity to celebrate and recognize the extraordinary ski patrollers who keep resorts open, safe and fun for people of all ages and skill levels.

As the brand trusted by professionals, and in an effort to show appreciation and raise funds for patrollers around the world, we invite you to join us in celebrating ISPD on February 10, 2024.





Around the world,  
many Helly Hansen  
professionals and  
ambassadors call the  
mountains and ski slopes  
home – they are the  
backdrop for both work  
and play.



# KEY MESSAGES

Helly Hansen will continue to celebrate ISPD in 2024, rallying its resorts and patroller partners around the world to make some noise on the day – as a way to recognize the knowledge and commitment of the many ski patrollers who work hard to keep resorts open, safe and fun for people of all ages and skill levels.

We encourage all resorts, snowsport and outdoor brands to get involved in ISPD too – showing appreciation for ski patrollers via social activation, on-the-day activities or non-profit donations.

We also intent to donate a portion of revenue from our online sales for a set period to organizations that fund ski patrol support and safety groups. These funds may be used to help provide education resources or equipment.







# HOW TO PARTICIPATE

## Resorts & Partners

Here are some ideas about how you can get involved with ISPD.

### Add ISPD to your event calendars:

Create a page or add the day to your existing event listings online with the date and description. Let readers know when they can expect more information about your ISPD activities, such as onsite plans on the day.

### Say “thanks” onsite:

- Hold an onsite activation at your resort or store to thank patrollers in person – offer coffee and cake or pizza and beers.
- Set up an education booth /table highlighting who your patrollers are and the work they do for visitors.
- Brand high-traffic areas with ISPD to raise awareness.





# HOW TO PARTICIPATE

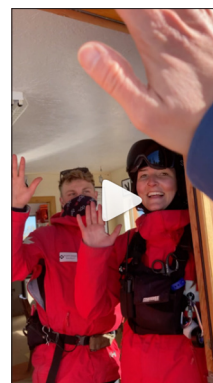
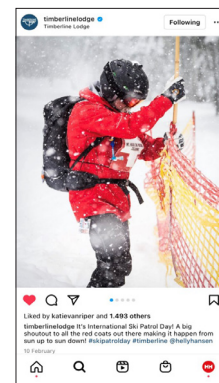
## Resorts & Partners

### Say “thanks” on social:

- On your social channels use **#skipatrollday** when talking about ISPD in the lead up to and on the day
- Share a live, behind the scenes look at your resort or organization highlighting how you work with /support patrollers – include short ‘interviews’ with passers-by sharing their appreciation for patrollers or show what activities you have onsite for the day
- Collate and share short submitted ‘thank you’ messages from your team to share on the day
- Encourage your followers to share their own message of thanks tagging you and **#skipatrollday** on the day

### Help us raise funds:

Help us raise funds for non-profit organizations supporting ski patrollers by sharing that **Helly Hansen will donate a percentage of its online sales for a set period to various organizations that support patrollers and safety groups**. Consider adding the information to your customer newsletters or social posts before 9 February to raise awareness.





# ASSETS: HERO IMAGES AND TEMPLATES

**CLICK HERE**

to access images and social and printable assets –  
free for you to download and use in your ISPD activations





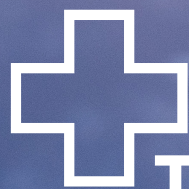


# ISPD EXECUTION

## Timeline

JANUARY
<p>January 22</p> <p><b>Patroller Videos</b></p> <p>Please send ski patrol videos to your regional contact so Helly Hansen can potentially use them for social activation on International Ski Patrol Day</p>
FEBRUARY
<p>February 3</p> <p><b>One week until ISPD! - Resorts only</b></p> <p>Tease it out! With just one week until ISPD, now is the time to get your audience stoked.</p>
<p>February 9</p> <p><b>“Tune In” Message - Resorts only</b></p> <p>Don’t forget tomorrow is International Ski Patrol Day! Share your favorite “tune in message” whether that is encouraging your guests to show appreciation or promoting your ISPD activation.</p>
<p>February 10</p> <p><b>International Ski Patrol Day!</b></p> <p>Share your non-profit donation information and/or ISPD donation locations, ISPD activations, and social “Thank You Ski Patrol” assets.</p>
<p>TBD</p> <p><b>Helly Hansen to donate a percentage of online sales for a set period to patrol and rescue organizations.</b></p>





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