



Sports Day in Canada School Manual

Welcome to Sports Day in Canada

Congratulations! If you're reading this Event Manual, it means your school wants to get in the game!

Kick off the next school year by joining schools, organizations and communities across BC in celebrating the third annual Sports Day in Canada on September 29, 2012.

Sports Day in Canada is a national celebration of sport, from grassroots to high-performance levels, in communities across the country. Presented by ParticipACTION, True Sport, CBC Sports/Radio-Canada Sports and Healthy Families BC, Sports Day in Canada is a great chance to celebrate sport and all the good things it can do for families, communities and our national pride!

In the week leading up to and including September 29, over a thousand organizations, communities and schools across Canada will host local events. Plus, CBC Sports will air a special broadcast on Saturday, September 29 to show the power of sport at work in the country.

Some event ideas for schools

All school events should take place in the week leading up to Sports Day in Canada – Monday, September 24 to Friday, September 28. If you want to host your own local Sports Day in Canada event but aren't sure what to do, here's some help. Here are some questions that might help you create an event that works for you – remember, you can create and register something new, or register something you're already doing:

- Are you already hosting a sport-related event or activity between September 24 and 28, 2012 that your school can upload to the Sports Day in Canada website? (Example: a Terry Fox School run, Olympics Day)
- Can you host a half day School Terry Fox Run and then host various Sports Day relays in the afternoon?
- Can you stage a 'try-it day' to introduce your students to a sport they may have yet to experience?
- Can you invite an athlete to a meet-and-greet Sports Day in Canada special pep rally assembly?
- For those of you with Grades K-8, can you host a Canada Games Day Event? For more information, please email canadagamesday@canadagames.ca



School Case Studies

The following are examples of some great events held by schools for Sports Day in Canada 2011:

Event Title: Forest Heights Elementary School has got Game!

The grade 6 students took on the leadership role of hosting Forest Heights' Sports Day Event. The grade 6 students taught all of the other students a variety of new games and activities for getting up and active outside.

Event title: Darwin School Celebrates Sports Day in Canada

Darwin school hosted a festival of games for students in grades K-8 that was completely organized and presented by their grade 8 leadership students. The activities included flag football, soccer, cricket, beach volleyball and relay activities.

Event title: Harmony Husky Howler

The entire school completed a different DPA event each day for the week leading up to Sports Day. These events included familiar activities that could be communicated over the PA system, such as FITGO and "Cross-Country-Canada," as well as a Marathon challenge where each class totals the number of laps completed by students (and staff!), with every 210 laps being equal to completing one marathon. They recognized class winners and provided incentive prizes throughout the week to encourage participation.

Event title: Briar Hill Terry Fox Walk

Briar Hill School participated in a school-wide walk around our community to help raise awareness for the Terry Fox Foundation. The students also wore their house colour t-shirts for school spirit around Sports Day and students collected Toonies for Terry! The funding went to the Terry Fox Foundation to support Terry's dream.

Event title: Samuel Hearne Mixer Day!

Samuel Hearne Elementary School hosted a day of fun-filled team games. It was a time for the students to get to know each other better, to gel as a team while enjoying physical activity and some good old fashion competition. The games include: Bottle Relay, Ladle Relay, Tire Relay, Masketball, Ultimate Chicken, Bottle Bounce, Toss & Catch Blanket Toss and Nice Shot Frisbee.



Be sure to use your imagination. You can make your event as big or as small as possible. For additional help with planning your event please contact:

Ranji Manhas
Sports Day in Canada BC Coordinator
rmanhas@bcsportagency.com

Registering your school event

Don't forget to officially register your event at www.cbcsports.ca/sportsday. Don't worry if details change as you get closer to your event date; the listing can be fully edited to reflect updates.

Sports Day Even Celebration Kit

All registered school events will receive a FREE event celebration kit with posters, tattoos, banners and some other fun promotional items that can be used on the day of your event.

Preparing for a Successful Event - Tell people about it!

The following free, accessible and easy-to-use tools will be available for you to use to further promote your event within your school and help make your Sports Day in Canada celebrations a true success. *Please keep it mind that it is not required to use these communications tools to promote your school event but they are available if you do want to use them.*

- Customizable Poster Template: Add your event name, description, date, time and location and send this poster to your school network (students and parents). You can also print this poster at school, home or at any print shop to post pre-event and on-site.
- Customizable E-blast Template: Add your event details to this e-blast and send it out to your current school network to generate excitement for your Sports Day in Canada event.
- Customizable Print Advertisement Template: Customize this quarter page print advertisement template and use it in as many places as possible –Can it be included in your school newsletter?
- Web Banner: Put this web banner on your school website and link it to your School event page at www.cbcsports.ca/sportsday.
- Logo Lock-Up: Key partner (CBC Sports, SRC, ParticipACTION, True Sport and Healthy Families BC) logos and usage guidelines will be provided to help you brand all of the additional Sports Day in Canada materials that you can come up with.

Check the Sports Day in Canada website where BC-specific tools were uploaded this summer.



Sports Day in Canada Event Checklist

The following checklist can help to ensure that you have put in place all plans to ensure that you execute a smooth Sports Day in Canada event. All may not apply to your event, but you can use this as a basis to ensure you're ready to hit the ground running:

- Confirm the ideal event date and time between September 24 to 28
- Secure your venue or space for the event
- Create an event agenda to provide a breakdown of the event activities, whether these are set-up times, volunteer arrivals, athlete appearances and more—or whether it's just sending a short note to the parents of the students from your school.
- Send out a confirmation email to any volunteers.
- Consider engaging students or teachers to celebrate sport in ways that support your event – create posters about sport, write about what sport means to them or what it's like to be a part of a team, etc. Or, have students create badges or prizes.
- Confirm logistics with the space/volunteers at least one week in advance

Jersey Day – Friday, September 28, 2012

Jersey Day is a national day to show your support for sport! On Friday, September 28, all Canadians are encouraged to dig out their favourite jersey, team or club uniform and wear it proudly to school, work or play.

Help us promote Jersey Day by telling your students, teachers and volunteers to wear their local sporting pride with you! You will be able to download a Jersey Day poster that you can put up around your school to promote the day that will be available on the Sports Day website in the summer of 2012.

Remember to take photos and share them on the CBC Sports Facebook Fan page. Your school's photo could be featured on the CBC broadcast!

PA Announcement:

Welcome to Sports Day in (name of school), just one of thousands of community and school events taking place all over the country, all in the name of celebrating the importance of sport in our lives.

Sport has the power to build and strengthen communities. It's a culmination of our healthy respect for competition, fun and fair play, and it's what sets Canadians apart from everyone else.



Today's event is just one of many happening all over Canada. Check out all of the Sports Day action from across the country at www.cbcsports.ca/sportsday

Thanks to your participation in Sports Day in Canada, we've taken an important step in improving the health of young Canadians. Thanks for supporting our school and helping us raise awareness for Sports Day in Canada. We hope that this will become an annual event and that you'll join us again next year. And don't forget to tune in to CBC on September 29 to catch all of the Sports Day in Canada coverage.

Share Your Stories

Your participation in Sports Day in Canada extends well beyond September 29. We want to give you the opportunity to share your event memories and stories with the rest of the nation. Visit the CBC Sports Facebook Fan Page to upload your videos, photos and stories.

Thank You

The third annual Sports Day in Canada would not be possible without the hard work and dedication of schools and organizations such as yours. We are proud to have you among us and look forward to sharing your thoughts, memories and insights of this historic day in Canadian sport history.

Sincerely,

ParticipACTION, True Sport, CBC Sports/Radio-Canada Sports and Healthy Families BC

For additional help with planning your event please contact:

Ranji Manhas
Sports Day in Canada BC Coordinator
rmanhas@bcSPORTagency.com