

SKI JORING AMERICA MISSION & GOALS

SKI JORING AMERICA AMBASSADOR

1. SKI JORING AMERICA will work with the race coordinator to have a person(s) present to assist the race organizers and ensure the courses and competitors safety.
2. SKI JORING AMERICA will provide training and support for a Ambassadors to assist at every sponsored race to assist race organizers uphold competitive and safety standards.
3. To keep membership costs down, we request that Race Venues provide assistance with housing for up to 2 Ambassadors if possible.
4. The Ambassador(s) may be asked to be the arena judge.
5. The Ambassador(s) is there to help the organizers and competitors in any way possible to help make the event run smooth, safe, and competitively fair.

Mission

Expand the sport of western style equine skijoring in North America while keeping athletes, horses and spectators safe and by creating a marketing engine for regional and national corporations with products that appeal to people that love the outdoors, extreme sports, great competition, skiing, horses, cowboys and beautiful mountain towns.

Goals Ambassadors should keep these goals in mind

1. Draw larger crowds and build a loyal following for the sport. Promote Ski Joring where ever you go. Tell everyone you meet about Ski Joring and SJA
2. Attract and retain loyal national and regional sponsors. Talk to people and businesses about sponsoring Ski Joring, and how they may profit by being involved with SJA
3. Build awareness, excitement and participation in equine skijoring by creating a series of competitive races to be held annually and leveraged through media. Go to as many races as possible.
4. Support event promoters that are members of SKI JORING AMERICA with marketing materials to promote their events. Talk to event organizers before their race to see what their wants and needs may be. Tell them who are coming to support their race.
5. Ensure consistency and safety precaution for the athletes, horses and attendees, while encouraging event promoters to build a unique event that fits their town and personality. Try to get to a race early to help organizers.

Ways to Help: Build Course, Sign Ups, Explain Rules and Protocol, Course maintenance while other divisions are competing. Suggest ways to make a race safer to the proper organizer or group. Help other competitors learn the sport and have good comradery skills. Be a good role model. Help with the media by taken

interviews when asked and promoting the sport as well as your position with Ski Joring America

6. Support monetarily or lend in-kind support to organizations within the skjoring community that embrace horses, skiing and the outdoors. Help with local non-profit organizations to better the community and promote Ski Joring America as a non-profit entity. Help with Calcutta and other organized charitable events that happens within the Ski Joring "Family".