

## **EVENT PROMOTION AND ENDORSEMENT FAQ'S**

**1. Q. Why has this system been introduced?**

A. In the past requests for help in promoting events have come into all corners of British Canoeing from all types of organisations and events. This has led to a mixed response to enquiries. Standardising the process is designed to ensure that all events receive a first class service and there is clarity about what we offer.

**2. Q. Is this service available to both British Canoeing affiliated/approved organisations and independent/external organisations?**

A. Yes. The aim is to ensure the promotion of the sport.

**3. Q. I already work with British Canoeing in running a major annual event and see British Canoeing as a partner in promoting the event, how will this affect me?**

A. There should be no change. There is a free promotional package of website listing and social media. You are free to work with British Canoeing staff as now to promote and support events.

**4. Q. Why are there 2 levels of promotion?**

A. The first level of promotion is free and ensures all canoeing events have the opportunity to receive some promotion and be successful.  
The second level, promotion and endorsement, carries a small charge to reflect the greater work load for BC. It enables non affiliated/approved organisations to use the BC logo and wording to promote an event.  
It also offers organisations and events that may not have their own information, publicity and distribution networks, the chance to buy an enhanced PR package from BC which will go out across the country.

**5. Q. Does this system require me to do more work?**

A. The system is not designed to be onerous. Event organisers only need to send a Risk Assessment detailing safety procedures, evidence of insurance and the event details they want us to use to promote their event. All this information should already be produced for the event anyway. It should not therefore produce any significant increase in work load.

**6. Q. Can events outside England be promoted?**

A. No. But this is under review and will be subject to consultation with the Home Nations.

- 7. What can I do if my insurance levels do not meet the minimum levels specified by British Canoeing?**
- A. Public liability at £5M and Employers liability at £10M are normally the insurance industries minimum levels of cover and meet our requirements.
  - B. Also  
Professional Indemnity (PI) covers losses incurred through incorrect or omissions in advice. Our Insurance Brokers advice is that if your Public Liability cover has not been extended to cover bodily injury claims arising out of your advice/coaching/instruction, then a Professional Indemnity policy should be in place to provide you with adequate protection for this risk. In terms of the Limit of Indemnity they recommend a minimum of £1M for this type of Insurance cover.
- 8. Q. Could National and regional competition events be promoted through this system?**
- A. This system is not designed for annual competitions run by the Discipline Specific Committees under British Canoeing. There are separate information networks used to promote these events.
- 9. Q. If for any reason the event is cancelled can a refund from British Canoeing be given on the promotion given?**
- A. A refund will not be given.
- 10. What happens when I have submitted an event?**
- a. You will receive an email to confirm receipt. Once the review of submitted paperwork has been completed you will receive a further email confirming that your event has been listed and the details are ready for review by you. Next steps will then be to promote your event.
- 11. How much will event endorsement and promotion cost?**
- a. There are 2 level's available.
    - i. Promote - Free
    - ii. Promote and Endorse
      - 1. External organisations: Fee £100
      - 2. Affiliated organisations: Fee £25
      - 3. There is no charge to Go Canoeing Providers