**Sports Presentation**

Sports Presentation is the showcasing of the sport of Canoe Slalom to spectators. It is what spectators and Athletes see, hear and feel that builds an exhilarating and exciting atmosphere at, and around, the event.

The Sports Presentation program should integrate all the elements of sports production and be made available to spectators as they walk through the gate. This should include the Championship Programme, Athlete information, the drama of Canoe Slalom in action, the venue, any on-field entertainment, medal ceremonies, seating and refreshments availability and location.

**Location and Layout**

The Sports Presentation area must be located centrally with uninterrupted views of the course, or, be provided with live video vision of the race for the areas of the course where the view is interrupted.

The Sports presentation area should be located in an enclosed space such that the general announcements and commentary for the FOP is audible. This area will produce the audiovisuals and entertainment for the competition, including announcing, music production and sound system control.

The total area requirement is 12 square meters.

**Announcers**

The HOC must ensure that the excitement and passion of Canoe Slalom Racing is broadcast to spectators through the supply of suitably experienced and knowledgeable announcers. The announcers must be capable of clearly explaining the intricacies of the Sport and engaging the spectators in the excitement of the Athlete’s performances.

The sport presentation must be delivered alternately in the local language and English (when different)

Two announcers of are recommended creating a dialogue and a complementary commentary on the progression of the race, including technical commentary and Competitor information.

The announcers must have access to Athlete biographies and performance histories and must broadcast regular, appropriate acknowledgement of sponsors including the ICF sponsors.

If the Announcers are not located in an easily accessible area there should be a communication system established to enable prompt information transfer eg radio.

**Audio (public address) System**

The venue must have a suitable, top quality audio system that can be clearly heard in all areas of the venue. The public address system should be especially focussed on the main Spectator areas and pay less attention to the Start / Finish and Timing and Scoring areas.

**Race Information**

The Announcers must have quick and easy access to race information including the competition schedule, start lists, split times and results.

Sports Presentation staff must have access to a live results monitor and be located so as to have a direct view of most, if not all, of the course. They should also have a direct view of the main video screen and scoreboard.

**Rehearsals**

As well as the medal ceremonies rehearsal the Sports Presentation should have a technical rehearsal to confirm;

* Technology is all functioning correctly
* Communication systems are all functioning
* Announcers are confident with the generic scripts and name pronunciations.

**Event Sponsor or other Generic Scripting**

Generic Scripts should be written to cover areas such as;

* The start and end of sessions
* Sponsor acknowledgements
* Venue information
* Medal Ceremonies (see ***ICF Protocol Guidelines 2009***)

**Music**

Music should be used to build the atmosphere and spectator involvement. The type of music selected should contribute positively towards the atmosphere of excitement, passion and the thrill of the race and should not be directly biased towards any particular Country.

For information regarding the national anthems requirements please refer to ***ICF Protocol guidelines 2009***.

**Event Day Checklists**

A checklist should be provided for each of the sport presentation elements that should be considered prior to and on event days.