

INTERNATIONAL SKI PATROL DAY 25

PLAYBOOK



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ALIVE
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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, 2025.

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 2025, 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.

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

To further show our appreciation, we will donate 5% of revenue from our online and select in-store sales from February 10th 2025 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

We're stoked to see many of our partner resorts celebrating ISPD year over year, and each winter, we see more joining the day. There are lots of ways to get involved, big and small. Here's some food for thought.

Share the gratitude onsite:

- Set up a 'Praise for Patrollers' (PFP) display at your resort to thank patrollers and engage the local community and resort-goers. Use our PFP framework to bring your activation to life - and make it authentic to your resort and community.
- 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 onsite with ISPD communication materials to raise awareness.

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.



ASSETS: IMAGES AND TEMPLATES

[CLICK HERE](#)

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



ISPD EXECUTION

Timeline

JANUARY

January 20

Patroller Videos

Please send ski patrol videos to your regional contact so Helly Hansen can potentially use them for social activation on International Ski Patrol Day

FEBRUARY

February 3

One week until ISPD! - Resorts only

Tease it out! With just one week until ISPD, now is the time to get your audience stoked.

February 9

"Tune In" Message - Resorts only

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.

February 10

International Ski Patrol Day!

Time to celebrate patrollers! Share your "Thank You Ski Patrol" messages via your social and comms channels. Deliver your activations on the ground engaging with your audience and community, and share updates live on your socials.



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