

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6131

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

Check only ONE entry classification below:

1. Advertisements – Single _____
2. Advertisements – Series _____
3. Annual Reports _____
4. Audio-Only Presentations _____
5. Awareness Messaging _____
6. Directories/Handbooks _____
7. Miscellaneous ☒ _____

8. Overall Campaign _____
9. Periodicals _____
10. Promotional/Advocacy Material _____
11. Social/Web-Based Media _____
12. Special Events _____
13. Videos _____
14. Visual-Only Presentations _____
15. Websites _____

Please check the appropriate box:

☐ CATEGORY 1

☒ CATEGORY 2

☐ CATEGORY 3

Entry Title PRINCE RUPERT RAMPAGE PARTNERSHIP
Name of Port PORT OF PRINCE RUPERT
Port Address 200-215 COW BAY ROAD, PRINCE RUPERT BC V8T 1A2
Contact Name/Title KRIS SCHUMACHER, COMMUNICATIONS COORDINATOR
Telephone 250-627-2533 Email Address Kschumacher@rupertport.com

On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and **number your answers**. Your answers equal 50% of your score.

1. What are/were the entry's specific communications challenges or opportunities?

- Describe in specific and measurable terms the situation leading up to creation of this entry.
- Briefly analyze the major internal and external factors that need to be addressed.

2. How does the communication used in this entry complement the organization's overall mission?

- Explain the organization's overall mission and how it influenced creation of this entry.

3. What were the communications planning and programming components used for this entry?

- Describe the entry's goals or desired results.
- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
- Identify the entry's primary and secondary audiences in order of importance.

4. What actions were taken and what communication outputs were employed in this entry?

- Explain what strategies were developed to achieve success and why these strategies were chosen.
- Specify the tactics used (i.e., actions used to carry out your strategies).
- Detail the entry's implementation plan by including timeline, staffing and outsourcing used.

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

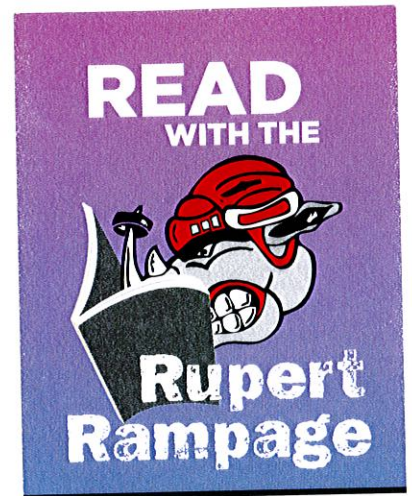
- Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
- If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.

OFFICIAL ENTRY LABEL

(6131)

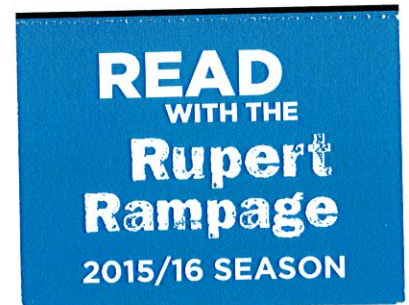
AAPA 2016 Communications Awards

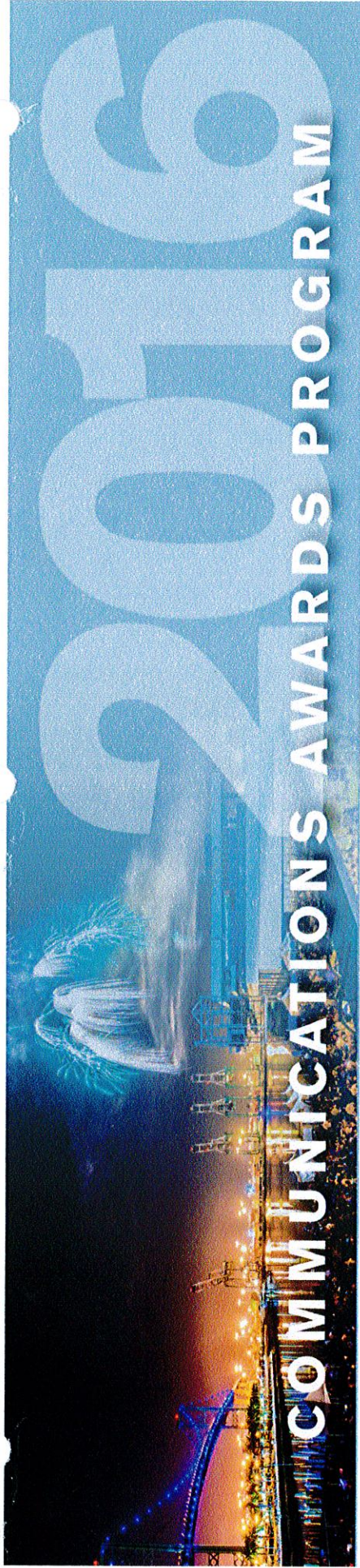
Port Port of Prince Rupert
Contact Person Kris Schumacher
Entry Classification Miscellaneous



2015/16 SEASON

YOUTH





Port of Prince Rupert

Prince Rupert Rampage
Partnership

MISCELLANEOUS



200-215 COWBAY ROAD
PRINCE RUPERT, BC V8J 1A2
WWW.RUPERTPORT.COM

PORT OF PRINCE RUPERT—MISCELLANEOUS PARTNERSHIP WITH PRINCE RUPERT RAMPAGE

Summary:

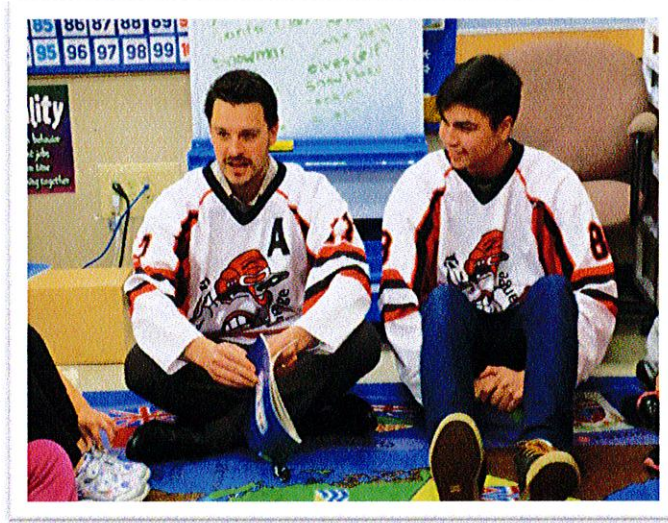
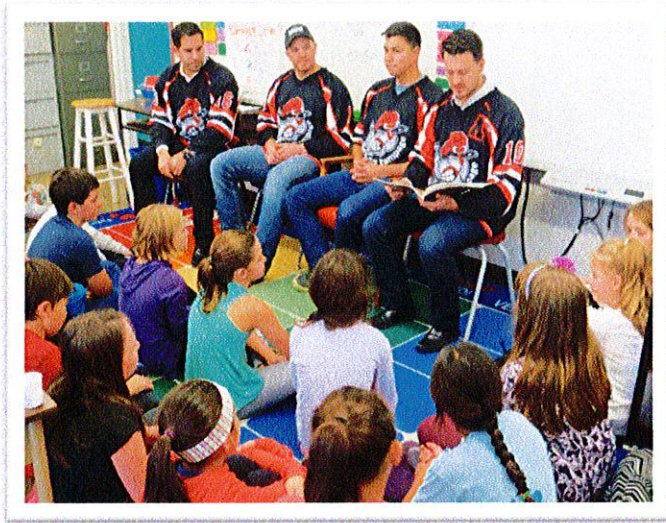
The Port of Prince Rupert is notably affiliated with local Senior Men's hockey team the Prince Rupert Rampage. As sole Title Sponsor, the Port of Prince Rupert allocates significant resources to the team, while also creating meaningful, well-received community programs. This year, we played a key role in organizing and initiating popular educational programs with the Prince Rupert Rampage that drew a lot of attention and positive feedback. Having a successful, well documented sponsorship activation policy will allow us to continue these rewarding programs year after year with ease.



1. Communications challenge/opportunity:

Working with multiple organizations to achieve compatible program objectives and itineraries can at times be challenging. In order to create a cohesive program that was respectful to each organization and their existing personal and work commitments; advanced meetings were held, planning and priorities sessions were conducted, and a detailed timeline of events was created well in advance of program initiation.

Understanding that community involvement and education is key to a healthy and vibrant community, in partnership with the Rampage team we created several community events and programs that involved families and youth. By working together we were able to combine resources and volunteers to run a very involved school program **"Read with the Rampage"** that saw the hockey players visit every school in Prince Rupert and Port Edward, reading to and engaging with the students. This program allowed the opportunity to teach about Prince Rupert, the Port of Prince Rupert as a whole, the importance of continuing studies, as well as leading a healthy and active lifestyle.



2. Alignment with the port's overall mission:

As a senior men's sports team, the Prince Rupert Rampage has strategic goals of their own, as does the Port of Prince Rupert. However, one common goal continues to align both organizations and make our partnership an incredibly successful one: the desire to see the community succeed. By joining forces with the Rampage to sponsor community events, create programs to involve and educate local youth, we were able to connect with the community on a very meaningful level.

The Port of Prince Rupert's overall **mission** is to develop and grow the Port of Prince Rupert in an economical, safe and environmentally sound manner. The port has a sponsorship and donation policy that understands the importance of giving back to the community and strengthening its vitality. The Prince Rupert Rampage partnership is a strong and successful one that demonstrates just how rewarding sponsorships can be.

The goal: to create a partnership with the Prince Rupert Rampage that allows us to work collaboratively to inform, educate, and give back to our community through events, youth educational programing, and sponsorship opportunities. To inform families and youth about the opportunities that living in Prince Rupert

offers (especially through the Port) as well as the benefits of leading an active lifestyle and continuing education.

3. Planning and programming:

In order to successfully carry out our programs during the brief hockey season, we created templates, schedules, and program agenda's well in advance.

For example: for the **Read with the Rampage**, we worked with local school district 52 to ensure we had enough time to visit each school, and as many classrooms as possible within it. We coordinated port staff and Rampage players early on to ensure not only a sufficient turnout of volunteers, but enough players to personally interact with the kids on a meaningful level.

In total, we visited all 6 schools at least once, with 8 visits in total throughout the season. We had an average of 4 players per classroom, and 2 port staff. We ordered in advance enough tickets for each classroom we visited to give one youth and one adult ticket to every child. We also created team posters for the players to sign and leave for the classrooms. In addition, we took multiple group photos with the players and students and shared them on our social media outlets, as well as with the schools. Planning the programming in this way—where we had a designated team leader, photographer, pre-arranged Q&A, etc. helped to ensure the event ran smoothly in each classroom. This program has been very well executed time and time again, and continues to be an important part of our partnership with the Prince Rupert Rampage. The same care and effort has been echoed in the following programs outlined below.

4. Actions taken and communication outputs:

The Port of Prince Rupert and the Prince Rupert Rampage work together on several community initiatives and events including:

- **Read with the Rampage**
 - A very successful educational program the port organizes where the Rupert Rampage players go into each school and read to the children. Their primary focus is to connect with the children and promote literacy and an active lifestyle. Secondary to that, they provide background on Prince Rupert and port activities within, and their experiences growing up in this region. The Read with the Rampage program has been so successful that during the 2015-2016 season we decided to add an additional reading event with the Prince Rupert Library during Family Literacy Day. We used the popularity of the program to reach out to the broader community who weren't able to connect with the Rampage players during the school visits. Together with the Prince Rupert Library, we took the opportunity to tie in Family Literacy Day in a big way—promoting the importance of education and literacy in family life.
- **Rampage Goal Scoring Program with the Salvation Army**
 - The Rampage Goal Scoring Program is an initiative we have taken to help give back to the community through donations. \$100 is given to the local Salvation Army each time a Rupert Rampage player scores a goal during a home game. The exposure for the Salvation Army is key to this program—it allows us to use in-game announcements, social media channels, and other news outlets to bring awareness to the organization and all they do for the community.

- **Prince Rupert Winterfest Parade**

- The December Winterfest Parade is a beloved past time for the local community. The Port of Prince Rupert walks alongside the Prince Rupert Rampage to show support for the organizers, the Special Events Society, who donate time and resources to organize events in Prince Rupert, and to support the broader community as a whole. We use this opportunity to interact with children and families and invite them to our Christmas event following the parade where we host free photos with Santa Claus. We include the Rampage players in this event as well—they assist the children and families.

- **Community Events Collaboration**

- Throughout the season, we work collaboratively with the hockey team to support each other's community events. The events are varied throughout the year and might include photos with Santa in the Port Interpretive Centre, or a Rupert Rampage initiative, such as Skating with the Rampage where they take to the ice with children of all ages. It has become a mutually beneficial partnership with a common goal of supporting and giving back to the community.



Communications and promotional materials:

Throughout the season we've created various promotional materials for our Rampage sponsorship (see artwork examples at end of document) that included:

- Rupert Rampage & Port of Prince Rupert hockey toques made and distributed them during the first home game of the season to all guests. Close to 700 people attended this game and we had good visibility at the front entrance. It was ideal to give these out at the beginning of the year—we saw the toques in circulation at future games, at the schools during Read with the Rampage, at public events, etc.
- We had a banner created and hung under the score board all season for maximum visibility.
- We had pre-recorded in-game announcements for the goal scoring program which ensured consistency and clarity of the message, properly highlighting the local Salvation Army organization and programs.
- We had generic signage created to display at games, and other events, highlighting our title sponsorship.
- We created Rampage Player Hockey Cards featuring individual player stats, Port of Prince Rupert facts, pictures, etc. and handed them out during Read with the Rampage as well as during home games when we featured a player and distributed his card to the attendees.

- We created read with the Rampage & Port of Prince Rupert hockey game tickets that were unique to the generic ones. This way we were able to hand out 1 youth and 1 adult ticket during Read with the Rampage sessions, and easily track how many were used throughout the year.
- We created a large team poster for the players to autograph and give to each classroom they visited. This was a huge hit with teachers and students alike.
- For Read with the Rampage at the library, we created posters that were shared electronically, as well as physically around the community. The Port logo was present, as the event was "presented by" the Port of Prince Rupert.
- During Read with the Rampage at the library, we created individual bookmarks with the Rampage and port logo on them to handout to the kids. We tucked them inside donated books, coloring sheets, and reusable bags.

In terms of sponsor collaboration, we have reached out to the large number of Rupert Rampage supporters in a couple of ways:

- We personally connected with 56 local businesses—we created Rupert Rampage 2015-16 Season Sponsor posters for each individual sponsor to proudly hang in their offices. This year, each sponsor was hand delivered a poster, and most organizations hung them proudly in their building, each with our Title sponsor logo at the bottom.
- We collaborated with the Prince Rupert Rampage for their end of season social, where they congratulated players and thanked sponsors. We took the opportunity to thank them for all of their hard work and collaboration all season as well as their likeminded dedication and commitment to the community.

5. Outcome and evaluation:

Throughout the season, we've had several ways to measure our success, most of them utilizing communications platforms. Also noteworthy is word of mouth praise from those involved with the team, the teachers at the school district, the students and families we've interacted with, and the community at large—they greatly value the commitment and dedication of the port and Rampage players through these programs.

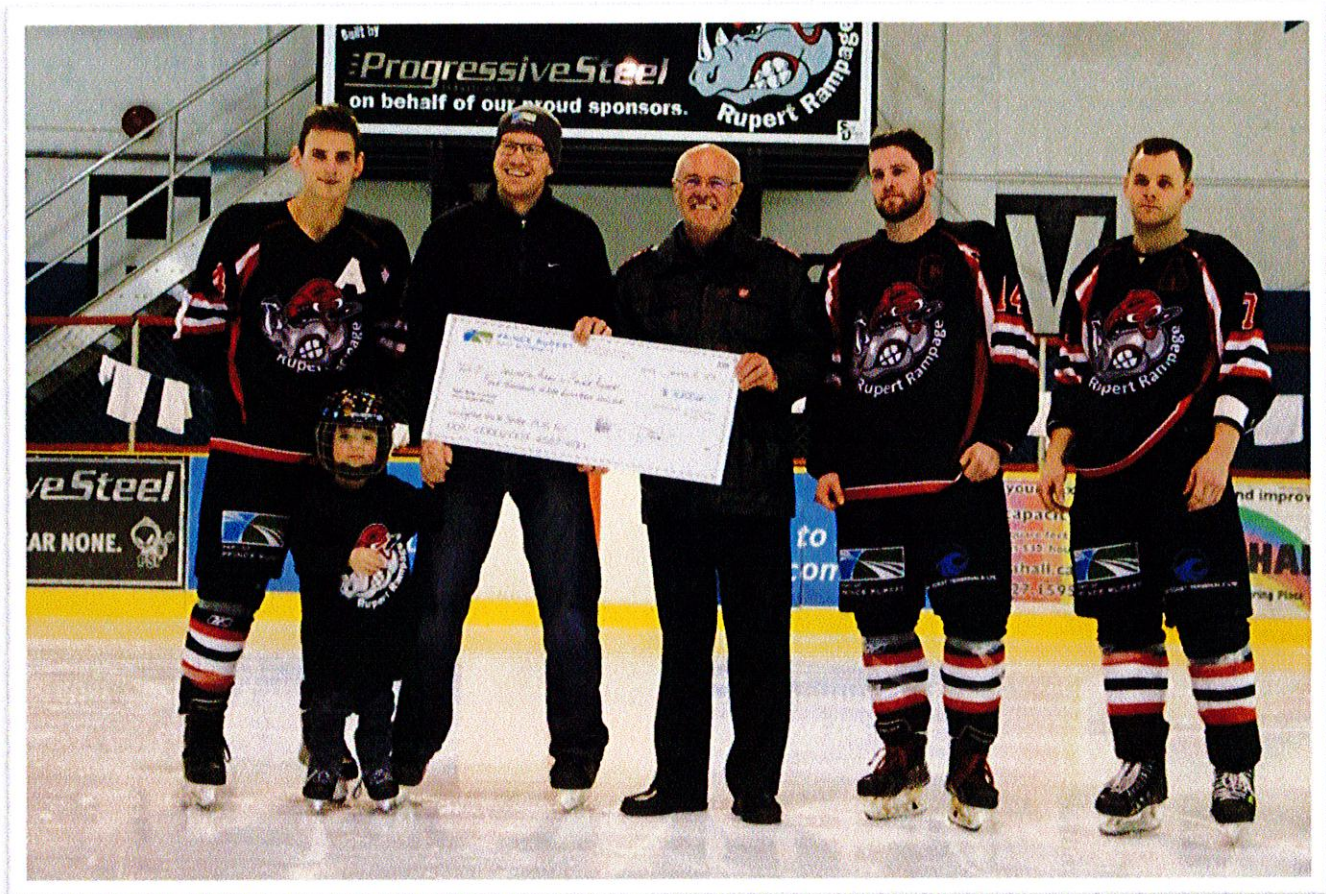
Throughout the season we have utilized our website and local media channels, as well as our own social media channels (Facebook, Twitter, Instagram) to publicize our sponsorship of the Rampage. Affiliated organizations such as the Prince Rupert Rampage and Salvation Army have also mentioned our involvement on their channels as well. Local media outlets have mentioned our sponsorship including CFTKTv, The Northern View, and North Coast Review.

For the Read with the Rampage program, we gave tickets to each student we visited, totaling in 700 adult, and 700 youth tickets being donated throughout the season. On average, we saw 34% of the children use the tickets and 30% of the adults.

For our very first Read with the Rampage at the Library, we ran an hour long program split into 2 age groups. We saw 13 kids + adults for the first half hour, and 24 kids + adults for the second half hour, for a total of 37 children plus their guardians. In addition, we had 6 Rampage players, numerous giveaways and prizes, and a very enthusiastic atmosphere. The Prince Rupert Library said this was fantastic turnout for an event held in their space, and we will be expanding and continuing this program in the years to come.

Throughout the year we saw earned media in the following ways:

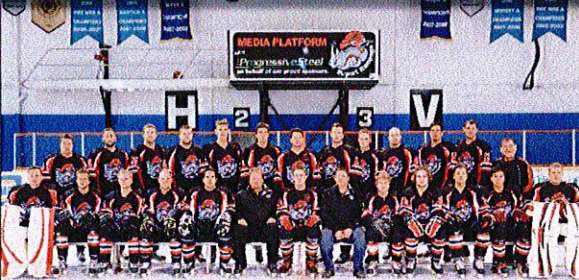
- **Northern View** article (1): Feb 3 2016, and all home-game ads
- **Northern Connector** article (1): Dec 4 2015
- **CFTK TV** (2): Feb 2 2016, Feb 3 2016
- **North Coast Review** (3): Oct 8 2015, Feb 2 2016, Feb 3 2016,
- **Facebook:** Rupert Rampage (9): Sept 29 2015, Oct 20 2015, Nov 6 2015, Nov 9 2015, Dec 12 2015, Jan 12 2016, Jan 27 2016, Jan 28 2016, Feb 4 2016,
- **Twitter:** Salvation Army (1): Feb 2 2015
Rupert Rampage (5): Sept 18 2015, Sept 29 2015, Oct 1 2015, Jan 26 2016, Feb 1 2016.






SUPPLEMENTAL MATERIALS

Promotional Materials 2015-16 Season

The Rampage deliver the excitement.
We're proud to help deliver the Rampage.

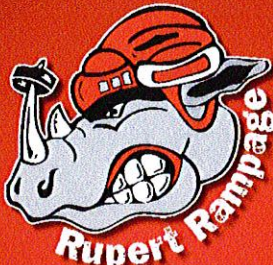


At the Port of Prince Rupert, we know what it takes to deliver. As the Prince Rupert Rampage's title sponsor, we're delivering more than hometown hockey excitement. Every home game post scored by the Rampage will net a \$100 donation to the Salvation Army in Prince Rupert. Visit us at the Port Interpretive Centre to learn how we're benefiting communities and growing jobs throughout northern BC. Stay tuned for online giveaways and in game promotions at facebook.com/rupertport.


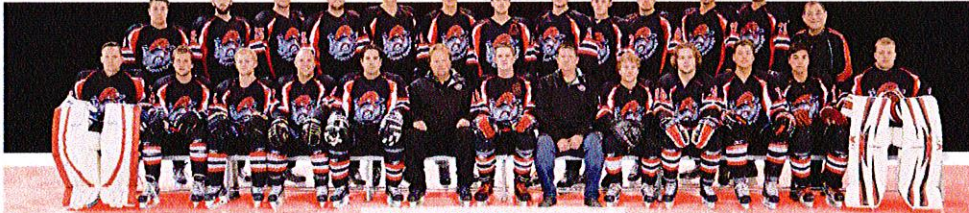


PORT OF
PRINCE RUPERT

**proud to be
this season's
title sponsor**

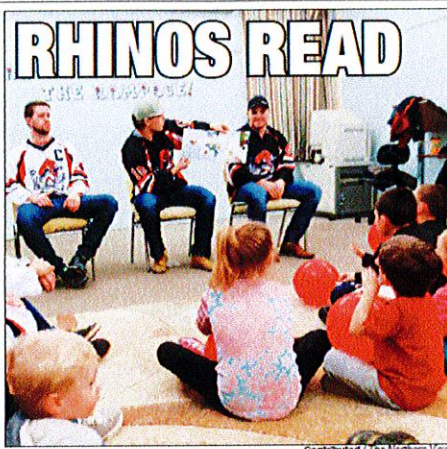


2015 - 16 SEASON

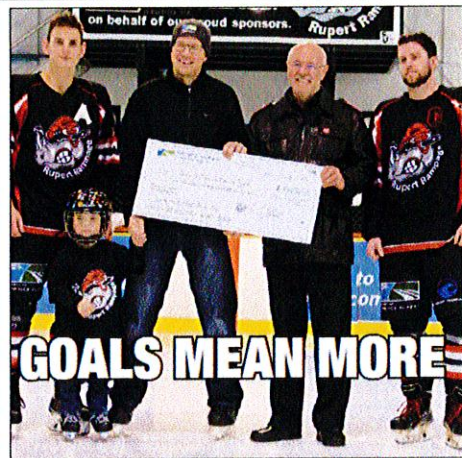


TITLE SPONSOR

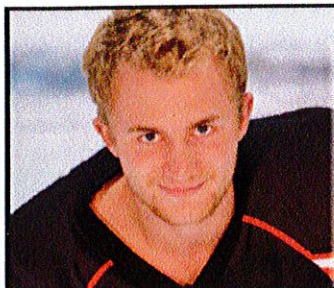
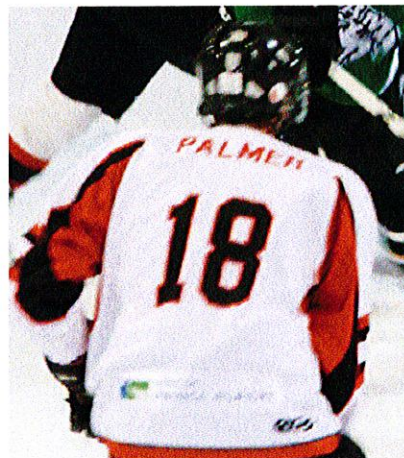
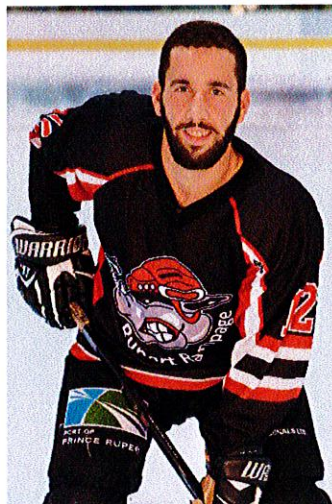
Rampage, Port Authority ramp up community presence as 2015-16 playoffs begin



Contributed / The Northern View
Rupert Rampage players Jamie Schenkeveld, Derek Baker, Kory Movold, Jared Meers, Jean-Luc Fournier and Braydon Horcoff all participated in a 'Read with the Rampage' event on Jan. 27 at the Prince Rupert Library. Thirty-seven children took part in the Port-coordinated event to promote literacy and hockey idol-worship.



William Gye / The Northern View
The Prince Rupert Port Authority contributed \$4,300 to the Salvation Army from goals scored by the Rupert Rampage during the 2015-16 regular season. Gary Sheila was on hand to accept the cheque during the first intermission of Saturday's playoff game.



Player of the Game

#5 Marcus Atchison

As the 2015-2016 title sponsor of the Rupert Rampage, the Prince Rupert Port Authority salutes player of the game Marcus Atchison. Atchison was one of the bright lights during a difficult game Saturday against the Terrace River Kings.



**PRINCE RUPERT
PORT AUTHORITY**

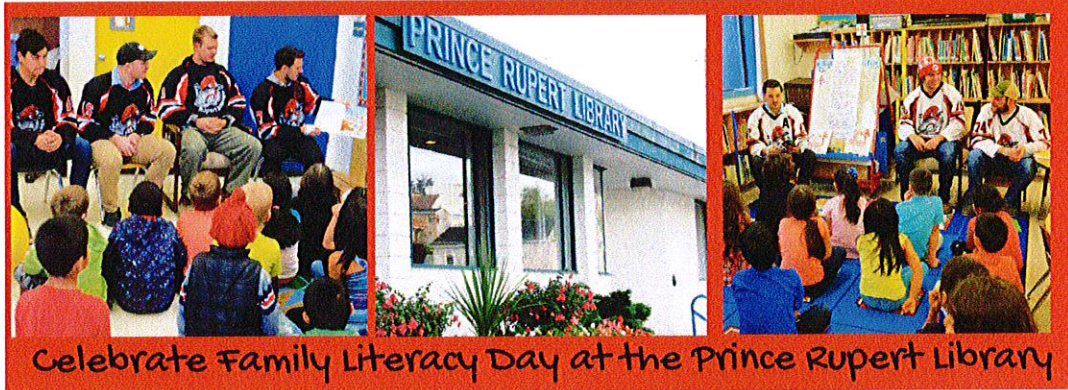


IN A WORLD OF OPPORTUNITY

Family Literacy Day

READ WITH THE

RAMPAGE AT THE LIBRARY



Celebrate Family Literacy Day at the Prince Rupert Library

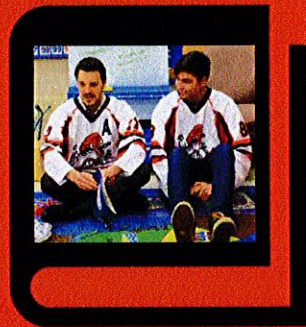
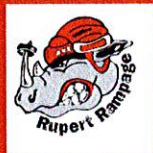
WEDNESDAY, JANUARY 27TH FROM 6:30-7:30 PM

6:30-7:00- Books geared towards ages 0-5

7:00-7:30- Books geared towards ages 6+

Everyone welcome, Free admission for all

READ WITH THE
RAMPAGE



In partnership with:





Rupert Rampage
VS
Terrace River Kings

EXHIBITION GAME

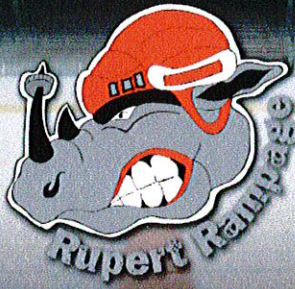
**RAMPAGE SUPPORTS
 COACH PYDE!**

SEPT 26, 2015
 PUCK DROPS 7PM


All proceeds raised from this game will be donated to a local health care facility in support of Dr. Frank Pyde co-founder of Rupert Rampage.

TICKETS AVAILABLE AT: Tickets Available at the Door, Adult \$10.00 Youth \$5.00


 PORT OF PRINCE RUPERT



HOME GAME!





VS



Saturday, December 12 • Puck drops at 7:00 p.m.

Special Thanks to our Title Sponsor
PRINCE RUPERT PORT AUTHORITY

Tickets available at: Farwest Sports, Northern Savings Credit Union, Oceanside Sports, Rona, Rupert Cleaners and Stuck On Designs

www.rupertrampage.com |   

A4 www.bclocalnews.com/bc_north

Boost to Prince Rupert orthopedics...

Frid.



ED EVANS / NORTHERN CONNECTOR

PRINCE RUPERT - From left, the Prince Rupert Rampage's Marcus Atchison, Jared Meers, the Prince Rupert Port Authority's Brittany Segin, the North Coast Health Improvement Society's Dr. Alf Smith, Dr. Frank Pyde and the Rampage's Kory Movold present Dr. Smith with a cheque for \$5,412. The money was raised from a fundraising night that the Rampage hosted earlier in the season and will go towards orthopedics in the region.

Media References:

Michael Gurney Interview on CFTK TV re: Salvation Army goals

<http://goo.gl/3nARXL>