Sci Club UBI><Banca GOGGI 1953

SKILLY DAY 2010

project

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WHY A SKILLY DAY?

PROJECT GOALS

SKILLY DAY 2010

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WHY A SKILLY DAY?

PROJECT GOALS

- TO PROMOTE OUR BENCH MARK: MOUNTAIN ENVIRONMENT IS **ESSENTIAL** FOR A COMPLETE CHILD GROWTH

- TO COMMUNICATE PASSION TOWARDS WINTER SPORTS IN YOUNGSTERS AND THEIR FAMILIES

SKILLY DAY 2010

Sci Club UBI Banca GOGGI 1953

The poster

SKILLY DAY
LO SCI CLUB UBI BANCA GOGGI ORGANIZZA
GRANDE FESTA FINALE PER PREMIARE
TUTTI I BIMBI DEL CAS E SPEEDY GOGGI
CENTRO AVVIAMENTO SCI
DOMENICA 7 MARZO 2010 AL MONTE PORA
IN COLLABORAZIONE CON MAARAUTO IRTA IMPIANTI LE SCUOLE SCI
SPIAZZI, FOPPOLO90, VARENO2000, ALTA VAL BREMBANA, MONTE PORA

The timing

9:00 am - WELCOME TO ALL SKILLY DAY FRIENDS

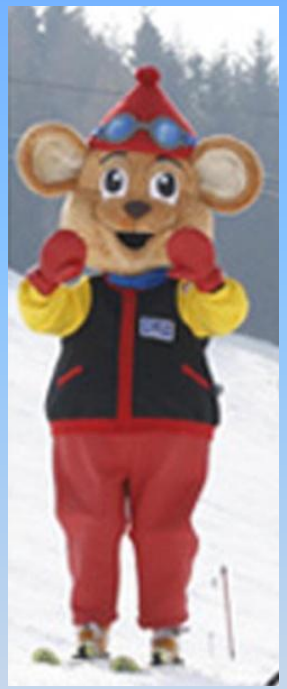
9:30 am - 1:00 pm GYMKHANA: INDIVIDUAL AND TEAM RACES

1:00 pm - Open-air LUNCH with music entertainment

3:00 pm - PRIZEGIVING CEREMONY of every participant to the SKILLY DAY event

5:00 pm - AWARD CEREMONY of the“ Skilly Drawing and Writing Competition” (fifth edition)

6:00 pm - TORCHLIGHT PROCESSION: a last run in the moonlight with kids, parents, ski instructors and … SKILLY



SKILLY DAY 2010

Sci Club UBI Banca GOGGI 1953

420 CHILDREN

WHO HAVE TAKEN PART TO OUR CAS AND SPEEDY PROGRAMS

= SKI START – UP CENTRE

A project founded by the Italian Olympic Commitee (C.O.N.I.)

SPEEDY **= *RACING PROMOTION***

A program founded by our Ski Team

THE PROTAGONISTS

420 CHILDREN

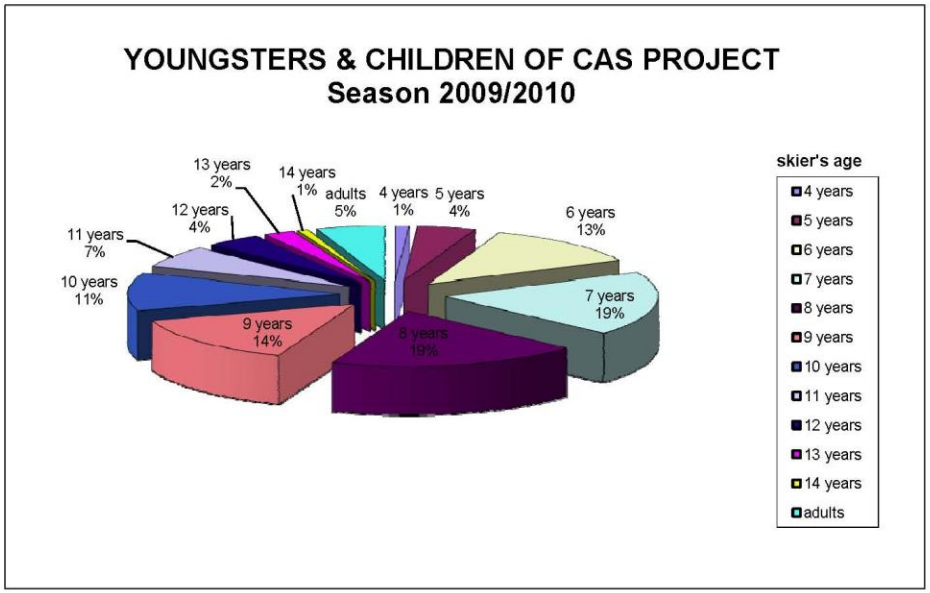
ski beginners	125	30%
ski intermediates	172	41%
ski experts without race vocation	63	15%
speedy racers	60	14%
	420	100%

THE PROTAGONISTS

PROTAGONISTS' AGE

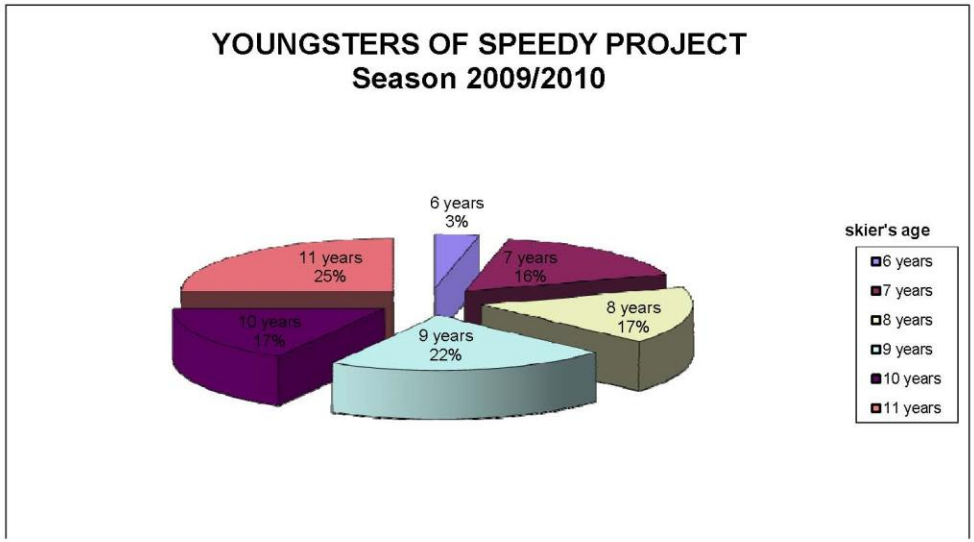
our skiers' age (excluding racers)
CAS season 2009/2010

		birth date
4 years	4	2006
5 years	17	2005
6 years	48	2004
7 years	73	2003
8 years	74	2002
9 years	55	2001
10 years	43	2000
11 years	25	1999
12 years	16	1998
13 years	9	1997
14 years	3	1996
adults	20	
total	387	



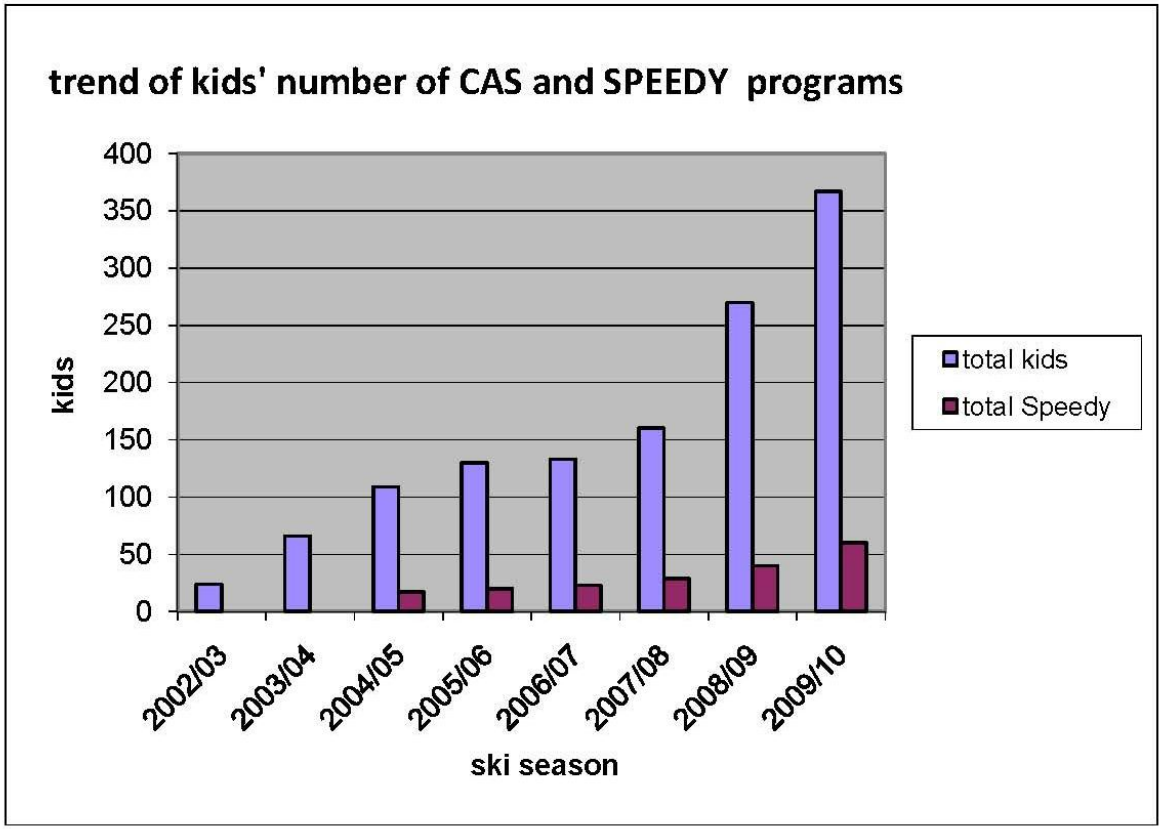
SPEEDY season 2009/2010

		birth date
6 years	2	2004
7 years	10	2003
8 years	10	2002
9 years	13	2001
10 years	10	2000
11 years	15	1999
total	60	1998



Ever increasing enthusiasm

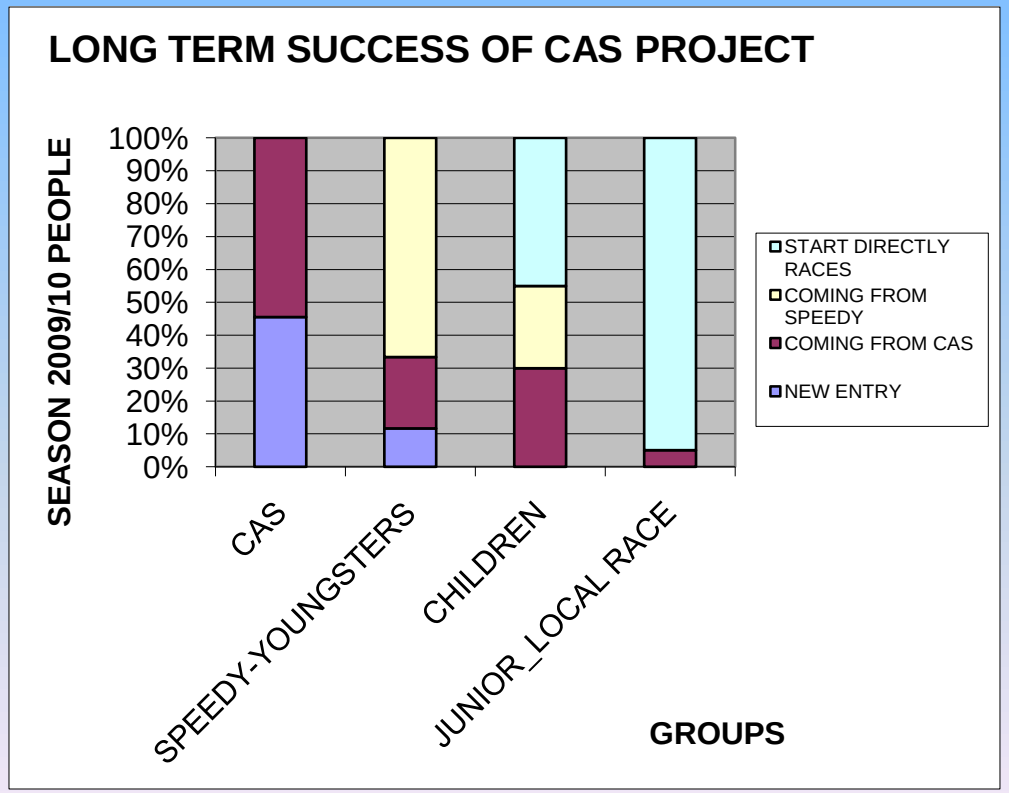
ski season	total kids	total Speedy
2002/03	24	
2003/04	66	
2004/05	109	17
2005/06	130	20
2006/07	133	23
2007/08	160	29
2008/09	270	40
2009/10	367	60
total	1259	189



THE PROTAGONISTS

Long term success of CAS project

GROUP	NEW ENTRY	COMING FROM CAS	COMING FROM SPEEDY	START DIRECTLY RACES	ACTUAL TOTAL
CAS	167	200			367
SPEEDY-YOUNGSTERS	7	13	40		60
CHILDREN		12	10	18	40
JUNIOR_LOCAL RACE		1		19	20



THE PROTAGONISTS

The core of CAS project

Every child steps on the podium and gains his award

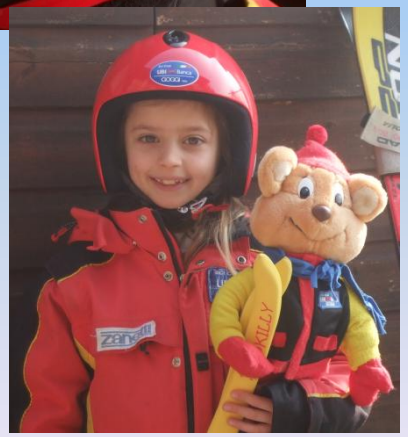
PASSION FOR KIDS

The core of CAS project

PASSION FOR KIDS

Every child steps on the podium and gains his gadget

The core of CAS project



Bib and helmet with the name of the child:

PRECISION AND SECURITY

PASSION FOR KIDS

Skilly Drawing and Writing competitions

2005/06: think up our mascotte and draw it

2006/07: draw or write the true story of Skilly

2007/08: tell about a dangerous adventure Skilly lived while skiing because he wasn't respectful of security rules

2008/09: invent a fairy tale about Skilly and the mountains

2009/10: draw or write about a Skilly's playmate and make up its name

PASSION FOR KIDS

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SKILLY DAY 2010

Thanks to our Sponsors

UBI Banca Popolare di Bergamo

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