



**Performance Report on the Brazilian hosting of  
World Ice Skating Day  
December 4th, 2022**

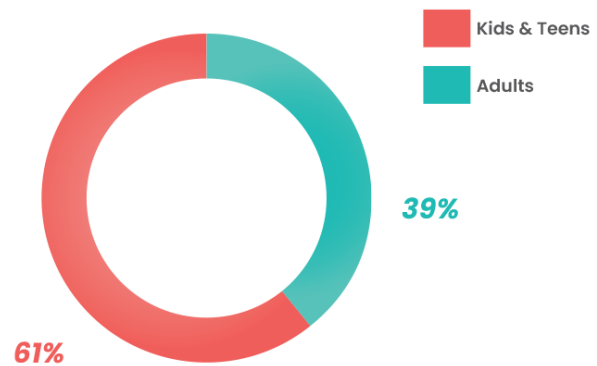
# World Ice Skating Day - Brazil

*The Brazilian edition of World Ice Skating Day rendered a day full of laughter, ice skating and positive vibrations.*

## **Attendance:**

539 throughout the day  
212 Adults  
327 Kids and teens

We had over 300 first-time Skaters - 30 of which signed up for regular figure skating classes.



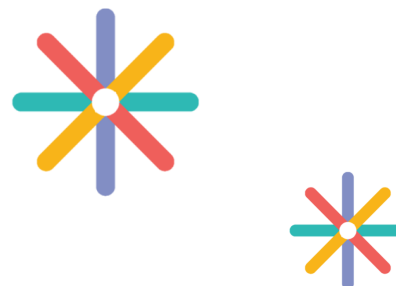
**2 Rinks, full staff, buffet and lots of other activities.**

**1 Goal: to make people crazy about ice skating!**

## Overview

### The Event

- 08:00 until 20:00, Dec. 4th 2022.
- 1 (28 x 18 m) main rink;
- 1 (45 x 15 m) figure skating immersion rink;
- Off-ice entertainment.



### Reception

With a full day ahead, staff greeted guests and let them in our cool hub full of food & drinks, play and lots of ice-skating fun.

- Beginner skaters and free skaters went on the ice for FREE at the main rink.

### Main Rink

This is where the fun started. Instructors were at the public's disposal to help new skaters with their first steps.

The main rink is also where everyone gathered; young, old, new, veteran... Boards displayed WISD and local sponsors' brands, while a DJ set the mood for hours of non-stop ice skating along with an LED Lighting show.

There, a big projector live-streamed exactly what was happening at our second ice sheet - the Figure Skating Immersion Rink, where athletes and veteran enthusiasts had a full day of training, learning and improving on their ballet, stretching, rotations, and physical conditioning.

This rink was also the big stage for figure skating presentations that took place often throughout the day. The athletes performed right in the middle of the free-skaters, who were just asked to stand on the sides along the boards, while a big crowd off the ice also enjoyed cheering them on. **A BIG HIT:** the projector screen at the main rink was pivotal in sparking the interest of newcomers in figure skating. People came along to check out the Immersion Rink, leading many to sign up for classes in the long-term.

## Fig. Skating Immersion

This is where fun got more serious - - for the ones that readily took on the challenge! Here, Figure Skating veterans and students practiced elements of their programs and enjoyed a day full of intensive training.

Another big screen showcased past memorable performances by world-class figure skaters.

### **Morning Session**

Skating skills, power jump, spin technique.

### **Afternoon Session**

Skaters could practice their program elements or mimick the step sequences shown on the projector screen.

During the morning workout, figure skaters were divided in two groups to get the most training time possible. While one group would be on the ice, the other would be going through off-ice conditioning with the aid of a specialized trainer.

In the afternoon, everyone had the chance to enjoy the atmosphere and practice what they had been working on throughout the season.

## The Atmosphere

Lighting, food, drinks and ICE.

Make-up artists were at the public's disposal to draw fun ice-related paintings on their faces.

Recreational activities for kids featured cheer squads running ice-skating themed play like doing arabesques, treasure hunting for ice skates, etc.

Inflatable toys mimicked snow castles outside the Arena and children could play around and have fun in them as much as they liked.

LED light decor was set for tables and seats, replicating ice cubes in the dark.

## WISD Brand Placement:

2 big banners (4x2m) with WISD and ISU symbols and branding elements were placed at the Arena's entrance

Another 2x1m banner was set at the reception desk, explaining a bit more of what WISD was about.

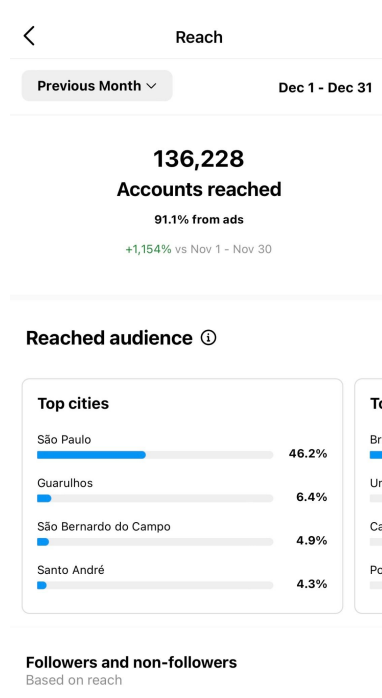
Several others were displayed all around the event, while staff were wearing WISD-specific uniforms.

WISD logos were also displayed on rink boards, along with other local sponsors'.

## Promotional efforts undertaken

Before the big day, our event - the only one in Brazil - was heavily advertised through paid social media campaigns, which led to up to 100,000 account views. Our sponsors, 'WatchGuard Brasil', 'Aromastick' and 'The Gin Flavours' were a big part of the movement, helping us spread the word on their social accounts as well.

We hired a sports promotion specialized marketing agency for professional photos and videos for the event, which included interviews and ad-friendly footage. You can find them at our instagram page @arenaicebrasiloficial, which has approximately 12.5K followers.



Our reach and engagement skyrocketed over 1000% compared to regular months, and we were able to build on that for more solid interactions with skating enthusiasts for the following months.

Alongside that, we had major brazilian figure skaters with heavy followings such as Catharina Thibau who performs alongside Cayden Dawson post about our WISD on their accounts and invite their audience to come around on December 4th.

*Print media:*

We also advertised on site through traditional print mediums in the month leading up to the event. This way, our regular public was made aware of the big party in advance and could also spread the word around their school, work, any other social circles which they were a part of.

Special Note

*We would like to say "thank you" to the ISU, for making it possible to share knowledge and joy through the sports which the ice skating community englobes. Our hosting of WISD was very special not only because it was set in a non-traditional ice skating country (and continent), but also because we could make the most out of funds that were so readily forwarded for the cause of growing our sports. We look forward to doing it all again next year!*