



# Inspire.

## We hold events that achieve multiple Council Certifications in special esteem.

Not only are they models for responsibly produced sporting events, they inspire others to pursue a similar vision and result.

As a reward for good stewardship and to recognize the legacy that sporting events committed to sustainability and thoughtful resource management provide to their audiences and communities, the Council for Responsible Sport offers additional staff support, a reduction in documentation

requirements and exclusive advertising exposure to Inspire-eligible partners.

After multiple Council certifications, you become eligible to be invited to join the *Inspire* group of events.

The *Inspire* program provides:

- Eligibility for Inspire status for up to 5 years, granted annually.
- 5 hours of annual direct consulting support, on-call as needed.

- Documentation and reporting support from Council staff.
- Exclusive paid advertising recognizing your competition as an Inspire event in relevant publications and media channels. Also includes social media support and promotion.
- Distinctive Inspire logo to use in event branding.





## Pursuing Inspire status for your event

Events that are invited to pursue Inspire status must commit to a process of continuous improvement and transparency, while embracing a leadership role within their sport sector.

Compared to Council certification, documentation requirements are greatly reduced. Instead, Inspire events are expected to share their story with fellow event organizers on an annual basis, using at least one of the following communication channels: webinar, podcast, blog, newsletter, feature article in a relevant publication, presentation at an industry gathering, etc. Inspire event organizers will also be asked to mentor another Council-affiliated event on some aspect of their responsible sport program.

Formal documentation requirements will be limited to the following on an annual basis: **1)** waste diversion by weight, stream and percentage; **2)** total dollars donated or value of in-kind services provided to charities, underserved communities, or non-profit partners, and; **3)** renewable energy use associated with event operations in kWh or its equivalent as well as a percent of total energy use. In addition, Inspire event organizers must report two other metrics annually; these metrics should be relevant to particular challenges or opportunities event organizers are addressing on a long-term basis (e.g. annual water use to track success of conservation initiatives, percentage of dollars spent on locally grown and/or sustainably produced food and beverages, carbon footprint of local or long distance travel, etc.)



## When Your Event is an Inspiration

Featuring an affordable annual fee, a relaxing of documentation obligations and additional staff support, the Council's fee schedule for Inspire-level events rewards determined effort and committed vision.

<b>\$1,000</b>	Under 1,000 participants or paid spectators
<b>\$1,250</b>	1,000 - 4,999 participants or paid spectators
<b>\$1,500</b>	5,000 - 9,999 participants or paid spectators
<b>\$1,750</b>	10,000 - 19,999 participants or paid spectators
<b>\$2,000</b>	20,000 - 49,999 participants or paid spectators
<b>\$2,250</b>	50,000 - 99,999 participants or paid spectators
<b>\$2,500</b>	More than 100,000 participants or paid spectators