

National Gymnastics Week Handbook



Gymnastics
Canada

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Introduction

National Gymnastics Week celebrates the positive benefits of gymnastics in all its forms: trampoline, tumbling, sport acrobatics, sport aerobics, and general, rhythmic, and artistic gymnastics. National Gymnastics Week provides your club, school, or organization with the perfect opportunity to promote its activities to the local community.

This handbook is designed to help you plan and promote activities during National Gymnastics Week. This handbook is a collection of ideas, suggestions, and hints highlighting those aspects deemed of most interest. The information in this handbook was culled from many sources; in particular from documents produced by the Alberta Gymnastics Federation, the Australian Gymnastics Federation, Gymnastics British Columbia, Gymnastics Ontario, the International Gymnastics Federation (FIG) and USA Gymnastics. In this handbook you will find information about National Gymnastics Week – goals, objectives & benefits derived from participating in this event.

Start planning your National Gymnastics Week activity today, and join clubs across the country in the celebration of our sport. Don't forget to register your activity with your Provincial/Territorial Gymnastics Federation. Please fill out and return the evaluation form so we know how your activity was received. Your comments can help make future National Gymnastics Weeks even better! In addition, by registering your activity and supplying post activity details, we can continue to demonstrate to sponsors the popularity of this event throughout Canada.

GOOD LUCK AND HAVE FUN!!!

About National Gymnastics Week

What is it?

National Gymnastics Week is a joint effort between over 700 Canadian gymnastics clubs, Provincial/Territorial Federations, and Gymnastics Canada to increase the awareness of our sport, and to celebrate the positive benefits of gymnastics in all its forms: trampoline, tumbling, sport acrobatics, sport aerobics, and general, rhythmic, and artistic gymnastics. It is dedicated to bringing together thousands of Canadians of all ages and levels who participate in gymnastics, and to encourage all other Canadians to try the sport.

National Gymnastics Week was first introduced in 2002. The 2012 edition will mark the beginning of a new chapter. For the second decade, we have re-energized our look and our approach. We are introducing a modernized logo that brings a fresh and young vibe to the event. We are also introducing two new national initiatives: the Gym Revolution Video Challenge and Gymnastics Hour. Our goal with the national activities is to set new participation standards during National Gymnastics Week and to generate public interest in our sport.

National Gymnastics Week remains a unique opportunity for clubs, schools, or organizations to promote its activities to their local community. We wish to promote creativity, cooperation, and exploitation of synergies between participating clubs, schools, and organizations in the celebration of gymnastics so that the experience of each is positive for all.

National Gymnastics Week 2012 will take place February 13-19, 2012

New for NGW 2012

BRAND NEW NGW WEBSITE

www.nationalgymnasticsweek.com

We are pleased to introduce our new and improved look! This look is about being young, fresh, and hip. But most importantly, it's about bringing fans of gymnastics together to celebrate the sport we all LOVE!

Whether you're young or old"er", part of a club with 50 members or one with 5000, a recreational gymnast or a national team athlete aiming for the ultimate gold medal; we invite you to take a moment to learn about what National Gymnastics Week has to offer and how you can join the fun!

NEW NGW LOGO

Our first step of action was to modernize the logo. Here are the old and new logos for a fun comparison!



Do you like what you see? Here was our thought process behind the new creation.

The new logo uses two different fonts. The first one has a very urban look with a penchant toward "hip hop", similar to a graffiti style. The second font used for the "M" of GYM, is urban with a human touch. The shape of the "M" was tweaked to suggest the shape of a heart. The heart illustrates the key message we are trying to convey which is "I love gymnastics". The

dark red coupled with the lime green creates a sharp contrast. This logo gives a modern, inviting, and colourful punch. Finally, the swirl that rotates around the logo represents the movement of rotation that can be found in all disciplines of gymnastics!

Pretty cool eh?

2012 National Activity

Gym Revolution Video Challenge

Join the Gym Revolution Video Challenge and Show Canada why you LOVE Gymnastics!

In the weeks leading up to and during National Gymnastics Week, gymnastics enthusiasts across Canada will be invited to submit a YouTube video of why they LOVE Gymnastics.

There are a million ways to interpret LOVE when it comes to gymnastics. The way you interpret it is totally up to you. Be creative and use your imagination!

Here are a few ideas:

Show it through movement - a flash mob dance with your entire club, a lip dub performance with your group, a mini routine that you love to perform, your favourite skill you just learned, or even your reaction as you watch the Olympics on TV!

Show it through words - a mini interview, a quote that inspires you, a poem about your coach, or even a song about a great day you had in the gym!

The possibilities are endless and all participants are encouraged to be as creative as possible! This challenge is for everyone; all age groups, group sizes, abilities and disciplines. You don't even have to be a gymnast!

The video with the most YouTube "likes" at the conclusion of NGW will win the grand prize! Viewing of the videos will be allowed until the Friday (midnight EST) of NGW. The winner will be announced during Gymnastics Hour on the Saturday of NGW.

Gym Hour

How many people can we get doing gymnastics in Canada at the same time for one hour? We will soon find out! We are inviting clubs to declare their participation in Gymnastics Hour, and help get as many Canadians doing gymnastics together on the Saturday of National Gymnastics Week from 2:00-3:00 pm Eastern Standard Time.

For more information on this new initiative, visit the Gymnastics Hour section on the website!

Goals & Objectives of NGW

- *To increase the visibility, awareness, and practice of all the disciplines. Gymnastics is a multi-discipline sport.*
- *To promote GCG and its members (Provincial/Territorial Federations, clubs, athletes, etc.).*
- *To promote the benefits of gymnastics to the health and well being of all participants.*
- *To promote and increase the number of safe, healthy and technically sound gymnastics activities in Canada.*
- *To promote gymnastics as a foundation for all sports, and as the ultimate human movement experience for participants of all ages and levels.*
- *To promote participation in gymnastics as an active lifestyle choice. Gymnastics is for fun, for recreation, for competition, for education, for excellence, for personal improvement. Gymnastics is for life!*
- *To provide fundraising and promotional opportunities for clubs, groups and organizations.*

Why Participate?

National Gymnastics Week is dedicated to increasing the involvement in gymnastics and physical activity across our nation. Our aim is to bring together gymnastics enthusiasts of all ages and levels from across Canada to participate and try the sport. Participation provides both mental and physical health benefits through strength and endurance conditioning, social engagement, and goal setting. National Gymnastics Week can help increase spirit and community within current members and prospects.

Other benefits include:

1. Increasing the number of registered members / participants

Increasing the visibility of the sport will lead to an increase in the number of people participating in gymnastics. A larger number of gymnasts can result in greater financial support, relevance, and public awareness. This will allow the organization of bigger and better events for all the gymnastics disciplines. Our strength is in our members!

2. To convey the messages “*I love Gymnastics*” and “*Gymnastics is health*”.

Everyone can find something meaningful and beneficial in gymnastics regardless of his or her age, ability, or goals. National Gymnastics Week offers you the opportunity to share the “*joy of gymnastics*” and educate the public about living a healthy active lifestyle.

Health is a growing concern for Canadian society. You can promote and highlight the connection between the regular practice of gymnastics and health improvements. The message “*Do gymnastics and get healthy*” will project the idea that there is no limit whatsoever to the practice of gymnastics. You are never too young or too old to gain something positive from gymnastics.

3. Increasing attendance at exhibitions and competitions

Achieving high levels of attendance is important for creating a social impact, which is one of the key goals of all sports and major events.

Having a large number of people involved and widespread media coverage will help create this impact.

National Gymnastics Week and its program of activities is based precisely on creating an atmosphere that is inviting, motivating, accessible to everyone, and encourages participation.

4. Attracting new funds and sponsors

National Gymnastics Week is a fundraising and promotional opportunity for participating clubs. The unique activities you organize within your community will be attractive to local public institutions and commercial enterprises.

5. Achieving media coverage

The objective of media coverage is to increase awareness of the different disciplines of gymnastics, to boost the number of people participating in gymnastics, and increase the number of fans.

To ensure that National Gymnastics Week reaches as much of your community as possible, you will need to involve the local media in your activity. Besides increasing the visibility of gymnastics, this event also provides you with an opportunity to educate the public about our sport.

Join the celebration! National Gymnastics Week is a great way to advocate gymnastics within your community. It is also a good way to market and promote your club. This is your opportunity to organize an activity in celebration of our sport. It is up to you and your club to take the initiative and become involved; use your imagination, choose an activity that will promote the lifelong benefits of gymnastics in your community, and share your ideas with others. Use some of the suggestions in the next parts of this handbook. Gym-a-thons, exhibitions, mini-Olympics, and school clinics are only a few of the great activities that you can organize. Try to involve your community, and plan your activity to include as much of the general public as possible. Contact the city or town council to have the Mayor proclaim this week within your community. Host an activity with a positive attitude and atmosphere that will enhance your club's reputation and make this an event for your community to look forward to in the years to come.

Remember, the more clubs in the country that get involved in National Gymnastics Week, the better the exposure for our sport!