RFABC

Recreation Facilities Association of British Columbia

CONTRIBUTOR'S GUIDE

Summer 2025 Issue

FACILITY 2 FACILITY

An easy-to-follow article submission guide packed with all the details you need to contribute successfully to RFABC's Facility 2 Facility Magazine.

FACILITY 2 FACILITY

Summer 2025 Issue

WELCOME

Hey there!

We're thrilled you're interested in contributing to our quarterly publication. To make things easy and straightforward, we've put together an article submission guide. Here's what you'll find inside:

- **F2F Insight:** Our magazine's purpose and content goals to connect with and benefit our readers.
- **Submission Guidelines:** Simple steps to get your work in front of our readers.
- **Editorial Calendar:** A heads-up on what we're planning for the upcoming issues.
- **Deadlines:** Clear dates to keep us all on track.
- **Advertising:** Get your business front and center. Reach more people and make a real impact!

We're all about making things easy and relatable. We are excited to see what you'll bring to our community!

RFABC
FACILITY 2 FACILITY
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WHY WE DO WHAT WE DO

OUR VISION

We envision a future where every recreational space in our province operates safely, efficiently, and inclusively.

OUR MISSION

We empower recreation professionals to operate safe, efficient, and accessible recreation spaces.

OUR VALUES

LIFELONG LEARNING

We continuously grow our knowledge and skills within the recreation sector.

CULTURE OF SAFETY

We are committed to emphasizing safety, efficiency, and inclusion in recreational spaces.

DRIVING CHANGE

We empower communities to develop, grow, and evolve their recreation spaces and practices.

CONNECTION

We build strong networks and encourage sharing of resources. Establishing and strengthening relationships within these networks is crucial.

PARTNERSHIP

We foster strategic relationships within the sector.

F2F INSIGHT

The purpose of F2F Magazine is to be a reliable, go-to source for B.C.'s recreation facility operators. The magazine provides up-to-date information, practical education, and valuable resources to help recreation professionals do their jobs better.

CONTENT GOALS

Provide Comprehensive Maintenance Guidance

- Deliver detailed articles offering step-by-step maintenance guides for various facilities, including pools, arenas, parks, and sports fields.
- Highlight seasonal maintenance tasks and checklists to ensure facilities remain in top condition year-round.

Promote Safety Standards

- Educate readers on the latest safety protocols and best practices for all types of recreation facilities.
- Feature articles on emergency preparedness, risk management, and accident prevention to enhance facility safety.

Enhance Operational Efficiency

- Share tips and techniques for optimizing facility operations, including energy management, equipment maintenance, and staff scheduling.
- Showcase case studies and success stories that demonstrate effective operational strategies in different facility types.

Foster Accessibility and Inclusivity

- Provide guidance on making facilities more accessible to all community members, including those with disabilities.
- Highlight recreation products and services that promote accessibility and inclusivity in recreation, ensuring that facilities serve a diverse population.

Encourage Sustainable Practices

- Promote eco-friendly maintenance and operational practices to help facilities reduce their environmental impact.
- Share innovative solutions and technologies that enhance sustainability in recreation facilities.

Stay Current with Industry Trends

- Keep readers informed about the latest trends, technologies, and regulatory changes in the recreation facility industry.
- Provide reviews and evaluations of new products and services that can enhance facility maintenance and operations.

Support Professional Development

- Offer resources and training opportunities for facility managers and staff to improve their skills and knowledge in facility maintenance and operations.
- Feature interviews with industry experts and leaders to provide insights and inspiration.

Create a Platform for Knowledge Sharing

- Encourage contributions from readers, including tips, success stories, and lessons learned from their own facilities.
- Foster a sense of community among recreation professionals by sharing experiences and best practices.

Highlight the Association's History and Membership Benefits

- Provide articles on the history and milestones of the association, showcasing its evolution and achievements.
- Highlight the benefits of membership and share testimonials from members about how the association has positively impacted their careers and facilities.

Align with the Mission Statement

- Ensure that all content aligns with the mission statement of empowering recreation professionals to operate safe, efficient, and accessible spaces.

SUBMISSION GUIDELINES

We value our members, associates, and partners as recreation industry experts. We want to hear from you!

Here's what we're looking for:

- Your article should be educational or entertaining for RFABC members, not promotional.
- Make sure it covers the 5Ws: Who, What, Where, When, and Why.
- Keep it between 800-1200 words.
- Include proper citations for any external sources.
- Since our magazine is digital, you can include external links in your article to guide readers to additional information and resources. CLICK HERE

Please submit images and photos along with your article.
Just make sure:

- Everyone in a photo is identified.
- Diagrams come with detailed descriptions.

We want to make sure you get credit for your article.

- Along with your full name, you can include a company name and a small logo.

Submit your article to: **communications@rfabc.com**

EDITORIAL CALENDAR

We publish our digital magazine four times per year. It reaches over 2,100 members and is growing!

01

FALL ISSUE (September - November)

PUBLISH DATE: AUGUST 5, 2025

DEADLINE: JULY 15, 2025

02

WINTER ISSUE (December - February)

PUBLISH DATE: NOVEMBER 3, 2025

DEADLINE: OCTOBER 15, 2025

03

SPRING ISSUE (March - May)

PUBLISH DATE: FEBRUARY 2, 2026

DEADLINE: JANUARY 15, 2026

04

SUMMER ISSUE (June - August)

PUBLISH DATE: MAY 20, 2025

DEADLINE: APRIL 21, 2025

PROCESS AND DEADLINE

Let's all stay on track!

The Process

1. **Declare which stream you intend to write for:**
   - *Pools*
   - *Arenas*
   - *Parks & Sport Fields*
   - *Facility Operations*
   - *Facility Leadership*
   - *Programs & Services*
2. **Decide on a topic and potential article title.**
3. **Confirm available space by declaring your stream and submitting your article topic via email for approval.**
   - *communications@rfabc.com*
4. **Write your article and submit by the deadline!**

The 2025 SUMMER ISSUE Deadline

Submit your completed article by
Monday, April 21, 2025

CONSIDERATIONS

Deciding to write an F2F article is not a sales pitch.

Writing an F2F article is not an opportunity for a sales pitch; it's about providing real, practical value to our readers. The focus must be on delivering educational content that helps them in their everyday roles.

EXAMPLE

SPORTS FIELD TURF MANUFACTURER

- **Instead of:** Promoting a specific type of artificial turf.
- **Focus on:** The benefits of different types of turf and grass, maintenance tips for keeping fields in top condition, and how to choose the right surface for various sports and climates.

Authors may need to revise their article to meet our criteria.

When an author submits an article for consideration in our F2F magazine, it is important to note that the editorial team carefully reviews each submission to ensure it aligns with our publication's standards and objectives. While we value and respect the unique voice and perspective of each author, we may ask for revisions to help the article better fit within our established guidelines.

Your article might not be selected for publication in the current issue and may be stored for consideration in future editions.

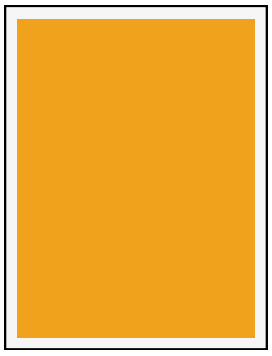
Please note that while we greatly appreciate your submission, there is a possibility that your article may not be selected for publication in the current issue. However, rest assured that it will be stored and given full consideration for inclusion in future editions. We value your contribution and look forward to potentially featuring your work in our magazine at a later date.

PURCHASE AD SPACE

SECURE YOUR SPOT!

Purchase an ad with us and let your business shine.
We're here to help you connect with your community and grow your success.

FULL PAGE



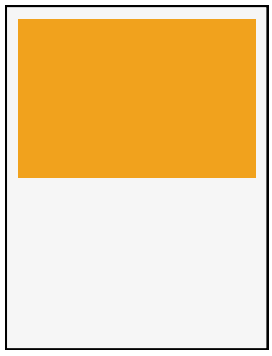
1 Issue: $555 + GST

2 Issues: $835 + GST

3 Issues: $1190 + GST

4 Issues: $1630 + GST

HALF PAGE



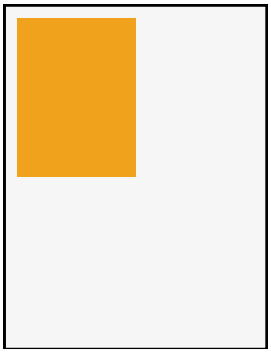
1 Issue: $375 + GST

2 Issues: $565 + GST

3 Issues: $800 + GST

4 Issues: $925 + GST

QUARTER PAGE



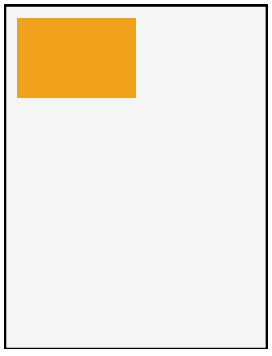
1 Issue: $230 + GST

2 Issues: $345 + GST

3 Issues: $490 + GST

4 Issues: $640 + GST

EIGHTH PAGE



1 Issue: $145 + GST

2 Issues: $215 + GST

3 Issues: $305 + GST

4 Issues: $400 + GST

Contact Dwayne for Enquiries & Ad PDFs

Phone: 1-250-514-7518
dwayne@rfabc.com

CONTACT US

For questions, connect with our helpful team. They're here to ensure you have a smooth and enjoyable experience.

Michelle Bigelow

Manager, Communications & Marketing

communications@rfabc.com

Michelle is your go-to person for any questions, to let us know you're interested in writing an article, or to submit your work for consideration.

Dwayne Kalynchuk

Executive Director

Dwayne@rfabc.com

Looking to advertise in the F2F? Reach out to Dwayne, he's happy to help get you set up.

Shawntel Dickinson

Manager, Business & Education

education@rfabc.com

Have an idea for an article but unsure if it's a topic that's right for our readers? Ask Shawntel.

NEXT STEPS

That's it for the Contributor's Guide! Now it's your turn to start brainstorming and writing. The deadline is just around the corner. We can't wait to see what you come up with!

M. Bigelow

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Manager, Communications & Marketing

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Thank You