



**Campbellsville University**

**HP315 Introduction to Sport Management**

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**“Ice Kwon Do: A new way to glide and to life”**

## **“Ice Kwon Do: A new way to glide and to life”**

How were the sports we know created? Well, they started as ideas.

Ice Kwon Do is something new. And as it happens with everything new, it might seem a little crazy in the beginning. But it's worth giving it a chance.

First of all, it's important to give the definition of the word “sport”. According to the Oxford English Dictionary, sport is defined as an: Activity that you do for pleasure and that needs physical effort or skill, usually done in a special area and according to fixed rules<sup>1</sup>. So based on that, we can assure that Ice Kwon Do counts as a sport.

Ice Kwon Do was inspired by Tae Kwon Do and Figure Skating. The meaning of the name is actually really interesting and it highlights the beauty of it. Ice: The surface where it is done. It means that you need to use ice skates. Kwon: Represents the movement of the body, expression. Do: Means the way or the art.

It is derived by the movements done in Tae Kwon Do and the artistic part of Figure Skating. In Tae Kwon Do those movements or figures are called poomsae. The word Poomsae, also known as "Pumse," means form. It can be said that in Taekwondo, poomsaes represent a combination of movements that symbolize attacks and defenses performed based on a line or pattern. These movements are intended to simulate attacks and ways of protection, whether against one or multiple

attackers. Poomsaes help train and educate the student's body. By practicing them, students improve their balance, synchronization, agility, breathing, etc.<sup>2</sup>

In Tae Kwon Do, every poomsae is a symbolic representation of a quality that is supposed to be acquire while doing it.

When it comes to the Figure Skating part, there is a score where the judges get to qualify the artistic components, per se. It is called the Program Components Score.

**Program Components Score (PCS):** This score assesses the artistic and performance aspects of the routine, including choreography, interpretation of the music, transitions, skating skills, and overall presentation. It reflects the skater's ability to convey emotion and perform with grace.<sup>3</sup>

### **Proposed Rules, Scoring, How to Play**

When it comes to Ice Kwon Do, the perfomer gets to do a routine, with music of their choice. Like in Figure Skating. But, Ice Kwon Do wants to evoke freedom and creativity, so their are actually no technical elements involved, per se. There are no jumps, spins, kicks or mandatory movements. Just a composition of artistry and interpretation. The athletes must do a representation while sliding into the ice, by using their whole body. Ice Kwon Do, wants to give the athlete a way to express. And a way to connect with everything. It consists of a routine that has to evoke the meaning of the level the performer is in. Each level, as in Tae Kwn Do's poomsaes, is a representation of something.

There are actually no literal scores, how can someone be entitled to decide if something represents the Creation? It is a gift to God. And everybody has a different thing to offer.

What is beautiful about this sport, is that there is no limit in who can perform. Literally anyone can do it, no matter the age, the gender, etc. This sport is thought of giving someone a chance to have a relationship with God and therefore with themselves and everyone else, by knowing the history and having the opportunity to immerse on it. So everyone can do it. This sport wants to be a life-changer.

The time on the routines will be explained further. The level the athlete will be involved is called “Genesis”. *Genesis* —a name derived from the Hellenistic Greek word *γένεσις*, which can be translated as "Origin," "Creation," or "Birth"— is the first book of the Jewish *Tanakh* and the Christian Bible. The name in Hebrew — which is older than the Greek name— is *Bereshit* (בראשית), the first word of the book, meaning "In the beginning." For Jews, it is the first book of the *Torah*; for Christians, the first book of the Old Testament. Therefore, it is a sacred text for Jews and Christians, as well as for other religious groups and movements such as the Samaritans or Mormons.<sup>2</sup>

In order to advance into a new level, the athlete must complete the Genesis he/she is in. Ice Kwon Do is inspired on God. What this sport wants it to give the athlete

a connection to God and a searching of their purpose. The six Genesis are named based on the 6 days that God created the Earth.

Genesis have to follow the next rules:

1. Light: The athlete has to do a routine of 1 minute. This routine must be a representation of God creating light, separating it from darkness. Has to be done on Monday.
2. Sky/ Water: A routine of 2 minutes. The routine must be a representation of the creation of the sky, dividing the waters above from the waters below. Must be presented on Tuesday.
3. Land: 3 minute routine. The routine has to be a representation of the formation of dry land and seas, and the creation of plants and vegetation. Has to be done on a Wednesday.
4. Day/ Night: A 4 minute routine. Has to be a representation of the creation of the sun, moon, and stars to govern day and night. Must be performed on Thursdays.
5. Blue creatures: A 5 minute performance, that must contain a representation of the creation of creatures in the sea and birds in the sky. Has to be done on Fridays.
6. Creatures of the Land: 6 minutes of a routine that represents the creation of land animals and humans. Must be performed on Saturday.

After achieving the 6 Genesis, the athlete/ performer gets to be in the 7<sup>th</sup> degree. Which also, happens to be inspired by the *Genesis 2:1-3*. “Thus the heavens and the earth, and all the host of them, were finished. And on the seventh day God ended His work which He had done, and He rested on the seventh day from all His work which He had done. Then God blessed the seventh day and sanctified it, because in it He rested from all His work which God had created and made”. This is more a degree than a level, is like when an athlete is called a professional. In Ice Kwon Do the 7<sup>th</sup> Genesis is a space, where the athlete gets to do an introspection of what he/she has learned during the practice of the sport. And most important of it, everyone gets to share their story on the platforms that will be presented up next. This “presentation” must be done on Sundays. Once the person gets this degree he/she has the obligation of sharing their story, there are no rules for the presentation.

### **Equipment Needed to Play**

Ice Kwon Do has to be done with figure skating tights, so the athlete can be fully covered on their legs and to prevent injuries caused by the ice. What is amazing about this new sport, is that it also allows the athletes to express themselves by choosing their own outfit. However, the outfit has to comply with certain rules:

1. It has to be made of spandex, so the athlete can have a great range of motion.

2. It has to follow the “hierarchy of colors”. Depending on the level they are in.

Hierarchy of colors:

Genesis 1: Yellow.

Genesis 2: Blue

Genesis 3: Brown.

Genesis 4: White and Black.

Genesis 5: Blue+Color of choice.

Genesis 6: Green.

Genesis 7: Color of choice. Freedom of choice.

3. The performer gets to choose the design of their outfit.
4. The athlete has freedom of choosing their own aesthetic. For example: The makeup, the hairstyle, etc.

## **Facilities Used for Practices and/or Games**

When it comes to the venue of the sport, it has to be an ice rink or any icy surface.

Each Genesis must be done/presented on Easter. Each level has to be presented with a minimum of a year difference, so the athlete gets to prepare for every Genesis.

## **SWOT Analysis**

### **Strengths**

- 1) It has never been done. Is something completely new.

- 2) The goal is something that goes far beyond being a good athlete and everything it takes, like sacrifices, tolerance to frustration, resilience, determination, constancy, passion, etc. It searches to be a good person and also, to feel loved.
- 3) It is not only a sport. It is a mix of sports, art and purpose.
- 4) Is unique. Every performance will be totally different. So, Ice Kwon Do will never be boring, each routine will be personal, and yet, everyone can see it and delight with its beauty.
- 5) Is more than a sport, is storytelling.
- 6) It is not only physically demanding, but also impulses creativity and encourages everyone to search and have knowledge about God and His Creation.
- 7) It gives people the opportunity not only to express themselves and to gain a better physical and mental state, but to connect with something bigger.
- 8) It is the first sport that explicitly searches to offer a relationship with God.
- 9) It has the perfect combination of values and qualities that a person needs, in order to find their path.

10) It is not a competition, but a way of life. Is a modern way to encourage people to look for God.

11) It is for everyone to do it.

12) The freedom it offers in every area is beautiful and can be adapted to any situation (monetary or anything else).

13) It is a sport that is meant to be appreciated, not judged.

14) It is revelation and testimony.

#### Weaknesses

1) As it is not a competitive sport, people can feel that is not worth trying.

2) It is for everyone to practice. But the venue where it is done can limit a lot of people in order to practice it.

3) A lot of people can reject the sport due to its religious connection.

4) As it happens with everything new, there can be a lot of escepticism.

5) A rink is a very expensive venue to practice.

6) In case of the icy surface, it will depend on whether people have access to it.

7) Ice skates are expensive. And they require special maintenance.

## Opportunities

- 1) As Ice Kwon Do is not a competitive sport, but a sport that wants everyone to express, people will look want to practice it. As it does not have rules or parameters in order to represent something.
- 2) The most important thing to people is the search of a meaningful life<sup>5</sup>. Ice Kwon Do is the perfect combo for that. By giving people knowledge, freedom, a place to express, a connection to God and the perfect timing for each one in order to develop a story.
- 3) It is a great way to show the benefits of sport and a sense of identity to governments, so it can be implemented. A game changer for the way not only we look at sports but at life. It can be implemented on a lot of areas, especially when the sport starts giving results. So, with this it can level up the range of people who can do it.
- 4) A fantastic opportunity to start involving sponsors on a really promising matter, that goes far beyond sports.
- 5) It happens to be a new opportunity to be able to reach people's hearts. By giving everyone the chance to participate and decide whether they find it helpful or not, all of this with the blessing of decision. So people will not feel pushed into anything.

- 6) It is the perfect way to create more conscience about life. Talking about sponsors, viewers or spectators, athletes and everyone in general.
- 7) Ice Kwon Do is a game changer on the way we look at sports and life.

#### Threats

- 1) Most of the sponsorships are looking for an economic benefit reflected on a short period of time. So, at first it will be difficult, but not impossible, to find sponsors.
- 2) Sports are now being seen as this great window only for businesses. However, this is the perfect opportunity to change this mindset and add a whole new vision.
- 3) Nowadays, we live in a society where patience is not a very common thing<sup>6</sup>. However, this is a great way to change that point of view that is trending.
- 4) Ice Kwon Do can be considered an elitist sport at the beginning, nevertheless with the help of governments and sponsors, a lot of scholarships and help will be given. Creating a new community of support.

#### **Marketing Mix for Your Sport**

##### **Product**

- Ice Kwon Do is an innovative sport. It is attractive and compelling, as it offers something that was never offered before in sports. A lot of events can be promoted and created. It will be a beautiful yet interesting and promising sport that will ease everyone's contributions. That will go from teams, merchandise, apparel, broadcasting rights, equipment, etc. It offers not only a fan experience but a life experience. Everyone involved will also generate a new sense of what sports can be.

## Price

- The cost of Ice Kwon Do is an interesting subject. At first, only people with the equipment will be able to practice. So, the first approach will be with zero dollars. The first Ice Kwon Doers will be people with access to an ice rink and to ice skates. A proposition will be done, hoping for them to accept it and try it. Later on, with more engagement thanks to the publicity that will be done, and with statistics and numbers of people interested in; plus, the Ice Kwon Doers' testimony, an agreement that involves sponsors and government will be done. We have to take into account that the time of practice on an ice rink costs, depending on the country. But, as explained before, ice rinks have promotions where you can practice as many hours as

you want, as long as you pay for a subscription. That is why, actual figure skaters will be the first Tae Kwon Doers. As the sport grows and gains popularity, the cost will be the ice hours plus the ice skates. The goal for this sport is for everyone to be able to practice it. So patience will be required as things take course. Also, the outfit and equipment selection has a lot of range. There are a lot of figure skates branches, that depends on cost. So, the athlete can choose depending on each economic situation. As well as on the outfit and makeup. This sport was thought to adjust to everyone's needs.

### **Place**

- An ice rink will be the first location. As time goes by, any ice surface will be perfect for everyone to do it.

### **Promotion**

- The promotion is something that will take effort and time, as everything in life. Social media is gaining a lot of popularity nowadays. Instagram, Facebook, Snapchat, Tik Tok, YouTube and Spotify will be the first tools in order to make the sport known. Even radio will be used. After that, television.

## **How to Minimize the Risk Involved in Each.**

There are a lot of protection tools when it comes to sports done in ice. They are designed to give protection to the athlete depending on their needs. They go from helmets, gloves, knee pads, mouthguards, etc.

## **Funds**

What we planned on using the funds at first will be social media marketing. The apps mentioned above have an “Sponsor” option, where you can start by paying between 20 cents and \$2 per click. It all depends on how much you are able to pay. So the initial investment will be affordable. Social media has a lot of options, depending on each business’s needs. And the advertisements are shown to the group of people each business chooses.

## **Conclusion**

Without a doubt Ice Kwon Do has a great future and is feasible. As explained in every part of the paper, Ice Kwon Do is something that offers so much more than just a sport. It gives everything. Ice Kwon Do will work because it is a blend of passion, art, music, coordination, freedom, expression. Faith, storytelling, among a billion things that are acquire throughout it.

It is not only a sport but a way to connect with God. Everything that is good for humans. Ice Kwon Do has a deeper meaning and the goal is something that has never been explicitly said on sports.

It hopes to give humans a way of linking and intersect every part involved in it.

What makes Ice Kwon Do a promising sport is that every component of it has a reason to be. And each reason is profound. And goes beyond a score. It is for everyone. Specially for those, like me, who want to have a meaningful life. So, the question arises... Who doesn't?

There are no impossibles in life. Those people, who are called "outliers" dared to defy the "rules" that were imposed by the society. They decided to believe in something far greater. Ice Kwon Do is the perfect first step. To understand the beauty and the perfect God's creation. Which also happens to include us, humans.

**"Every man's life is a fairy tale written by God's fingers."**

**-Hans Christian** Andersen<sup>6</sup>

This is an opportunity to guide everyone into something more important than winning a competition: find their purpose.

Ice Kwon Do wants to encourage everyone to work hard, be resilient, give that extra into ordinary. To become "extra-ordinary". But most importantly to have the best relationship ever, which happens to be: with God.

“Through hard work, perseverance and a faith in God, you can live your dreams.”

-Ben Carson<sup>7</sup>

Is an invitation not only to imagine, but to make it come true. As Muhammad Ali once said “The man who has no imagination has no wings.”

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