



## **Publicity & Promotions**

Saturday June 26, 2010  
Mystic Lake Resort

**This report was given to the Minnesota Hockey Board of Directors during its meeting of June 27, 2010 and is incorporated into the Minutes of that meeting**

The meeting was called to order at 1:13 by Chairman Scott Gray. Members present: Tim Morris, Tom Mickus, Pete Hill, Mike Snee, Shari Olson, and Scott Dornfeld.

There are five initiatives that the committee is planning to work on this season:

1. Partner with other groups that might have an interest in working with MH – i.e. Boy Scouts.
2. Distributing MH information through the elementary schools. 20 school districts were contacted to see what procedures need to be followed to get the materials into the hands of the kids. It was pointed out to Scott that some associations are already working with the schools during open house nights, handouts for all students, etc. to get the word to the kids.
3. Work to help USA Hockey access our associations.
4. Get every committee member to agree to contact another district within the US to find out what they are doing for recruitment and retention.
5. Contact kids who have left the program and find out why they have left hockey. It would be helpful to understand why they are leaving and what are the reasons they left. The information is available from USAH as to what kids have left the program in a given year.

Shari Olson presented information on what has been done by the Recruitment and Retention committee. Handouts were available for everyone to pick up and bring back to the associations. The Brady, Brady books were reviewed as a tool to get the kids from 4 – 8 interested in hockey. A full set of the books was sent to each association in the state so that they can setup a reading program to have older hockey players read to the younger kids.

Minnesota Hockey Day is February 12, 2011. There will be a Minnesota Hockey package that associations can use to advertise events. R&R can advertise during the televised games air on Hockey Day in Minnesota. MH will have a greater presence this year. Much of this information is supplied by USAH for what is done for Hockey Day Across America. Moorhead will be the host of the event in February. Fox Sports and the Wild are involved in this event and supporting MH. President Margenau suggested that we challenge the associations to come up with 50 events to be held either on February 12 or 13, 2010.

A copy of the Minnesota Hockey Grant was handed out and Shari asked for a name that would be easily recognized and can be used on the form. The money is to be used to run a recruitment program to get new kids involved. There is \$30,000 in the budget to cover the grants.  
The committee is meeting on July 11 at the Kelly Inn in St. Cloud.

President Margenau suggested that they have Kevin Erlinbagh at their meeting so that they can get all the materials that USAH has put together.

## **Minnesota Hockey Executive Director Report**

## Sponsorship Update

\$221,777 of partnership generated cash/VIK was generated in FY10.

### FY10 Minnesota Hockey Sponsorships – As of 06/21/10

<u>Partner</u>	<u>\$ Amount</u>
Minnesota Wild	\$71,000 (44,500 not yet paid)
Minnesota Wild 50/50	\$7,523
Prairie Island	\$57,500 (not yet paid)
Kemps	\$37,000 (\$30,000 not yet paid)
Reebok CCM	\$25,000 (budget relieving trade)
3M	\$3,685 (not yet paid)
Red Baron	\$2,500
Brakebush Chicken	\$2,500
Shock Doctor	\$2,375
No Name Steak	\$2,000
CSM Lodging	\$4,632
Maravonda Coffee	\$648
Lorenz Bus	\$1300
Flexx Coach	\$1,289
Ballard's Resort	\$1900
GTKY Photos	\$925
<b>TOTALS</b>	<b>\$221,777</b>

### FY11 Minnesota Hockey Sponsorships – Preview as of 06/21/10

<u>Partner</u>	<u>\$ Amount</u>
Minnesota Wild	\$70,500
Minnesota Wild 50/50	The Wild are still uncertain about doing the 50/50 again
Prairie Island	TBD – we feel good about this partnership
Kemps	Very much TBD – hard to tell what Kemps is thinking
Reebok CCM	\$25,000 (budget relieving trade)
3M	Needs to be renewed – through the Wild
Red Baron	I think they will be back for the same \$2500
Brakebush Chicken	Unlikely to renew
Shock Doctor	\$2,375
No Name Steak	I think they will be back for the same \$2000
CSM Lodging	Pay for performance – hopefully a strong improvement
Maravonda Coffee	Pay for performance
Lorenz Bus	Pay for performance
Liberty Mutual	New partnership – pay for performance

### Prospects

*Total Hockey* – Strong likelihood that we will finalize a large multi-year partnership soon.

*Lifetime Fitness* – Good progress made.

*The Sports Authority* – They are very interested but the Total Hockey relationship may preclude them from working with us

*Blue Line Medical* – considering a proposal

*Zyme Fx* – considering a proposal

*Applebees* – considering a proposal

*Honda*

## Minnesota Hockey Golf Tournament Update

The 2010 Minnesota The 2010 Minnesota Hockey Benefit Golf Tournament will occur at Bunker Hills (new course) in Coon Rapids on Tuesday, July 20th. Please try to secure one silent auction item for the silent auction and approach one group about entering a foursome.

As of 6/21/10:

110 golfers (102 paid – 8 trade/comp) as of 6/21 (FYI - 108 total golfers in 2009...99 paid)  
22 hole sponsorships (20 paid – 2 trade) (17 sold in 2009)  
3 Championship sponsorships (D1, D3, Total Hockey) have been sold (3 sold in 2009)  
We have partnered with a Silent Auction company to provide higher-end items at a 50% revenue share.

## 2010 Equipment Grant Program

The *Minnesota Wild Foundation Play Our Game Equipment Grant Program* today awarded starter hockey equipment sets to the following 12 youth hockey associations in Minnesota: Chisago Lakes Youth Hockey Association, Faribault Youth Hockey Association, Grand Rapids Youth Hockey Association, Hutchinson Youth Hockey Association, Irondale Youth Hockey Association, Lake of the Woods Youth Hockey Association, Montgomery - Lonsdale Youth Hockey Association, New Ulm Youth Hockey Association, Park Rapids Youth Hockey Association, Red Wing Youth Hockey Association, Sauk Rapids Youth Hockey Association and Woodbury Youth Hockey Association. A total of 124 starter hockey equipment sets will be donated amongst these hockey associations as an incentive to attract new participants to their program.

\*\* USA Hockey is donating an additional 140 sets of One Goal starter equipment to Minnesota Hockey. These sets will go to associations that submitted applications this past year but did not receive equipment.

## Equipment Grant Event in Sartell

Similar to the equipment grant event held last year in Proctor, a similar event will be staged this fall in Sartell. As with Proctor, Sartell was selected because of the large amount of local media. The event's objectives are 1) to raise overall awareness of the Equipment Grant program 2) demonstrate what Minnesota Hockey is doing for its members and 3) assist Sartell in acquiring new skaters.

## Minnesota Hockey Newsletter

Minnesota Hockey recently conducted an RFP for a provider the Minnesota Hockey Electronic Newsletter. Five different companies showed interest and two companies, Touchpoint and the Youth Sports Coalition, submitted proposals. Final selection will occur after final budget approval.

*Use of Minnesota Hockey membership email list* – Recently USA Hockey has challenged Minnesota Hockey's right to include certain sponsors in the Minnesota Hockey Newsletter. They are claiming that USA Hockey is the sole owner of the member list and an affiliate can only contact their members with permission from USAH. USAH is in favor of the MH Newsletter however they want to regulate what sponsors we can promote. This issue has come to a head because Total Hockey is contemplating a smaller investment with USAH because of a pending partnership with MH.

## Minnesota Hockey Membership Congress

Bids and information have been collected from both the RiverCentre in St. Paul and the National Sports Center in Blaine to host the Minnesota Hockey Membership Congress. A decision will be made soon regarding whether a Minnesota Hockey Membership Congress should occur during FY11.

## Hockey Day Minnesota

Hockey Day Minnesota 2011 will occur on Saturday, February 12<sup>th</sup>. The host city is Moorhead. Minnesota Hockey will have an expanded role in Hockey Day Minnesota 2011. Minnesota Hockey will have more exposure, both on-site at the event and during the Fox Sports North telecast.

The Retention and Recruiting Committee will be working with associations to produce programming (try hockey for free, wear your jersey to school, etc.) for Hockey Day Minnesota that is similar to Hockey Weekend Across America. The Minnesota Wild will be producing marketing materials (posters, flyers, TV/radio spots, etc.) to assist the R & R Committee.

## Merchandise Update

*Custom Lettering* – The Minnesota Hockey Tournament Committee will provide an update regarding tournament merchandise and our relationship with Custom Lettering.

*Online Store* – Through our partnership with TST Media, we will be creating a Minnesota Hockey online store. People will be able to purchase quality Minnesota Hockey clothing through a third party (Identity Stores) in White Bear Lake. There is no expense or inventory risk to Minnesota Hockey. Minnesota Hockey will get 5% - 15% commission.

## 3M Coaches Event

Over 100 coaches were nominated during the 2009-10 season as part of the 3M Coach Recognition Program. The dramatic growth in the number of nominations is a direct result of the HEP electronic newsletter. All nominated coaches and their nominator are promised the opportunity to attend a Minnesota Wild practice next year. Our hope is to upgrade the quality of this event by hosting an appreciation lunch at Tom Reid's following the practice.

## Let's Play Hockey Equipment Drive

We will start working on this event in July.

## Disabled Hockey Night with the Minnesota Wild

Similar to last year's successful Disabled Hockey Night with the Minnesota Wild, we are hopeful of staging a similar event this year. The Wild schedule is now official and we should know soon what the date will be – hopefully it will be a regular season game.

Our goal is to also use the Wild game as a time to officially announce that Minnesota will be hosting the USA Disabled Hockey Festival in April 2011. We can create a media event before the game with USA Hockey representatives, local disabled athletes, etc. There would be built-in hockey media at the Wild game to cover the Festival announcement in addition to the Wild controlled media (radio and TV broadcasts, website).

## Respect & Protect – Brain Injury Prevention Awareness Campaign

We will begin working with the Wild and Kemps on the 2010-11 Respect & Protect campaign.

## [www.minnesotahockey.org](http://www.minnesotahockey.org) Update

As expected, website visits were up significantly during the Tournament seasons.

### Data from 04/19/10 – 06/21/10 (63 days total)

12,576 visits (200 visits per day)

47,546 page views

3.8 pages viewed/visit

32% bounce rate

3.05 minutes – avg. time on site

34% new visits

Five of the top 10 pages visited were Advanced pages

### Data from 03/23/10 – 4/18/10 (26 days total)

28,374 visits (1091 visits per day)

122,889 page views

4.3 pages viewed/visit

19% bounce rate

2.53 minutes – avg. time on site

29% new visits

Six of the top 10 pages visited were Advanced pages

Data from 02/22/10 – 3/22/10

87,032 visits

594,948 page views

6.84 pages viewed/visit

19% bounce rate

4:08 minutes – avg. time on site

29% new visits

7,074 visitors on Sunday, March 7<sup>th</sup> – the most visited day ever of our website

Of the top 10 pages with the most visits in this time period, eight were Tournament pages (#1 was home page and #8 was Advanced page)

Data from 12/16/09 – 1/15/10

23,839 visits

128,636 page views

5.40 pages viewed/visit

27.27% bounce rate

4:17 minutes - avg. time on site

40% new visits

*FYI – The bounce rate represents the percentage of initial visitors to a site who "bounce" away to a different site, rather than continue on to other pages within the same site.*

The meeting was adjourned at 2:05.

Respectfully submitted

Carol D. Carlson