

# Minnesota Hockey Executive Director Report

## Mike Sneer – January 22, 2012

### Sponsorship Update

#### FY12 Minnesota Hockey Sponsorships – as of 01/20/12

Partner	\$ Amount	
Minnesota Wild	\$52,500	Please note this is \$18K less due to program sales revenue change
Minnesota Wild 50/50	\$TBD	(3/27, 3/29, 3/31, 4/5, 4/7)
Total Hockey	\$25,000	
Total Hockey	\$15,000	Starter hockey equipment vouchers for <i>Gear Up Minnesota!</i>
Total Hockey customers	\$TBD	This will be a bigger priority in 2011-12 for Total Hockey
Prairie Island	\$TBD	Based on Wild program sales for 2011-12 season
Prairie Island	\$10,000	Disabled hockey contribution
Reebok CCM	\$88,000	VIK - 4000 jerseys for HP programs and golf giveaway
Nat. Dizzy & Balance Center	\$20,000	Double their FY11 investment
Sportography	\$7000	Includes commissions...\$7K is the minimum
West Bend Insurance	\$5000	
Subway	\$5000	
Enterprise	\$5000	
Shock Doctor	\$4,750	
The Sports Authority	\$4,000	
3M	\$2,000	
Lorenz Bus	\$TBD	Pay for performance
CSM Lodging	\$TBD	Pay for performance

- FY11 partner Kemps did pay their \$30K sponsorship fee in whole.
- MH will no longer be receiving \$ from program sales from the Wild (had been \$18K). However associations selling programs will now receive \$1K instead of \$750.
- Sportography and Enterprise are both new since the Fall Board Meeting

### Regional / State Tournament Merchandise Update

#### Regional Tournaments –

- An email introducing Northwest Design to all regional contacts was sent on 1/12. NWD followed up on that email on 1/17.
- We designed a 1) general tournament logo and 2) a tournament logo with a look that may appeal more to girls. Participants will be able to choose either logo for their merchandise
- Contract details:
  - MH pays \$0 up front and there will be NO wasted/unsold merchandise
  - NWD provides all on-site labor and produces all merchandise on-site.
  - MH will have final say on prices.
  - MH will receive \$7,000 or 20% of gross sales, whichever is greater.

#### State Tournaments –

- An email introducing Signature Concepts will go out to all state contacts during the week of 1/23 followed by an email from Signature Concepts.
- A State Tournament logo was designed and will have a life of 3 – 5 years by simply changing the year. This logo will be on all merchandise, either as the primary graphic or secondary graphic.

- A reminder that most State Tournament merchandise sales will occur via online presale however each tournament will have on-site merchandise available as well.
- Contract details:
  - Participating families will have the ability to pre-order merchandise from a tournament merchandise website (each state tournament will have its own dedicated website). Pre-ordered merchandise will be ready for pick-up by the purchaser when they arrive at their State Tournament.
  - SC will provide additional merchandise available for purchase on-site thus each state tournament site will need to provide space as well as a volunteer to staff the booth. HOWEVER, since most purchases will be made prior to the tournament, volunteers will not face the potential of verbal abuse that has been seen in the past.
  - The websites will be disabled during the state tournaments, however they will be enabled again immediately after the conclusion of the state tournaments in case anyone wants to order additional items.
  - MH will have final say on prices.
  - SC has some very nice high-end options. These options will help project the right image for the MH state tournaments, MH's signature events.
  - MH will receive 30% of all internet sales.
  - MH will pay for all merchandise sold on-site and will keep all sales revenue.
  - MH will receive a \$2000 clothing credit from SC

## **Minnesota Sports Broadcasting Network**

The Minnesota Sports Broadcasting Network will once again be providing internet audio coverage of select State Tournaments this year. Final details are still being negotiated.

## **State Tournament – enhanced coverage and promotion**

In an effort to further celebrate the Minnesota Hockey State Tournaments, the following are list of some enhancements to tournament promotion

- *Minnesota Hockey Journal* – March issue will almost entirely be state tournament related
- *Fox Sports North* – A Minnesota Hockey guest will be part of FSN's pre or post game coverage of a Wild game in mid-March to promote the tournaments.
- *Let's Play Hockey Expo* – The Minnesota Hockey booth at the Expo will be heavily flavored with State Tournament excitement (please note the Expo is the weekend before the MH State Tournaments).
- *MSBN coverage* – Expanded – please see above
- *MN Hockey Hub Coverage* – Possible limited coverage from the MN Hockey Hub. More details to follow.
- *In-Arena* – The presence at the Tournaments in the arena will be enhanced due to improved merchandise opportunities, better signage, improved tournament program, etc.

## **Gear Up Minnesota! Equipment Grant Program Update**

Minnesota Hockey will be making approximately **\$30,000+** of starter hockey equipment grants this spring to associations throughout Minnesota as part of the second *Gear Up Minnesota!* granting program.

## **Gear Up Minnesota! Equipment Grant Event in Bemidji**

A celebration/media event was held in Bemidji on November 2, 2011. Bemidji received a *Gear Up Minnesota!* equipment grant in 2011 and used it to significantly increase the number of new skaters this year. According to Tracy Pogue, President of the Bemidji Youth Hockey Association, they have seen 20 more new skaters than the average # of new skaters the past few years. He attributes this to the grant itself and to other recruiting efforts that occurred because of receiving the grant.

The event was well attended and was covered by the lone TV news program in Bemidji as well as by the local newspaper. In addition to celebrating the grant, all Bemidji mites were invited to take part in an ADM clinic. Close to 90 young players were on the ice at one time experiencing ADM!

The event's objectives were 1) to raise overall awareness of the *Gear Up Minnesota!* equipment grant program 2) demonstrate what Minnesota Hockey is doing for its members and 3) celebrate and thank the Bemidji Youth Hockey Association for all of their effort to continue growing hockey participation in Minnesota.

### **Let's Play Hockey Equipment Drive**

The Third Annual (hopefully) Equipment Drive occurred on October 9, 2011 at the Xcel Energy Center. Approximately 600 people picked up gear. I'm confident saying that after three successful years of staging this event that Let's Play Hockey, the Wild, and Berger Transfer are all excited to do it again next fall.

### **Try Hockey For Free Day**

In partnership with the Friends of St. Paul Hockey, Minnesota Hockey hosted a 'Try Hockey For Free' event on Saturday, November 5<sup>th</sup> at the Xcel Energy Center as part of the nationwide USA Hockey promotion. The event was a modest success as approximately 40 kids participated. There was not a clearly defined host association so it was tough to track success.

### **ADM Clinic at John Rose Oval**

Along with USA Hockey and Defending The Blue Line, Minnesota Hockey will be staging a Red, White & Blue ADM clinic at the John Rose Oval Hockey Day Minnesota (Saturday, January 21<sup>st</sup>, 2012) exclusively for children of Minnesota military families.

### **Disabled Hockey Night with the Minnesota Wild**

The third Disabled Hockey Night with the Minnesota Wild occurred on Friday, September 30 during the Wild vs Edmonton game. Disabled Hockey was once again featured throughout the entire game and the Wild donated 100+ tickets to Disabled Hockey

### **3M Excellence in Coaching Update**

Wild practice / lunch – All nominated coaches and nominators from 2010-11 were invited to attend a Minnesota Wild practice and lunch on November 22, 2012. Approximately 80 people attended and the feedback was very strong.

2011-12 – As with last year 3M Excellence in Coaching program this year, one youth coach is being honored during 20 Wild games. Each coach is recognized for their contributions on the scoreboard during the game and they also receive tickets to the game.

### **Respect & Protect – Injury Prevention Awareness Campaign**

The third season of the Respect & Protect program is in full swing. Stickers were included in the October issue of Minnesota Hockey Journal. Nordy the Wild Mascot made the first Wild Respect & Protect secret scouting stop in Bemidji in November. Two more Secret Scout outings are being planned for February.

### **Total Hockey Volunteer of the Month**

Please encourage people to nominate worthy off-ice hockey volunteers. Total Hockey recognizes one youth hockey association volunteer each month during the season. Each *Total Hockey Volunteer of the Month* will receive a \$50 Total Hockey gift card for their personal use and 10 sets of starter hockey gear for their association. More details are at [www.minnesotahockey.org](http://www.minnesotahockey.org)

## **Minnesota Hockey HEP Essay Contest**

The theme of the 2012 Minnesota Hockey HEP Essay Contest was "I love playing hockey for my community association because...." We received 122 essays. Special thanks to Dave Margenau, Tim Timm, and Terry Evavold for serving as judges. The three final essays were featured during Wild game broadcasts on January 17<sup>th</sup> and 19<sup>th</sup> and the winner will be named during the Hockey Day Minnesota broadcast. The three finalists are:

- Danny Lilya – A 10 year old from Moose Lake that plays on the Minnesota Sled Hockey Team
- Trenton Rugar – A mite boy from Becker/Big Lake
- Victoria Vennemann – And 8U girl from St. Paul Johnson/Como

## **Minnesota Hockey Golf Tournament Update**

The 2012 Tournament is tentatively set for Tuesday, July 17<sup>th</sup> at Bunker Hills in Coon Rapids. A teleconference of the golf tournament planning group will occur soon.

## **Hockey Day Minnesota**

Hockey Day Minnesota 2013 will be hosted by Grand Rapids on a TBD date. Communities that have expressed an interest in hosting Hockey Day Minnesota 2014 include Eveleth, Elk River, and Lakeville.

## **Minnesota Hockey Newsletter update**

(August 2011 - January 2012)

**Distribution:** 63,694

**Open Rate:** 20.6 (Industry Average: 8.5%) - this is awesome!

**Most Popular HEP Articles:**

1. 12 Tips for Successful Sports Parenting
2. USA Hockey Coaching Education Changes
3. Communicating Effectively with Athletes
4. Does Winning Develop Players
5. 5 Skate Sharpening Secrets From A Seasoned Pro
6. The Numbers' Game
7. USA Hockey Checking Rule Proposal Background
8. The High Performance Culture
9. Breaking Up The Ice