

GROW THE GAME

Valentine's Day Card Program

Springfield Youth Hockey Assoc.

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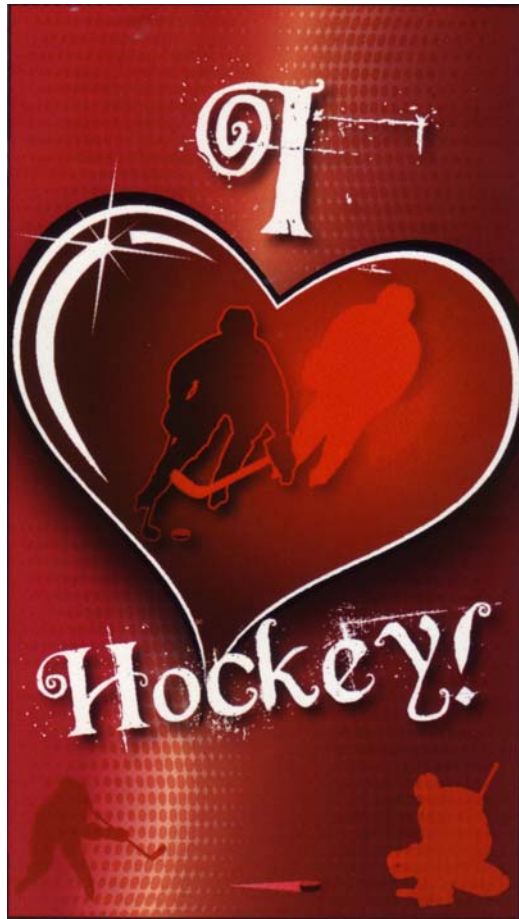
OBJECTIVE: Grow the sign-up and participation for ages under 12 in our Learn2Sk8 and Learn2Play programs by 100%.

METHODOLOGY: Using the Valentine's Day exchange concept, design a Valentine's Day card for our member players to use within their classroom that personally invite classmates to try skating.

LOGISTICS: Over 1000 cards were distributed providing each SYHA player 30 for their classroom friends. Each card included a "Free Skate" at a public recreational skate session. The City supported the program by redeeming the cards, not charging the Association and by offering a prize to the player who had the most redemption's. The cards also promoted the February game schedule so the classmates could watch their friends compete. The cards were of traditional size to fit into Valentine's boxes. They were 4-color, printed on both sides and had fun graphics.

RESULTS: Over 1000 cards were distributed to area students under the age of 12. Several hundred were also used by upper level players as they were fun and offered a free public skate. Several hundred cards were redeemed in the first 30 days and the rink still receives several cards during every public session. We will use the information to personally contact each skater and offer them an opportunity to join our program. Final results will not be known until we complete Fall registration later next month.

SUMMARY: This was a fun and engaging idea to activate our players. The critical aspect to someone joining the sport of hockey is being *invited* to join from a friend or peer. We have not fully leveraged the power of personal invitation and this program was a great start to that initiative. USA Hockey could produce the cards in bulk and supply them to associations across the country reducing the small print quantity costs. This program and idea were a perfect complement to the Hockey Across America Weekend activities since Valentine's Day is usually right after it.



Hey Valentine!

Come Skating with me for FREE!

TO: _____

FROM: _____



Present this Valentine between February 1st
and March 15th at any public session
and skate admission is FREE!

Offer good to skaters under the age of 15.
Does not include rental skates.

Please call: 417-866-7444 for public skate times.

COME
WATCH
ME
PLAY!

10 and Under

Sat, Feb 14th - 10:45a

Sat, Feb 14th - 4:15p

Sun, Feb 15th - 9:45a

12 and Under

Sat, Feb 14th - 12:00p

Sat, Feb 14th - 3:00p

Sun, Feb 15th - 11:45a

14 and Under

Sat, Feb 14th - 4:30p

Sun, Feb 15th - 10:30a