



Publicity & Promotions
Saturday, September 18, 2010
Marriott Minneapolis West

The meeting was called to order at 1:20 by Scott Grey.

1. USA Hockey Recruitment and Retention Presentation
Scott is working with USA Hockey in an attempt to find a way to get USA Hockey in front of all the MH associations to make a presentation on their Recruitment and Retention programs.
2. Display/Presentation package
Mike and Scott worked with the Wild at their hockey presentation. MH is not set up to run a dog and pony show in the forum that was at this event. They would like to come up with a display kit so that they are ready to attend functions like this one and have more of a presence.
3. MH Branding project
Met with a branding/marketing company on an exploratory mission to see what could be done to brand MH. There will be another meeting to look at what the company has come up with and then the committee can make a recommendation to the board as to whether or not to move forward.
4. Urban Summit
Met with leaders of the various hockey teams/programs that are not part of MH. The idea was to see what assistance and support could be provided to these groups in getting kids to play hockey. Ideas were exchanged on how to promote the various programs and increase membership. We need to recognize that the landscape is changing and the organization has to adapt to the changes.
5. Lost 8 and under project
Scott has the list of kids that were registered in 2008-2009 and did not register in 2009-2010. They are going to contact the parents and find out why the kids left the game. The intent is to do the survey via email but to follow-up with phone calls for those that don't respond. The associations would be asked to make the phone calls.

Perhaps we should look at sending each first year player an email that reminds them to register again this year and that we appreciate them.

6. Hockey Expo/MH Congress
Discussions have continued on this subject and they are looking at a 3 to 4 hours event on the Friday of the boys' state high school tournament to be held upstairs in the Exel Center. Sessions could be on ADM, Recruitment and Retention, and a general address on the state of hockey in MN. The cost would be somewhere in the neighborhood of \$4,500 - \$5,000. Is this something that the board wants them to continue working on for this coming year? There would be time for questions and dialog between the various associations. The group will proceed and have definite information on the subject at the January meeting.

7. Recruitment and Retention Committee

The committee has awarded grants and the checks are in the mail. They are looking for a photo op with the associations to promote the program throughout the state. The grant applications are on the web site and would like to get the information out to all associations in the state.

MH Day – posters, fliers, and book marks are being put together. Plan an event for Sunday people that are not involved to get them involved in the sport. This will be promoted throughout the state with a deadline of December 1 so that publicity can be done for the events. The goal is to have 30 try hockey events throughout the state.

The committee is going to try to address all the concerns that are out there.

Minnesota Hockey Executive Director Report

1. Sponsorship Update

FY11 Minnesota Hockey Sponsorships – as of 9/19/10

<u>Partner</u>	<u>Amount</u>
Total Hockey	\$25,000
Total Hockey	\$15,000 starter hockey equipment
Total Hockey customers	\$TBD Customer contribution
<i>*See details below about the Total Hockey partnership</i>	
Nat. Dizzy & Balance Center	\$10,000
Minnesota Wild	\$70,500
Minnesota Wild 50/50	\$TBD Minnesota Hockey will receive five games in March
Prairie Island	\$TBD PIIC has committed to the same matching commitment as in the past
Kemps	\$30,000
Reebok CCM	\$25,000 (budget relieving trade)
Shock Doctor	\$4,750 Double the TY10 investment
3M	Need to be renewed – through the Wild
No Name Steak	\$2,000
CSM Lodging	\$TBD Still under contract
Maravonda Coffee	\$TBD Pay for performance
Lorenz Bus	\$TBD Pay for performance
Liberty Mutual	\$TBD Pay for performance

Prospects

The Sports Authority	Looks good. Hope to have an answer very soon.
Red Baron	I think they will be back for the same \$2,500
Brakebush Chicken	Tough to predict if they will renew
Lifetime Fitness	Still considering
Rasmussen College	
Perkins	
Supercuts	
Applebees – considering a proposal	

Total Hockey – Partnership Overview

Total Hockey Playmaker fund

A portion of Total Hockey sales proceeds will be donated to Minnesota Hockey to help fund efforts to encourage more young people to play hockey. Total Hockey customers will also have the opportunity to contribute donations each time they make a purchase.

- The contribution will be connected to a TBD Minnesota Hockey program administered by the Recruitment and Retention Committee.
- Opportunity to stage a ceremonial check presentation at a high-profile Minnesota Hockey event (Bantam A State Tournament)
- The Total Hockey Playmaker Fund will receive significant marketing and promotional value:

- Regular, season long coverage in Minnesota Hockey electronic newsletter (52,000 circulation)
- Permanent home-page exposure on the home page of www.minnesotahockey.org
- Coverage in the Minnesota Hockey Journal (43,000 circulation)
- Coverage in Let's Play Hockey (approx 15,000 circulation)
- Maximum Total Hockey donation of \$25,000 per year

Gear Up! Presented by Total Hockey

Total Hockey will make a yearly contribution of \$15,000 of starter hockey equipment. The equipment will be in the form of 150 starter gear equipment vouchers that need to be redeemed at the store.

Total Hockey Volunteer of the Month

Total Hockey will recognize one youth hockey association volunteer each month during the season (five total). Each Total Hockey Volunteer of the Month will receive a \$50 Total Hockey gift card for their personal use and TBD sets (\$100 starter hockey vouchers) of starter equipment for their association., Marketing and promotional value for Total Hockey Volunteer of the Month will include:

- Each monthly winner will be profiled in the Minnesota Hockey electronic newsletter, www.minnesotahockey.org, Minnesota Hockey Journal, and Let's Play Hockey
- Potential to have the Volunteer's 10 set be redeemed as a "shopping spree" type event to create a media story
- Parents, coaches, players, and other hockey volunteers will be encouraged to nominate worthy candidates

2. **Minnesota Hockey Gold Tournament Update**

The 2010 Minnesota Hockey Benefit Gold Tournament occurred at Bunker Hills in Coon Rapids on Tuesday, July 20th. The weather was beautiful and the event was a financial success .

As of 6/21/10:

- \$XXXXXX profit
 - What to do with the profit still needs to be determined
- 128 golfers (116 paid – 6 trade – 6 comp)
- 23 hole sponsorships (21 paid – 2 trade)
- 5 Championship sponsorships (D1, D3, Total Hockey)
- 1980 Miracle on Ice Gold Medalist John Harrington got a hole-in-one and received \$10,000
- We worked with Virg Senescall to execute the Silent Auction. This was disappointing and an area for significant improvement.
- 2011 Tournament will likely be back at Bunker Hills. They will be opening a new clubhouse next year.

3. **Let's Play Hockey Equipment Drive**

The Equipment Drive started this past Friday, September 17th. The equipment distribution will occur on Sunday, October 10th at the Xcel Energy Center. We are working with the Wadena association to arrange for them to utilize the drive to help replace equipment lost in the tornado.

4. **Disabled Hockey Night with the Minnesota Wild**

The second Disabled Hockey Night with the Minnesota Wild will occur during the Wild vs St. Louis Blues game this Wednesday, September 22nd. Disabled Hockey will be featured throughout the entire game. In addition, Minnesota Hockey will be hosting a press conference prior to the game to announce that we are hosting the 2011 USA Disabled Hockey Festival I in Blaine.

5. **Respect & Protect – Brain Injury Prevention Awareness Campaign**

Respect & Protect is back in 2010-11. Details will be released when the first issue of Minnesota Hockey Journal is mailed in early October. In addition to Kemps, the National Dizzy & Balance Center is a sponsor of Respect & Protect for 2010-11.

6. **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 association 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 to associations that submitted applications this past year but did not received equipment.**

7. **Equipment Grant Event in Sartell**

Similar to the equipment grant event held last year in Proctor, a similar event will be staged in Sartell in early November. 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.

8. **Minnesota Hockey Membership Congress**

The Minnesota Hockey Membership Congress is being targeted for the River Centre on Saturday, March 12th to coincide with the Let's Play Hockey Expo during the Boys' State HD Hockey Tournament.

9. **Hockey Date Minnesota**

Hockey Day Minnesota 2011 will occur on Saturday, February 12th. 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. Samples of the marketing materials that we are producing for these events are included in the report.

10. **Merchandise Update**

We have met with Northwest Design of Bellevue, WA (they provide merchandise for Wisconsin state tournaments) and Signature Concepts of Minneapolis (they run Goldy's Locker Rooms). Both companies are preparing proposals to be considered for Regional and State Tournaments in 2012.

We will continue to work with Custom Lettering for 2011 Regional and State tournaments with a goal of significantly increasing membership satisfaction.

11. **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 nominators will be attending a Wild practice and lunch during the Wild season.

12. **www.minnesotahockey.org Update**

Data from 6/22/10 – 9/10/10 (80 days total)

35,505 visits (444 visits per day)

148,705 page views

4.19 pages viewed/visit

40% bounce rate

3.38 minutes – average time on site
45% new visits

Data from 4/19/10 – 6/21/10 (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 – average 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)

28,734 visits (1091 visits per day)
122,889 page views
4.3 pages viewed/visit
19% bounce rate
2.53 minutes – average 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 – average time on site
29% new visits

- 7,074 visitors on Sunday, March 27th – the most visited day ever on our website
- Of the top 10 games with the most visits in this time period, eight were Tournaments 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 – average 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.

It has been suggested that MH purchase one of the \$500 packages from Defend the Blue Line. This will take place on Sunday. It was decided to purchase two packages and the ticket will be raffled off at the Sunday meeting.

The meeting adjourned at 2:07.

Respectfully submitted

Carol D. Carlson