

HOLIDAY CARD PROGRAM

A Step-By-Step Marketing Model To Attract New Players To Your Program

INTRODUCTION

This creative marketing tool combines the best communication method of word-of-mouth promotion and an excellent distribution process of getting into the classroom. Many schools do not allow for-profit companies to provide flyers promoting programs through the schools. This card program, which taps into the power of personal invitation, is a fun and engaging way to activate players in the association. This card program fulfills the purpose of a holiday card exchange as well as offers more with the free invitation to skate or try hockey.

CARD CREATION

Design

- Determine theme and create a unique, fun design
 - Recommended size: 3 inches x 5 inches
 - Can also be used for Valentine's Day, Christmas, Halloween, Birthday & Hockey Weekend Across America
- Decide quantity based on target age group
 - Suggested 30 cards (the average classroom is 25-30 kids) per kid between 5 – 8 years old
- Choose program offer for card – Offer a Try Hockey for Free clinic, Complimentary Open Skate or any opportunity to bring kids to the rink and generate interest
- Get printer quotes or utilize Digital Ink to print cards
 - Digital Ink is accessible through the Program Services website: www.usahockey.com/programservices. It is a customized web to print service.

Distribution

- Distribute to association players approximately two weeks in advance
 - Give advanced warning so parents can attach to candy prior to Halloween or classroom party.

Follow-Up

- Upon redemption, it is recommended to create a waiver form for the recipient to sign for insurance reasons as well as to capture their contact information and be able to promote other programs directly to them.
- Make direct contact via phone to see about transferring them to a full-time program.

For a template you can utilize for your local association or rink, see pages 2-3.



COME TRY ICE
HOCKEY WITH ME
FREE PASS



SATURDAY, DECEMBER 28
SKATING RINK NAME
TIME

HAPPY HOLIDAYS

COME TRY ICE
HOCKEY WITH ME
FREE PASS



HAPPY HOLIDAYS

COME TRY ICE
HOCKEY WITH ME
FREE PASS



HAPPY HOLIDAYS

COME TRY ICE
HOCKEY WITH ME
FREE PASS



HAPPY HOLIDAYS

COME TRY ICE
HOCKEY WITH ME
FREE PASS



HAPPY HOLIDAYS

COME TRY ICE
HOCKEY WITH ME
FREE PASS



HAPPY HOLIDAYS



**BRING A BIKE HELMET
& MITTENS.
LET'S HAVE FUN!**

Positive characteristics youth hockey helps bring out of kids:
Pride Focus Friends
Strength Teamwork Confidence
In the season of giving, I'd like to share hockey with you!

From: _____

To: _____

RINK NAME
ADDRESS
CITY, STATE ZIP
PHONE
WEBSITE



**BRING A BIKE HELMET
& MITTENS.
LET'S HAVE FUN!**

Positive characteristics youth hockey helps bring out of kids:
Pride Focus Friends
Strength Teamwork Confidence
In the season of giving, I'd like to share hockey with you!

From: _____

To: _____



**BRING A BIKE HELMET
& MITTENS.
LET'S HAVE FUN!**

Positive characteristics youth hockey helps bring out of kids:
Pride Focus Friends
Strength Teamwork Confidence
In the season of giving, I'd like to share hockey with you!

From: _____

To: _____



**BRING A BIKE HELMET
& MITTENS.
LET'S HAVE FUN!**

Positive characteristics youth hockey helps bring out of kids:
Pride Focus Friends
Strength Teamwork Confidence
In the season of giving, I'd like to share hockey with you!

From: _____

To: _____



**BRING A BIKE HELMET
& MITTENS.
LET'S HAVE FUN!**

Positive characteristics youth hockey helps bring out of kids:
Pride Focus Friends
Strength Teamwork Confidence
In the season of giving, I'd like to share hockey with you!

From: _____

To: _____



**BRING A BIKE HELMET
& MITTENS.
LET'S HAVE FUN!**

Positive characteristics youth hockey helps bring out of kids:
Pride Focus Friends
Strength Teamwork Confidence
In the season of giving, I'd like to share hockey with you!

From: _____

To: _____