

Publicity & Promotion Committee
September 19, 2009
Marriott – Minneapolis West

The meeting was called to order at 9:20 by Mike Snee.

Roll call was taken and the following committee members were in attendance:

Jim Bullard, Dave Margenau, Shari Olson, Tom Mickus, Pete Hill, Kevin Dickie, Tim Morris and Dennis Green.

Custom Lettering

They have a new book for ordering apparel and the books are available for the Directors.

Golf Tournament

2009 Tournament

Monday, July 13th – Victory Links

- Profit \$10,918 (Revenues \$22,282; Expenses \$11,365)
- 110 golfers (99 paid golfers, 4 trade for printing, 7 comp)
- Three championships sponsors and 17 hole sponsors
- Victory Links
 - Positives – inexpensive, good golf course, location, affiliation with NSC
 - Negatives – small dining area, mediocre food, staff was not too helpful in execution
- Silent Auction went well but there should be more items of high value
- On course games went well with the exception of the putting green contest. All foursomes participated in the games except one.
- In general, people enjoyed themselves and left with a good impression of Minnesota Hockey.
- Special thanks to everyone that participated in the tournament, especially those that volunteered their time and gathered silent auction items.

2010 Options

- Victory Links – approximately \$67 per golfer.
- Bunker Hills or Majestic Oaks - \$78 per golfer
- Rush Creek - \$125+ per golfer
- Golfoutingbids.com – they will have some other alternatives by November 1

2010 Tournament

- The 2010 Tournament will continue to benefit the Jr. Gold and 19U scholarship program to the same financial level. Additional monies raised will be directed as MH sees fit (perhaps the Minnesota Hockey TBD Giving Fund)
- Options to generate more revenue:
 1. Finalize the tournament details and communicate it to potential golfers earlier (broader benefit group should increase who we can leverage)
 2. Increase and improve the Silent Auction items
 3. \$550 per foursome seems to be on the low end of what similar tournaments charge and didn't seem to keep anyone away. We should consider an increase in foursome fees.
 4. Increase cost of sponsorships and sell multiple hole sponsors if possible

5. Increase cost of participating in the on-course games and/or increase the number of games.
 - Please note – the golf shirt given away at the 2009 were paid for in FY08. That expense is not reflected in the 2009 golf tournament financial statement. Anything we give away for the 2010 tournament will be a new expense.

Recruitment & Retention

Manual was handed out and everyone was reminded that it is a work in process. The manuals will be sent to all associations along with a set of books for the reading program. Also are working on a grant program to help associations with their recruitment expenses.

They will be promoting the “Try Hockey for Free” program from USA Hockey.

Executive Director Report

1. Minnesota Hockey TV/Radio Spots

Radio - Minnesota Hockey has produced several radio spots to assist with recruiting young families to get involved with hockey. The spots feature Todd Richards, Natalie Darwitz, Darby Hendrickson and Jason Blake and each spot includes an “open tag” at the end so they can be localized with specific information. They are available at no charge by emailing info@minnesotahockey.org

TV - Minnesota Hockey is in the process of producing a few TV spots. These spots, along with the professionally produced spots from USA Hockey will be aired during Minnesota Wild games on KSTC (Ch. 45) and on Fox Sports (please see below)

2. Fox Sports North – Minnesota Hockey Partnership

Minnesota Hockey receives:

Minnesota Hockey Update - Feature airs during each game in the FSN High School Hockey package

In-depth coverage of Minnesota Hockey – A MH guest will be interviewed in-depth during 4-6 FSN high school hockey broadcasts providing in-depth updates/promotion of a specific area.

For example, Mike MacMillan could be interviewed during an intermission or actually be part of the second period broadcast to communicate the key points of our various Advanced Camps, Festivals, etc. and how MH is the best place to develop if you are an elite player. Other interviews could include 1)Dennis Green – general MH update and overview 2)Hal Tearse and/or Terry Evavold – the extensive coaching training and resources that MH provides its membership 3) Steve Carroll – An overview of what MH does to train Minnesota’s goalies 4)Toni Boelter – Disabled Hockey update5)etc., etc., etc.

MH produced spots –MH is producing some spots aimed at increasing participation in hockey. These should be completed by early October. We will likely have 3-4 different :30 – second spots and one :15-second spot. These spots will air during the HS games and will air in Wild/Gophers/other broadcasts when available.

FSN produced website spot –FSN will produce a :15-second spot promoting www.minnesotahockey.org. These spots will air during HS, Wild, and Gophers games where available.

Fox Sports North receives:

\$5000 cash

Website presence – The FSN logo will have a permanent presence under the partners scroll.

Website promotion – MH will promote relevant information on our website front page.

Regional and State Tournament Banners – FSN will be recognized as a corporate partner of MH with its logo on the official Tournament Banner at all Regional and State Tournaments.

Communication Plan

Press Release – The FSN-MH Community Partnership will be announced via a press release. Coverage in the Minnesota Hockey Journal (delivered to all 43,000 Minnesota Hockey households)

Coverage on the Minnesota Hockey Page (pg. 5) of Let's Play Hockey.

3. Respect & Protect – Brain Injury Prevention Awareness Campaign

The promotion will be introduced when the October issue of Minnesota Hockey Journal is delivered. At that time, a press release will also be issued.

Three Objectives:

Generate significant awareness of the concussion issue in youth hockey and specifically how to prevent concussions.

Highlight the Minnesota Wild / Minnesota Hockey partnership

Create more "brand" awareness for Minnesota Hockey (the logo, what it is, how FUN it is, etc.) with our membership.

Overview:

The campaign runs from October 2009 – March 2010 and can be created so it is refreshed and executed each winter.

Sponsored by Kemps Dairy

All Minnesota Hockey families will receive a sticker included in their October issue of Minnesota Hockey Journal. Much of this issue is dedicated to concussion prevention, identification, and treatment. Kids are encouraged to put the sticker on their helmet to declare that they Respect & Protect in The State of Hockey.

To encourage players to put the stickers on their helmets, Minnesota Wild "Secret Scouts" will randomly show up at ice rinks and pick a player who has their sticker on as a winner (similar to a "secret shopper" campaign. The winners will win a variety of prizes with one grand prize awarded to one winner on Hockey Day Minnesota on January 23rd, 2010 (make this the theme for the 2010 essay).

Respect & Protect in the State of Hockey will receive significant coverage via:

Extensive and lengthy coverage via Minnesota Wild media outlets:

KSTC TV broadcasts, WCCO radio broadcasts, wild.com, game program, in-game announcements, Hockey Day Minnesota coverage, etc.

All four Minnesota Hockey Journals

Coverage in each issue of Let's Play Hockey

High-profile coverage on the new www.minnesotahockey.org

Other MH communication pieces: HEP newsletters, "Thoughts from the Bench", etc.

Interview time on WCCO and KFAN hockey shows in the metro and TBD media outlets in the non-metro

Pitch to other pertinent media outlets including: major daily newspapers (non-sports perhaps to target mothers), websites, morning radio shows, and TV news, and relevant programs (Life to the Max, etc.)

4. Disabled Hockey Night with the Minnesota Wild

The growth of Disabled Hockey in Minnesota has been quite significant the past few years.

Several Minnesotans have been able to play hockey because of the efforts of the many volunteers that make Special, Sled, and Stand-up Amputee hockey happen. In spite of everyone's efforts, there are still many people that could benefit (or know someone that could benefit) from playing Disabled Hockey that aren't aware of its existence. To help increase awareness for Disabled Hockey, the first ever Disabled Hockey Night with the Minnesota Wild

will occur on Thursday, September 24th when the Wild host the St. Louis Blues in a preseason game. Highlights include:

Disabled Hockey participants and families will sell game programs before the game and will share in the proceeds of the program sales.

Luke Schmitz, Minnesota Sled Hockey player will skate the State of Hockey flag to center ice as the Wild and Blues take the ice. Luke is an Iraq veteran who lost a leg in battle.

One representative each from Special, Sled, and Stand-Up Amputee will all say "Let's Play Hockey" together to start the game.

First intermission – 12 Special /Stand Up Amputee players will play a 3 minute game on the ice. While this is occurring a promotional disabled hockey video will air on the scoreboard.

Immediately after the Special Hockey game, Section 108 will make a ceremonial check presentation to Special Hockey. Section 108 is a collection of Wild season ticket holders that sit in section 108 – each year they host a golf tournament and donate proceeds to Special Hockey.

Second intermission – 10 Sled players will play a 3 minute game on the ice. The same video will play on the scoreboard during the game. The Prairie Island Indian Community will contribute

Concourse booth – Disabled Hockey will have a booth set up in the concourse during the game. The booth will be staffed by Disabled Hockey players/families and will feature the National Championship trophy won by the Minnesota Sled team.

Public Address announcements – Multiple times during the game, the Wild announcer will read Disabled Hockey promotional announcements and direct people to the concourse booth or minnesotahockey.org if they want to learn more.

The Wild will be donating several tickets for the participants. There is also a half-price ticket offer available for friends of Disabled Hockey.

Life to the Max (TV show on WCCO) will be capturing the events and is producing a piece on Disabled Hockey to air on its show.

5. Sponsorship Update

FY09 Minnesota Hockey Sponsorships - Final

<u>Partner</u>	<u>\$ Amount</u>
Minnesota Wild	\$70,500
Prairie Island	\$54,054
Kemps	\$ 25,191
3M	\$5,500
Red Baron	\$2,500
No Name Steak	\$2,000
CSM Lodging	\$812
Trophy Pucks	\$169
TOTALS	\$160,726

Current Situation

Minnesota Wild – The new ownership/management group is supporting Minnesota Hockey to the same level that the previous group did.

Prairie Island – They will continue to match the program sales and will be making an additional \$10,000 contribution to Disabled Hockey.

Kemps – They currently have a proposal for \$40K. It looks likely but probably at a little less than \$40K. Answer should come very soon.

3M – Still negotiating. Likely back in but less \$.

No Name – Still negotiating. Likely back in a similar \$.

Red Baron – The sponsorship centers around March tournaments so we will know in Dec/Jan.

CSM Lodging – Should be significantly larger than the \$812 from FY09 because of timing.

Brakebush Brothers (chicken) – New partnership for \$2500.

Hockey Equipment Category – Strong progress has been made with both REEBOK CCM and Warrior. They both have proposals for \$100K+. Answer should come by November 1 at the latest (included in both proposals are jerseys for the Advanced programs).

Jostens – Interested in a trade relationship for our tournament trophies. Waiting for guidance from Tournament Committee.

6. Let's Play Hockey Equipment Drive

The Minnesota Wild, Let's Play Hockey and Minnesota Hockey announced a partnership on used hockey equipment drive through Thursday, October 1. Doug Johnson from Let's Play Hockey informed the group that drop off locations include, Burnsville, Woodbury, Super Rink (Blaine), Eden Prairie, Plymouth, Lakeville, Bloomington, Eagan, Highland (St. Paul), St Thomas (Mendota Heights), Stillwater, Cottage Grove, Minnetonka, Maple Grove, Apple Valley, White Bear Lake, Braemar (Edina) and Buffalo. Westwood Sports and Boehm's are also drop-off locations. Xcel Energy Center will also have drop-off boxes. Dennis Green offered help from Minnesota Hockey in the sorting and distributing of the equipment.

7. Minnesota Hockey Golf Tournament Update

See report above

8. www.minnesotahockey.org analytics

The handout contained numbers on the visits to the web sites.

9. Other

Foundation – met with USA Hockey and they recommended that we use their Foundation Account to house our monies so that we don't have to go through the paperwork to setup a new foundation, we can use the USAH existing account. We will also receive the USAH higher interest rate on the monies in the account. This is not a done deal and will be discussed further.

Defend the Blue Line – an organization just getting started of local military people in MN. They want to help finance kids that want to play hockey that have a parent on active duty with the military.

Equipment Grant – Proctor event to showcase the use of Starter Equipment and will kick-off this year's equipment drive.

Rec League – new post is being sent to all rinks within the metro area and also to warming houses.

Motion by Dave Margenau and second by Jim Bullard to adjourn. Meeting adjourned at 10:17.

Respectfully submitted,

Carol D. Carlson

