

Minnesota Hockey Executive Director Report

Mike Snee – January 24, 2010

1. Minnesota Hockey TV/Radio Spots

Radio – Minnesota Hockey radio spots are currently airing on WCCO radio during Minnesota Wild broadcasts. The spots air an average of twice per game.

TV - Minnesota Hockey has two completed TV spots and third that will be completed by late January / early February. These spots air during Minnesota Wild broadcasts on KSTC and FSN, during Gophers hockey broadcasts on FSN, and during other broadcasts on FSN.

2. Respect & Protect – Brain Injury Prevention Awareness Campaign

The promotion continues and has received positive feedback from membership. The first of four Minnesota Wild “Secret Scouting” stops occurred in Cloquet on November 2nd. Brad Bombardir and Nordy spent time at 10 U / Squirt shared practice and selected one winner from each team to sit in a suite during the upcoming Minnesota Wild game on March 20th. In addition to Minnesota Hockey coverage (website, LPH, MHJ), the local newspaper in Cloquet covered the visit. In addition, a Wild broadcast employee was along and created a video feature that aired during a Wild TV broadcast and on www.wild.com.

Three more Minnesota Wild “Secret Scouting” stops remain:

January 25th – Shared practice in Faribault

January 26th – Squirt C practice in Chaska/Chanhassen

January 26th – Minnesota Hockey Recreational League scrimmage in Minnetonka

*The Wild media focus this time will not only be on the Secret Scout visit but the new Minnesota Hockey Recreational League as well.

3. 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 was held on Thursday, September 24th when the Wild hosted the St. Louis Blues in a preseason game. Highlights included:

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

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

One representative each from Special, Sled, and Stand-Up Amputee said the traditional “Let’s Play Hockey” together to start the game.

First intermission – 12 Special /Stand Up Amputee players played a 3 minute game on the ice as a promotional disabled hockey video will air on the scoreboard. Immediately after the Special Hockey game, Section 108 made 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 played a 3 minute game on the ice. The same video played on the scoreboard during the game. Immediately after the Sled Hockey game, the Prairie Island Indian Community made a ceremonial check presentation to Disabled Hockey.

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

Public Address announcements

The Wild donated several tickets and a suite to Disabled Hockey. In addition, Hal Tearse donated a suite for the game.

Disabled Hockey received strong media coverage:

FSN produced a long feature that aired during the Wild broadcast in October

Life to the Max produced a long feature that aired on December 12th on WCCO TV

FOX 21 in Duluth produced a feature that aired on its evening newscast

A picture of Luke Schmitz as flag bearer ran in the January 2010 issue of USA Hockey Magazine.

4. Sponsorship Update

Minnesota Hockey sponsorships are looking strong. As of 1/17/10 we anticipate \$210,000+ of sponsorship revenue for FY10. Highlights include:

Minnesota Wild appointing Minnesota Hockey as the beneficiary for five of its newly created 50/50 drawings.

Prairie Island adding an additional \$10K of sponsorship for Disabled Hockey.

Reebok CCM coming on board for a significant trade relationship

FY10 Minnesota Hockey Sponsorships – As of 1/17/10

<u>Partner</u>	<u>\$ Amount</u>
Minnesota Wild	\$70,500
Minnesota Wild 50/50	\$9,000 (approximately)
Prairie Island	\$64,000(approximately)
Kemps	\$30,000 + the final \$7K payment from 2009
Reebok CCM	\$25,000 (approximately...in budget relieving trade)
3M	\$3,685 (must take 67% of this)
Red Baron	\$2,500
Brakebush Chicken	\$2,500
Shock Doctor	\$2,375
No Name Steak	\$2,000
CSM Lodging	\$?
Flexx Coach	\$?
Maravonda Coffee	\$400
<u>Lorenz Bus</u>	<u>\$400</u>
TOTALS	\$210,000 +

Other Top Prospects

National Guard

Nesbit Insurance

Liberty Mutual Insurance

Lifetime Fitness

5. Let's Play Hockey Equipment Drive

In partnership with Let's Play Hockey, Minnesota Wild, and Berger Transfer, a metro-wide used hockey equipment drive was conducted in September/October. Over 2 semi-trucks were filled with gear and delivered to the Xcel Energy Center where the gear was distributed for free to approximately 750 people on

Saturday, October 11. The event was covered extensively by the local media and more importantly in put hockey equipment in the hands of many people that needed it.

6. Minnesota Hockey Golf Tournament Update

The 2010 Minnesota Hockey Benefit Golf Tournament will occur at Bunker Hills (new course) in Coon Rapids on Tuesday, July XX.

Reebok CCM will be donating a baseball hat for all golfers

\$10K was raised in 2009. Goal is to significantly pass that \$ amount. In addition to funding the same scholarship opportunities for 19 U / Jr. Gold players, the hope is to establish what other worthy causes to assist with funding.

Please assist Minnesota Hockey by golfing in the tournament, selling other foursomes/sponsorships, or by donating valuable items for the silent auction.

Pricing details will be available soon

7. Equipment Grant Event in Proctor

The Proctor Amateur Hockey Association was one of the associations that were awarded hockey equipment as part of the 2009 Xcel Energy / Minnesota Wild Play Our Game affordable equipment program. To celebrate this and to help create more awareness for the program, a special event was held at the Proctor Ice Arena on Tuesday, November 3rd.

Brad Bombardir, Nordy, Pete Hill, Jerry DeMeo, and Mike Snee were part of a staged media event where the equipment was delivered to PAHA. Following the media event Brad Bombardir and Nordy skated for an hour with approximately 100 Proctor players.

The event received tremendous media coverage in the Proctor/Duluth area. It was covered extensively on two of the three local TV newscasts. It was also given high-profile coverage in the Duluth News Tribune and the Proctor weekly paper. In addition, the event was covered by Wild media and a segment aired during a Wild TV broadcast and was the lead story on www.wild.com for two days.

8. www.minnesotahockey.org Update

Our website is averaged close to 800 visitors per day in the last 30 days

23,839 Visits

128,636 Page views

5.40 Pages/Visit

27.27% Bounce Rate

00:04:17 Avg. Time on Site

40.23% % New Visits

TST Media is creating exciting graphics to be used during Minnesota Hockey Regional and State Tournaments. Traditionally tournament-time is when our site gets its most visitors.

9. Custom Lettering

Minnesota Hockey and Custom Lettering are still working together to provide Minnesota Hockey Regional and State Tournaments with merchandise to sell during the tournaments.

10. Foundation

Under the direction of Hal Tearse, progress is still being made towards a Minnesota Hockey Foundation.

11. Hockey Day Minnesota

Hockey Day Minnesota is Saturday, January 23rd. Fox Sports North will provide an entire day of hockey coverage. Minnesota Hockey will receive promotional coverage throughout the day (HEP essay contest coverage, Minnesota Hockey updates and interviews, etc.). In addition, Minnesota Hockey will now be taking

on more of an active role in future Hockey Days (assisting with contact information for future site selection, etc.) and this will translate into much more promotional value.

12. 3M Coaches Event

On Tuesday, December 1st, approximately 40 coaches from around the state that were nominated as part of the 2009 3M Coaches Excellence In Coaching program were Minnesota Hockey's guest to watch a Minnesota Wild practice from a suite. Brad Bombardir was on hand as well as Hal Tearse, Mike MacMillan, Terry Evavold, and Dave Margenau. Nominations for the 2010 awards are currently being accepted.