

Minnesota Hockey Executive Director Report

Mike Snee – September 19, 2010

1. Sponsorship Update

FY11 Minnesota Hockey Sponsorships – as of 09/19/10

<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 past	\$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	\$4750	Double the FY10 investment
3M		Needs 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 \$2500
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 the 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 sets 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 Golf Tournament Update

The 2010 Minnesota Hockey Benefit Golf 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 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 associations 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 go to associations that submitted applications this past year but did not receive 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 RiverCentre on Saturday, March 12th to coincide with the Let's Play Hockey Expo during the Boys' State HS Hock Tournament.

9. Hockey Day 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 06/22/10 – 09/10/10 (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 – avg. time on site
45% new visits

Data from 04/19/10 – 06/21/10 (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 – avg. 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)

28,374 visits (1091 visits per day)
122,889 page views
4.3 pages viewed/visit
19% bounce rate
2.53 minutes – avg. 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 – avg. time on site
29% new visits

- 7,074 visitors on Sunday, March 7th – the most visited day ever of our website
- Of the top 10 pages with the most visits in this time period, eight were Tournament 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 - avg. 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.