



PROGRAM OVERVIEW

V3



PROGRAM OVERVIEW

REIMAGINING

the sport of ball hockey through NHL Street – a credible, connected, NHL licensed platform.

- A fresh brand
- Neighborhood-based
- Inside and outside NHL Club markets
- Nationally-recognized
- Simple
- Affordable
- Integrated with music, food and culture
- All about fun, family and friends

POWER OF 32

NHL Street brings all 32 NHL Club brands together, leveraging League-wide power to engage and excite communities, building understanding and awareness of the NHL.





PROGRAM OVERVIEW

WHAT NHL STREET IS

- NHL's recreational youth street hockey program for children between the ages of 6-16
- On-ramp for players of all experience levels
- An access point for kids where access didn't previously exist
 - Physical access to play locations
 - No set rink dimensions
 - Readily available spaces
 - Basketball courts, tennis courts, parking lots
 - Financial access
 - Minimal equipment, limited rules
 - \$25 per player base cost
- A low-pressure environment where kids can think outside the box, and put fun and experience above all else
- An avenue for operators to customize a program that best fits their community





WHAT NHL STREET IS NOT

- A replacement for ice hockey
- An elite level program, or a program where you must have prior experience in order to play, coach, or officiate
- A community give-back/charitable initiative
- A “color inside the lines” type of program



PLAYER EQUIPMENT

REQUIRED

- Player stick
 - Officially offered NHL STREET sticks come in 2 sizes, with straight blades
 - Players welcome to bring their own sticks
- Official NHL STREET jersey
- Closed toed, athletic shoes
- Athletic shorts or pants

OPTIONAL

- Hockey gloves
- Shin guards
- Helmet/facemask

THE EQUIPMENT



GOALIE EQUIPMENT

REQUIRED

- Goalie stick
- Street hockey protective equipment
 - Leg pads
 - Catching glove
 - Blocker
 - Chest pad
 - Helmet with mask

NOT PERMITTED FOR STREET USE

- Pads intended for on-ice/ice hockey use

OPERATOR EQUIPMENT

Somewhat smooth, somewhat flat, hard playing surface

PER PLAYING SURFACE

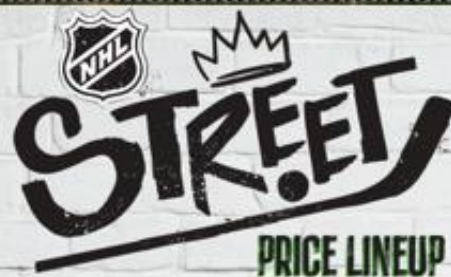
- 20 sticks
- 2 goals
- 2 full sets of goalie equipment
- 1 case (50) of balls
- Barrier/dashers behind each goal



THE EQUIPMENT

OPERATOR EQUIPMENT

- Not required to purchase NHL STREET equipment
- All items a la carte
- Dasher panels are modular
 - The more packs you buy, the bigger the rink you can build



CHECK OUT
OUR CATALOG

ITEM	RECOMMENDED QUANTITY PER PLAYING SURFACE	UNIT COST	TOTAL COST
46" STICK 	10	\$20	\$200
52" STICK 	10	\$20	\$200
STREET HOCKEY BALLS 	1 CASE OF 50	\$100	\$100
GOALIE HELMET 	2	\$60	\$120
GOALIE PADS 	2	\$180	\$360
GOALIE STICK 	2	\$22	\$44
STREET HOCKEY NET 	2	\$75	\$150
DASHER PANELS 	1 10-PANEL SET (40 FT)	\$350	\$350

\$1,524 TOTAL COST WITH RECOMMENDED QUANTITIES



THE GAME PLAY



CUSTOMIZABLE AT ALL LEVELS

PLAYERS ON-COURT

- 3 v 3; 4 v 4; 5 v 5

AGE GROUPS

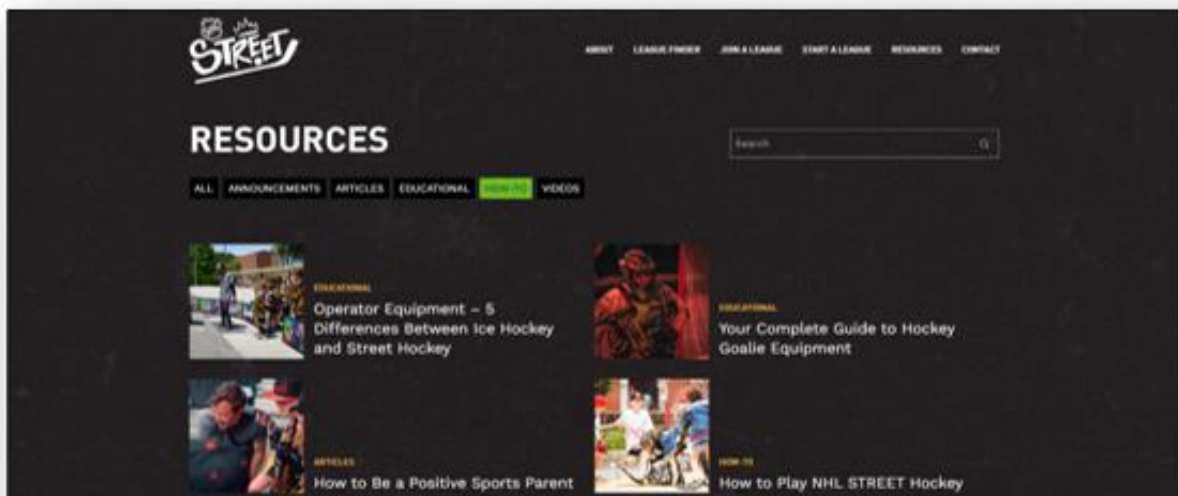
- Recommended at 8U, 10U, 12U, 14U & 16U
- Operator can adjust based on needs within their community
- May also build based on grade

LENGTH OF GAME; LENGTH OF SEASON

- Single day, or multiple weeks. Recommend 5-10 weeks

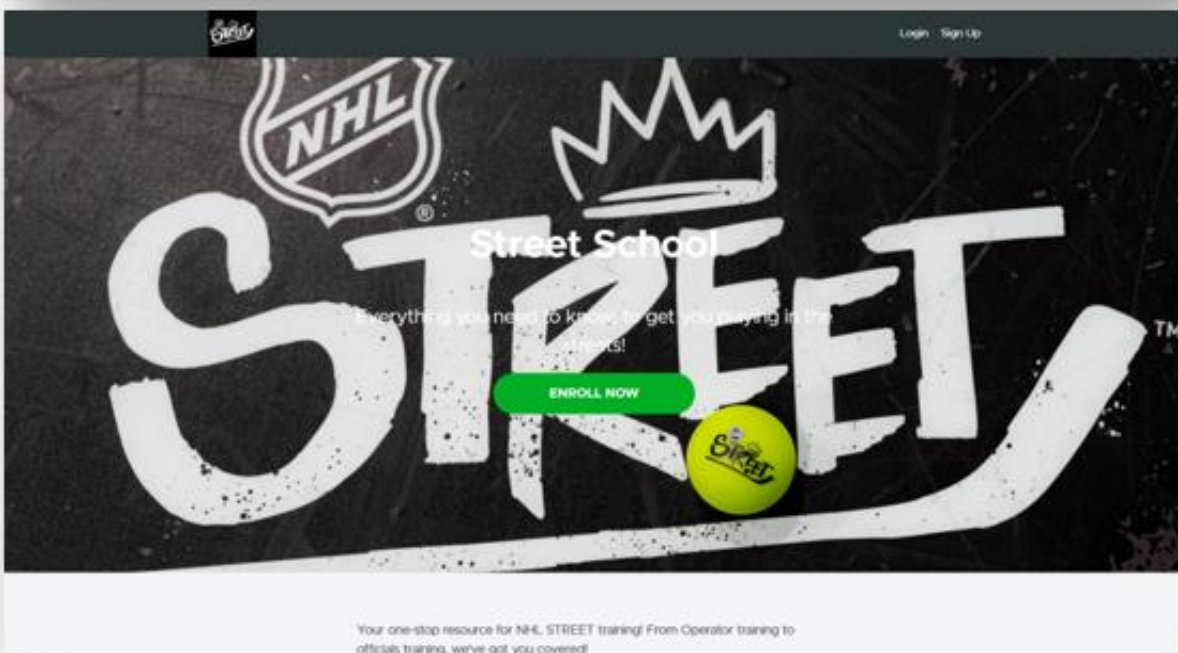
RECOMMENDED GAME LENGTH PER AGE GROUP - ALL ITEMS LISTED IN MINUTES AS RUN-CLOCK TIME

AGE GROUP	PRE-GAME MIN	PRE-GAME MAX	1 ST HALF MIN	1 ST HALF MAX	BTWN HALF	2 ND HALF MIN	2 ND HALF MAX	MIN TOT MINUTES	MAX TOT MINUTES	NOTES
8U	10	20	10	17	3	10	17	33	57	PRE-GAME PRACTICE
10U	10	20	10	17	3	10	17	33	57	PRE-GAME PRACTICE
12U	5	15	15	20	3	15	20	38	58	PRE-GAME PRACTICE
14U	3	5	20	25	3	20	25	46	58	Pre-game warm-up
16U	0	3	20	27	3	20	27	43	60	Pre-game warm-up



NHLSTREET.com

- Operator “How-To” videos, walking through league operation, rink setup, and equipment
- Informative articles and blogs highlighting special interest pieces, as well as tips and tricks



NHL STREET SCHOOL

- On-line officials training platform
- Interactive videos and quizzes, hosted by a mix of instructors from the National Hockey League and RCX Sports
- Intended for officials, also good for any individual running or operating a league
- 60-90 minutes to complete
- Currently offered for FREE to signed operators



THE AVAILABLE RESOURCES



ADDITIONAL RESOURCES

- Gear catalog
- Rulebook
- Handbook
- Price lineup

WHERE WE'VE BEEN



THE BUILD OUT BEGINS

AUGUST 2021 – First hockey expert hired at RCX

- Groundwork begins on framework and league play structure
- Rules, equipment needs, and general game principles established

THE SOFT LAUNCH

JANUARY/FEBRUARY 2022 – Soft launch at NHL All-Star Game in Vegas

- 32-team showcase + 5 hour festival hosted in 2 separate locations, introducing NHL STREET for the first time

THE FIRST OPERATOR

DECEMBER 2022 – Seacoast NHL STREET becomes first signed operator



WHERE WE'VE BEEN



THE FIRST OPERATIONAL LEAGUE

- **MAY 2023** – Ball drops on the first ever local NHL STREET league season
 - NHL Street Boston

THE 50th OPERATOR

- **NOVEMBER 2023** – SONS Outreach (Port Huron, MI) becomes 50th confirmed operator

THE NEW STANDARD

- **JANUARY/FEBRUARY 2024** – Largest NHL STREET event hosted to date
 - 2,000+ participants at 2024 NHL All-Star

THE 100th OPERATOR

- **MAY 2024** – Sportify (Lawrence, NY)

WHERE WE ARE

IN THE US

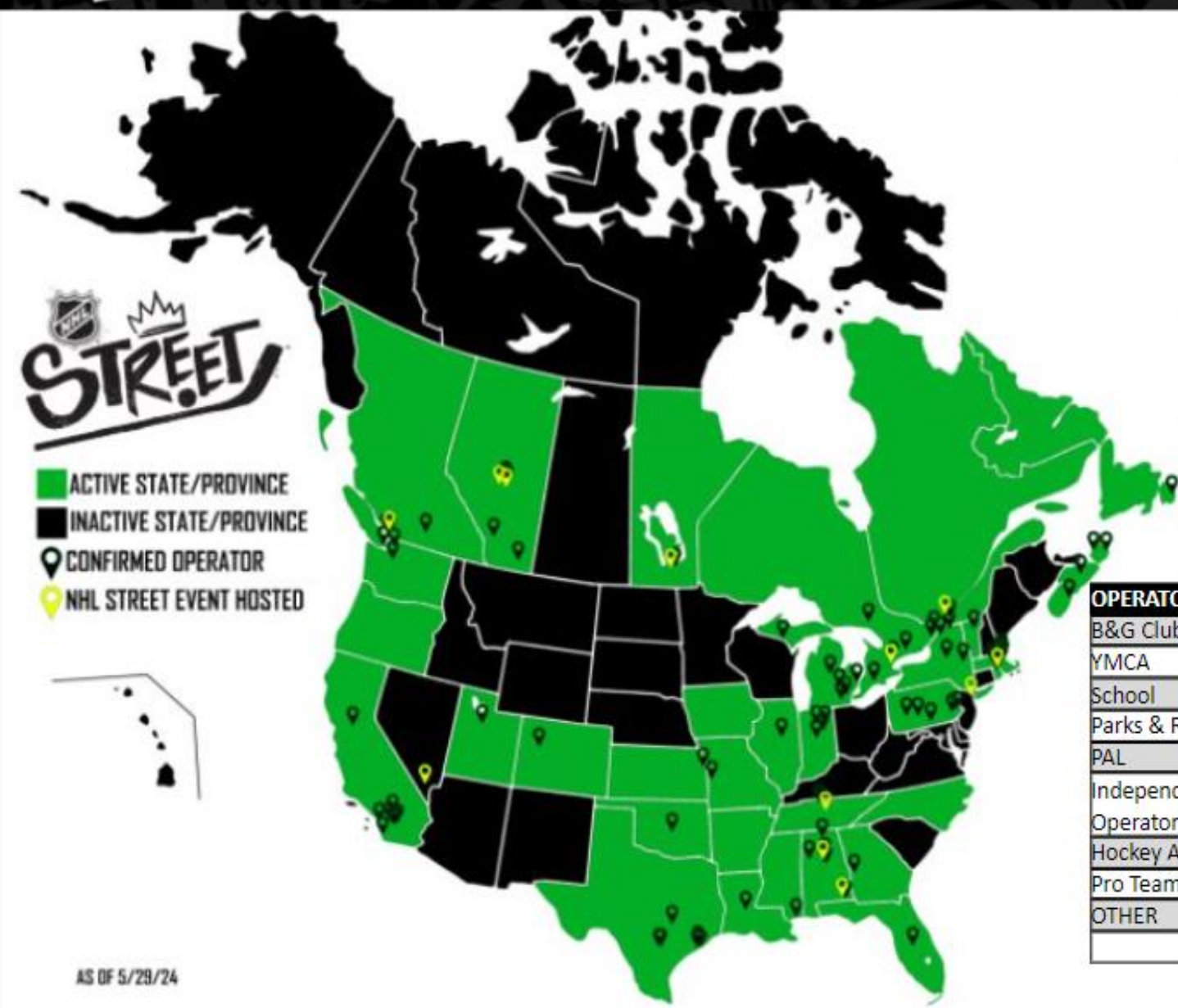
- Confirmed operator in 29/50 states
- 88 operators and counting

IN CANADA

- Confirmed operator in 7 of 12 provinces/territories
- 25 operators and counting

BY OPERATOR TYPE

OPERATOR TYPE	USA	CAN	TOTAL	% OF TOTAL
B&G Club	3	1	4	3.54%
YMCA	9	13	22	19.47%
School	0	1	1	0.88%
Parks & Rec	21	2	23	20.35%
PAL	1	1	2	1.77%
Independent Operator/Proprietor	45	7	52	46.02%
Hockey Association	8	0	8	7.08%
Pro Team	1	0	1	0.88%
OTHER	0	0	0	0.00%
	88	25	113	14



NHL FOOTPRINT

- Confirmed operator in 19 NHL markets
 - 52 of 113 total operators within in NHL club market (46%)





Helping League Organizers Start

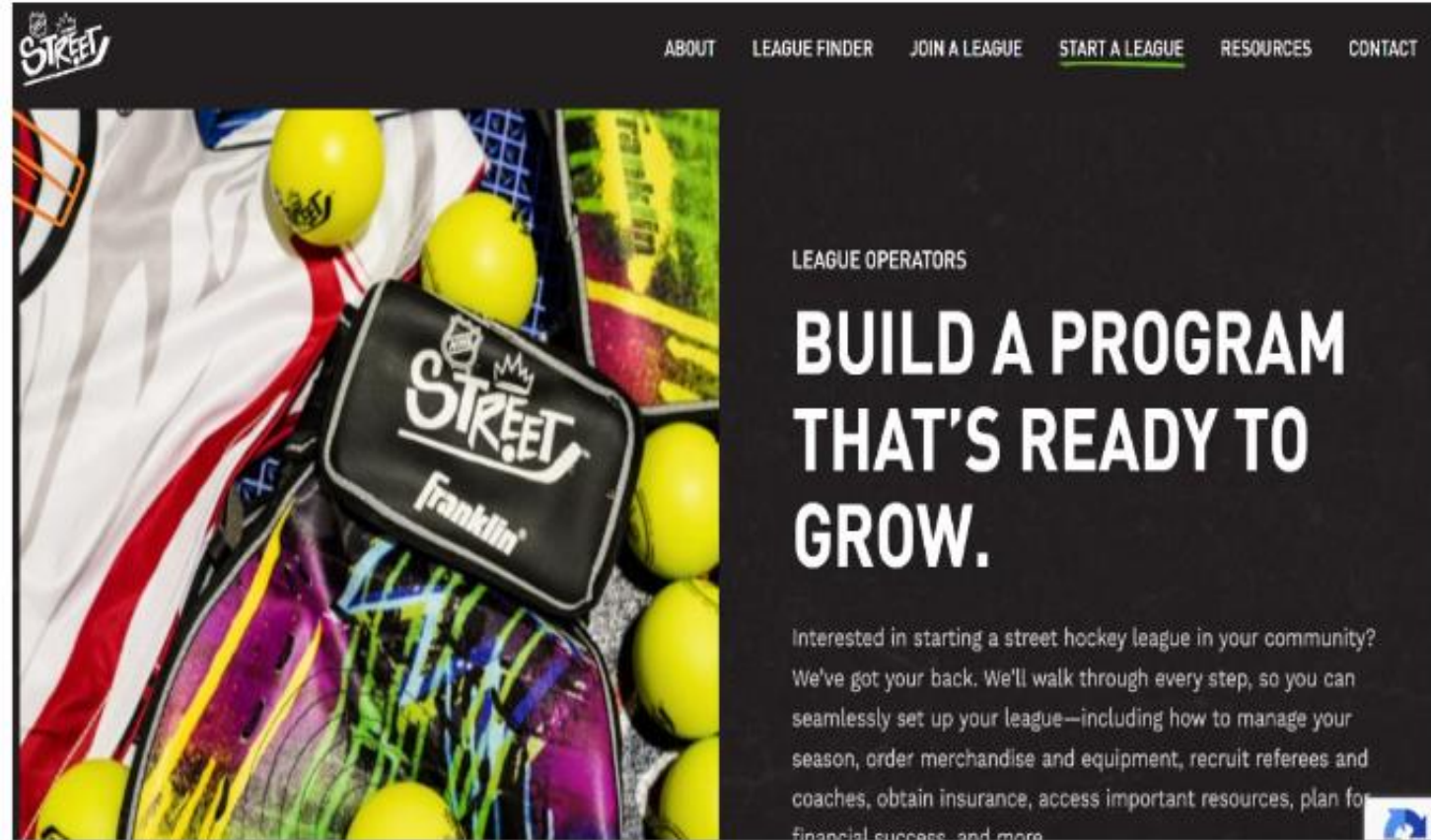
Assisting league organizers on how to start

-FAQ's

- Space needed
- How can I start a league?
- location/market questions
- Cost on start up?
- Ultimately what is needed?

Common pain points for LO's

- Understanding what to do after and where to go after on boarding
- Not asking right questions for registration
- Ordering via matrix for the first time.





STREET™

