



## Wild Program Sales

Participating in the Wild Program Sales initiative at Wild home games gives Minnesota Hockey member associations across the State of Hockey an opportunity to team build and enjoy the atmosphere of Xcel Energy Center on a game night while fundraising for their association at the same time.

Minnesota based youth hockey associations with a 501(c) (3) designation are encouraged to apply for the opportunity to sell game programs at a Wild game, and for their efforts, they will receive a one-time, \$1,500 grant from the Minnesota Wild Foundation. Youth hockey associations selling Wild programs are required to bring 30 volunteers (20 youth hockey players and 10 adults) and must arrive one hour and forty-five minutes prior to the start of the game in order to receive proper training and be ready to sell programs when gates open. The selling period lasts from doors open through the end of the 1st intermission or about two hours of selling on your feet with limited breaks. Once the selling period is complete, sellers are welcome to stay and watch the remainder of the Wild game.

**Program sellers will not have ticketed seats, but may find a standing room area to watch on the 100 and 200 levels. Sellers must also comply with all Xcel Energy Center health and safety protocols, which are subject to change.**

**"I wanted to say thank you on behalf of the Northfield Hockey Association for the opportunity to sell game programs last night. It was a great experience for the kids, to see some of the shy ones yelling out to people to buy programs, and to see others just flat out walking up to people with no hesitation and offer the program was great to see. This is an amazing opportunity the foundation offers to associations, not only the financial piece but also the learning opportunities for the kids about public speaking and handling money. We look forward to working with you again in the future."**

- Program Sales Coordinator, Northfield Youth Hockey Association

The program sales application for the 2023-24 season is open.

[Program Sales Application](#)

**Submit the CGHA Wild Program Sales Registration and send it to [fundraising@CGhockey.com](mailto:fundraising@CGhockey.com) to get the information needed to complete their application.**