

WHAT IS TRY HOCKEY FOR FREE DAY?

Try Hockey For Free Day will be Saturday, November 5th, and is part of Come Play Hockey Month. This program, designed to provide youth hockey associations a national platform to introduce new kids to the sport, is a joint-effort between USA Hockey, the National Hockey League, NHL member clubs and OneGoal. Try Hockey for Free Day also is a component of USA Hockey and the NHL's collaboration with the Let's Move! initiative to help the nation's youth lead healthier, more active lives through hockey.

The goal is to have 300 locations host a try hockey for free clinic for kids between the ages of 4 to 9. With many beginner programs starting in November and other youth sports wrapping up, this event provides local associations the perfect opportunity to introduce new families to youth hockey.

HOST SITE REQUIREMENTS

- One hour of ice
- Volunteers
 - On-ice
 - Check-in
 - Getting dressed
 - Off-ice recruiter
 - Marketing
- Equipment
 - Helmet, skates & gloves (can be winter gloves) are required
 - OneGoal equipment is recommended if available

WHAT HOST SITES RECEIVE

- 40 USA Hockey jerseys
- 40 goodie bags
- On and off ice guidelines
- USA Hockey Sanctioning
- Online management and registration tool
- Grassroots promotional tools
 - Customizable templates for printable material
- Best practices on attracting new families
- National marketing

KEY DATES

July 1st

- Last day of early registration to be entered into a drawing for 24 sets of OneGoal equipment

Sept 19th – 23rd

- Webinar Week
 - In order to receive your marketing material, jerseys, goodie bags and to be promoted as a participating location, a representative from your host site must participate in one of the webinars being offered this week

Mid-October

- Jerseys arrive
- Goodie bags will come in a separate shipment
- Halloween cards arrive in a third shipment

November 5th

- Try Hockey For Free Day



COMMON QUESTIONS AND ANSWERS

Q: How many kids can I expect to attend?

A: Sites that follow our recommendations, and do at least three of our marketing programs, have averaged 32 new kids.

Q: Who is responsible for the ice?

A: The local association/rink host is responsible for securing ice and the associated cost.

Q: Who organizes the coaches and administrative help?

A: The host site is responsible for collecting volunteers to make sure the event is well-staffed and managed.

Q: What about equipment?

A: To run a sanctioned USA Hockey growth event, every player minimally must be wearing skates, helmet and winter gloves. You can do a used equipment drive or solicit association members to see if you can borrow helmets. A limited amount of OneGoal Starter Equipment is available for \$70 a set through USA Hockey. Please make sure your rink has rental skates.

Q: How do I make sure that I am not liable if a child get injured?

A: In order to be a host site, you need to call your Associate Registrar and sanction your event as a grow the game event. Then when participants arrive at your site, their guardians sign off on the provided IMR/Waiver form. You return a copy of the IMR/Waiver form to USA Hockey and the participants will be covered by USA Hockey insurance for your try hockey for free clinic.

Q: When will I receive my jerseys and goodie bags?

A: They arrive in two separate shipments at least 1 to 2 weeks prior to the event. In order to receive these items, a representative from the host site must attend one of the webinars being offered September 19th through the 23rd.

Q: What if more than 40 kids show up and we don't have enough jerseys/goodie bags for everyone?

A: Associations that succeed at attracting a large group will need to get creative; unfortunately, there are not enough jerseys and goodie bags to send more. Most groups use them as an incentive for early online registration, promoting that the first 40 to sign up will receive a jersey and goodie bag.

Q: How do I get printable marketing pieces?

A: There will be customizable templates for flyers, Halloween cards and posters. If you need help customizing, please communicate with your Program Services rep. A limited amount of Halloween cards will be shipped to you; these are to be distributed to your association's families for their trick or treaters. All other printing costs are left up to the host site.

Q: Why is the event only being promoted to 4 to 9 year olds?

A: Almost all kids begin playing youth hockey between the ages of 4 to 9. Your association will benefit most by focusing your recruitment efforts to kids in this age group. Maximizing the amount of players that can easily transition into your existing programs will increase your chances for player retention.



PROGRAM SERVICES

USA Hockey District & Affiliate Responsibilities

Kevin Kavanagh

Work: (719) 538-1115

Cell: (860) 836-5832

kevink@usahockey.org

- Massachusetts District
- New England District
 - Connecticut Hockey Conference
 - Maine Amateur Hockey Assoc.
 - New Hampshire Amateur Hockey
 - Rhode Island Amateur Hockey
 - Vermont Amateur Hockey Assoc.
- New York District
- Rocky Mountain District
 - Arizona Amateur Hockey Assoc.
 - Colorado Amateur Hockey Assoc.
 - Idaho Amateur Hockey Assoc.
 - Land of Enchantment Hockey Assoc.
 - Texas Amateur Hockey Assoc.
 - Utah Amateur Hockey Assoc.

TBD

(Kevin E. will oversee these territories during the transition this next season)

- Atlantic District
- Mid-American District
- Minnesota District
- Southeastern District
 - Carolina Amateur Hockey Assoc.
 - Potomac Valley Amateur Hockey
 - Southern Amateur Hockey Assoc.
 - Statewide Amateur Hockey of Florida

Kevin Erlenbach

Work: (719) 538-1119

Cell: (719) 439-2933

kevine@usahockey.org

- Central District
 - Amateur Hockey Association of Illinois
 - Mid West Amateur Hockey Assoc.
 - Missouri Hockey
 - Wisconsin Amateur Hockey Assoc.
- Michigan District
- Northern Plains District
 - Montana Amateur Hockey Assoc.
 - North Dakota Amateur Hockey
 - South Dakota Amateur Hockey
 - Wyoming Amateur Hockey Assoc.
- Pacific District
 - Alaska State Hockey Assoc.
 - California Amateur Hockey Assoc.
 - Nevada Amateur Hockey Assoc.
 - Oregon State Hockey Assoc.
 - Pacific Northwest Amateur Hockey

Kevin E.



TBD



Kevin K.

