



## **Marketing, Communications and Events**

**12/15/2016**

### **Marketing, Merchandising and Licensing**

#### **Partner and Supplier Agreements**

- An agreement to terms has been reached with Nike and with Toyota Motors. Both contracts are under development.
- Meetings are being held with companies that have activated in the Olympic year only.
- Performance Sports Group, the parent company of Bauer Hockey, has filed for bankruptcy. The company will be sold at auctioned in January 2017.

#### **Sponsor Contract Service**

##### Reebok-CCM Hockey

- CCM Custom Banner Ads – New Women’s Product Intro
  - Campaign Successful
  - Multiple banner placement on [USAHockey.com](http://USAHockey.com)
- CCM Brand Activation Request – Women’s Hockey
  - Team Canada vs. Team USA – December 17<sup>th</sup> @ USA Hockey Arena
  - X-frame Banners – Lobby Placement
    - Meghan Duggan / Jocelyne Lamoureux / Monique Lamoureux

##### Marriott Hotels

- Marriott Sponsorship Renewal / Extension
  - Partnership & Activation Opportunities for 2017 and 2018 have been provided to Marriott information as elements are developed for contract renewal
- U.S. Hockey Hall of Fame Induction Celebration
  - Marriott Guests in Attendance – Five (5)
  - U.S. Men’s National Team Jersey – Signed by Inductees

##### Thorne

- Sponsorship Activation
- eNewsletter sent Friday, November 18<sup>th</sup> received strong interest from our member email list
- Thorne VIK / Nutritionist Information
  - Men’s National Teams & The National Team Development Program (NTDP)
    - VIK \$ Amount Allocated – \$5,000.00
  - Women’s National Teams
    - VIK \$ Amount Allocated – \$5,000.00



#### Kraft Heinz

- Kraft Hockeyville
  - 2017 Kraft Hockeyville nomination period opens January 1<sup>st</sup> and ends March 10<sup>th</sup>
    - USA Hockey to send a supplementary email in addition to social posts
  - Top ten finalists voting window is April 11<sup>th</sup> – 13<sup>th</sup> with 2<sup>nd</sup> round of voting taking place April 18<sup>th</sup> - 19<sup>th</sup>
  - From April 24-25, 2017 the final round of voting will take place
  - The Kraft Hockeyville winning community is announced April 29, 2017 live on NBC Sports Network
  - February '17 USA Hockey Magazine eight-page feature is close to completion
    - Expected to be submitted to Kraft Heinz for review on December 16<sup>th</sup>
- Kraft Heinz's sales team have had preliminary discussions regarding adopting a youth hockey team in different community

#### SportsEngine

- SportsEngine executed their second email right of the year
  - Monday, December 6<sup>th</sup>

#### Enterprise

- Enterprise will activate their email right for the year with an all members send on Wednesday, January 11<sup>th</sup>

#### Liberty Mutual Insurance

- The Next Gen Direct Mail Pilot
  - Draft of letter and direct mailer has been approved and will be distributed later this month
  - An internal website will be set up by LMI for use by USA Hockey to track results
- Marketing Campaign
  - Currently discussing a time to have a follow-up conversation regarding the new branding campaign and USA Hockey's involvement
  - Liberty Mutual is finalizing creatives for an update banner ad on USAHockey.com
    - They are scheduled for a March '17 ad in *USA Hockey Magazine*

#### Dunkin' Donuts

- With their new campaign "Brewed for This", we're starting to see Dunkin' activate their rights on a more frequent basis
  - Scheduled January '17 ad in USA Hockey Magazine
  - As part of this campaign, and new partnership with the NHL, Dunkin' is releasing a national :30 spot to premier during the Winter Classic on January 2<sup>nd</sup>
    - This commercial will feature USWNT captain Meghan Duggan, NY Rangers captain Ryan McDonagh and Boston Bruins David Backes
      - All three members of their respected 2016 US Olympic Team



- Dunkin' Donuts recently sent a congratulatory letter from Tom Manchester, which included two \$100 gift cards, to members of the Four Nations Cup team – excluding the three NCAA athletes

#### The Hockey IntelliGym

- Upcoming marketing activities include:
  - December 12<sup>th</sup> Home Page Take Over, holiday discount email send and social posts
  - December 13<sup>th</sup> 2<sup>nd</sup> of three scheduled BeRecruited emails
    - The third send is contingent upon the success of this second email
      - At \$3,000/send, I've discussed with Dror about potentially reallocating these resources if the results are not there
  - December 16<sup>th</sup> targeted educational email to Minnesota hockey parents
    - My hope is to augment the ground work from Sean Goldsworthy, local HIG sales rep, to increase this month's push
  - December 23<sup>rd</sup> final holiday email send
  - January '17 ad in USA Hockey Magazine
    - HIG feature story as well
- Chinese men's national ice hockey team is up and running with The Hockey IntelliGym as part of their eight-month residency program with the New York Islanders
  - Currently working with the Islanders PR staff on content to be used for future stories and social posts
- We're looking to roll out new campaign creatives in January '17
  - I have a call next week with the graphic designer to review these pieces which include:
    - First round of ad artwork, thoughts on updated brochure, and spring emails

Submitted by: Lee Meyer

### **Communications**

#### **Youth Hockey**

- Continue to produce original content and distribute through multiple channels
- Pitching various youth hockey stories to media is on-going
- Guiding Red Line Editorial with youth storylines from throughout the country
- Preparations on-going for youth national championships. Intention is to have modified/extended content coverage plan in place for certain championships.

#### **2017 IIHF World Junior Championship – Dec. 26, 2016 – Jan. 5, 2017 – Toronto/Montreal**

- General outline of game broadcast format and overall coverage plans with NHL Network have been finalized. A one-hour preview show will air on Dec. 24 at 6 p.m. ET. NHL Network will broadcast 23 total games, including all Team USA contests.

- Content plan is finalized



- Preliminary roster was announced live on NHL Network on Monday. Jim Johansson was on live.
- U.S. camp will take place Dec. 15-20 in Buffalo
- Exhibition games set for Dec. 21 vs. SUI in Oshawa and Dec. 23 vs. CZE in Kingston
- Digital media guide being finalized
- Tune-in email promoting NHL Network coverage out to membership on Dec. 11
- Onsite staff: Jon Gomez/Catherine Bogart
- Schedule
  - Dec. 2 Switzerland (ex.) 7:00 p.m. ET (Oshawa)
  - Dec. 23 Czech Republic (ex.) 7:00 p.m. ET (Kingston)
  - Dec. 26 Latvia 3:30 p.m. ET (Toronto)
  - Dec. 28 Slovakia 7:30 p.m. ET (Toronto)
  - Dec. 29 Russia 3:30 p.m. ET (Toronto)
  - Dec. 31 Canada 3:30 p.m. ET (Toronto)
  - Jan. 2 Quarterfinals TBD (Toronto & Montreal)
  - Jan. 4 Semifinals 3:00/7:30 pm. ET (Montreal)
  - Jan. 5 Bronze/Gold Gms 3:30/8:00 p.m. ET (Montreal)

**USA Hockey Women's Winter Camp & Team USA Winter Champions Series Camp – Dec. 12-15, 2016 – USA Hockey Arena – Plymouth, Mich.**

**USA-Canada Women's Game – Dec. 17, 2016 – USA Hockey Arena – Plymouth, Mich.**

- Camp content/PR initiatives in place; two athletes will be at Detroit Red Wings game on Dec. 11 to promote game and camp
- Television logistics with NBC have been finalized for game. Gord Miller, AJ Mleczko, and Laila Rahimi will call the game for NBCSN. Puck drop is 4:40 p.m. ET on Dec. 17.
- All media operations plans in place
- Content plan for camp, game on Dec. 17 and game on Dec. 19 finalized
- Onsite staff: Rob Koch/Dave Fischer (will also utilize Arena staff)

**2016 World Junior A Challenge – Dec. 11-17, 2016 – Bonnyville, Alta.**

- Pat Durant supporting from COS
- HockeyTV to stream most games
- NHL Network will air championship game on Dec. 18 if USA a participant
- Schedule
  - Dec. 12 Czech Republic 3:30 p.m. MT
  - Dec. 13 Canada East 7:30 p.m. MT
  - Dec. 14 Quarterfinals 3:30 p.m./7:30 p.m. MT
  - Dec. 15 Semifinals 3:30 p.m./7:30 p.m. MT
  - Dec. 16 5<sup>th</sup> Place/3<sup>rd</sup> Place Gm 3:30 p.m./7:30 p.m. MT
  - Dec. 17 Championship Game 5:00 p.m. MT

**2018 IIHF U18 Women's World Championship – Jan. 7-14, 2017 – Prerov & Zlin, Czech Republic**

- Content plan in final stages of development; Digital media guide to be produced
- Waiting for host on final streaming information
- Onsite staff: Rob Koch/Andrew Ketterer
- Schedule
  - Jan. 7 Russia 3:30 p.m. local time (Zlin)
  - Jan. 8 Sweden 7:30 p.m. local time (Zlin)
  - Jan. 10 Canada 3:30 p.m. local time (Zlin)



Jan. 11	Quarterfinals	TBD
Jan. 12	Semifinals	4:00 p.m. local time (Zlin/Prerov)
Jan. 14	Bronze/Gold Gms	4:00/7:00 p.m. local time (Prerov/Zlin)

### **2017 IIHF Women's World Championship – March 30-April 7, 2017 -- Plymouth, Mich.**

- Working on release to unveil game schedule for event and ticket information; On-sale public date for ticket packages is Dec. 18 (2017womensworlds.com)
- Building/finalizing plans for all media operations
- Working with pertinent parties on broadcast logistics/schedules. Final television site visit with host broadcaster (TSN) set for Jan. 16 at noon.
- Working on PR initiatives to assist in ticket sales/event awareness
- Onsite staff: Rob Koch/Dave Fischer/Catherine Bogart (will also use Arena staff)

### **Annual Report, 2015-16**

- Piece is finalized and at printer; delivery by end of year

### **10<sup>th</sup> Annual Hockey Week(end) Across America – Nationwide -- Feb. 19-26, 2017**

- Meeting this week with varying staff to formalize final concepts in/around HWAA
- NBC Hockey Day in America set for Feb. 19. Coverage begins at 12 noon ET and all total, a 30-minute pre-day show at 12 noon ET, four NHL games, and “bridge shows” between the games are all part of coverage plans. NBC studio set at outdoor rink at PPG downtown Pittsburgh
- IIHF Girls' Global Game set for Feb. 18-19
- Promotional materials being developed/finalized (poster finalized, dasher art; PSAs, etc.)
- Will be working with NBC/NHL/others on promotional opportunities

### **2018 IIHF World Junior Championship – Dec. 26, 2017 – Jan. 5, 2018 – Buffalo, N.Y.**

- Efforts on-going in preparation for event in all facets
- Will promote event regularly during 2017 event in multiple facets (on broadcasts, through social, in PR efforts)

### **USA Hockey Magazine**

- January 2017 in final proofing process. Issue includes cover story on Hockey in the West featuring partnership between three NHL teams and California Youth Hockey Associations. Also celebrity guest columnist Jerry Bruckheimer
- February 2017 well in progress. Cover story is about goal scoring with Steve Levy penning a celebrity guest column.

### **Miscellaneous**

- Preparations for 2017 Patty Kazmaier Memorial Award Brunch continue
- Engaged in communications plan for U.S. Center for Safe Sport
- Tune-in HTML email piece out to membership on Dec. 11 promoting viewership of USA-Canada women's game on Dec. 17 (NBCSN) and IIHF World Junior Championship (NHLN)
- Preparation for 2018 Olympic/Paralympic Winter Games on all fronts in progress
- Meeting with NHLN in Toronto during WJC to continue discussions of broadcast extension
- USA Hockey Arena branding efforts continue; history wall in progress
- Finalizing financials, review of 2016 U.S. Hockey Hall of Fame Induction Celebration
- Discussing dates for 2018 Hockey Weekend Across America



- Discussions on modifying organization/expansion of our social media channels in process

Submitted by: Dave Fischer

## **Event Marketing**

### 2016 U.S. Hockey Hall of Fame

- Capacity crowd event took place in partnership with the Philadelphia Flyers in Philadelphia on November 30<sup>th</sup>
- Event generated over \$130,000 in sponsor/partner revenue
- Terrific support by the Atlantic District, inclusive of on-the-ground volunteer assistance
- USOC Winter Champion Series: USA Women's National Team vs. Canadian Women's National Team
  - Game will take place at USA Hockey Arena on Saturday, December 17<sup>th</sup>
  - The game is part of the Team USA Winter Champion Series
  - Game to be broadcast on NBCSN
  - Game will provide a springboard to further promote and announce ticket opportunities for the forthcoming Women's World Championship
- 2017 IIHF Women's World Championship
  - Full-tournament packages will go on sale to the general public on December 18<sup>th</sup> at a price of \$155. Attendees at the game on December 17<sup>th</sup> will receive a limited time, exclusive offer to purchase the full-tournament package for only \$135
  - Mini-packs and single game tickets are tentatively scheduled to be released around February 1, 2017
  - Currently working with the USAH Arena staff to identify staffing needs vs. volunteer opportunities. Will work in conjunction with the women's department, arena staff and MAHA to fulfill volunteer opportunities
  - Conversations have been had with organizers of the 2017 Girl's & Women's Nationals to offer attendees an opportunity to attend games where their schedules allow
  - IIHF site visit to USA Hockey Arena tentatively scheduled for mid-February
  - The official event website is: [2017WomensWorlds.com](http://2017WomensWorlds.com)
- 2018 IIHF World Junior Championship
  - Full-tournament packages are now on sale across three price points: \$1,550, \$1,265, \$690. The full-tournament package also provides buyers with the opportunity to secure 3 additional paid outdoor game tickets
  - The outdoor game was officially announced as a USA vs. CAN game set for Friday, December 29, 2017



- USA Hockey staff and members of the Buffalo Organizing Committee will meet with Hockey Canada and IIHF members in Montreal during the 2017 World Junior event to discuss preparations well underway for Buffalo, 2018
- The official event website is: [BuffaloWorldJuniors.com](http://BuffaloWorldJuniors.com)

Submitted by: Kevin Couture, Director, Events

**Report Submitted By: Larry Reid, VP and Chair, Marketing Council**  
**Mike Bertsch, AED, Marketing, Communications and Events**