



Marketing, Communications and Events
Friday, September 9, 2016

Marketing, Merchandising and Licensing

Partner and Supplier Agreements

- Redline Hockey, the operator of the USA Hockey store in Lake Placid, will open another store in the Fashion Show Mall in Las Vegas. The opening is scheduled for October 1st
- Several senior executives from Toyota will be in the office on September 13th

Sponsor Contract Service

Athletica Sports Systems

- Working on timing of rights to highlight them in the “Stops & Starts” section of the Magazine

KraftHeinz

- Kraft Hockeyville
 - The NHL is currently reviewing the Youth Clinics schedule for final approval
 - Adjustments have been made based on ice availability and now include: four 45 minute sessions – one Try Hockey For Free event, one 8U ADM Clinic, one 10U ADM Clinic and one 12U & 14U ADM Clinic
 - The NHL has approved the USA Hockey Officials Shadowing program to be included in the preseason game on October 4th
 - BJ Ringrose has reached out the Michigan District Referee In Chief who is in the process of identifying two local youth officials to participate
 - USA Hockey branded t-shirts and hats have been ordered for the Fun Fair, October 2nd
 - Merchandise will be drop shipped to our hotel

Sports Engine

- Currently working on a rights and deliverable schedule for 2016-17
 - Introduced this morning to Andrea Hyduke who will manage all executions of our partnership on their end
 - Upcoming emails (October) to STAR rink members and USA Hockey coaches

Liberty Mutual Insurance

- CCM/USA Hockey All-American Prospects Game
 - All assets have been fulfilled (working to schedule social posts)
 - Program ad, logo inclusion, PA reads
- Upcoming rights in the process of execution:
 - September email blast, October magazine ad

K & K Insurance

- USA Hockey Arena



- Dasher has been fulfilled and will be in place for the NTDP home opener on September 23rd

The Hockey IntelliGym

- HIG has recently hired Sean Goldsworthy who will serve as a sales rep specific to Minnesota
 - HIG brochures have been sent to Sean and a follow-up call is scheduled
- Several emails, Magazine ads and editorials are set for the coming months
- Met with Susanne Arens last week (Crystal Peak Design) regarding graphic design for the upcoming year
 - <http://crystalpeak.com/portfolio/>
 - USA Hockey and HIG will own the rights to all work created
 - Should have a price quote by the end of the day

Reebok-CCM Hockey

- Preparation for the CCM/USA Hockey All American Game under way

Total Hockey/Pure Hockey

- A meeting is scheduled to meet the new owner of Total Hockey in St. Louis on September 27th

Report submitted by: Lee Meyer, Sr. Director, Marketing, Merchandising and Licensing

Communications Report

Youth Hockey

- Version 3 of Parent Handbook complete and will be distributed in early October to all new players age 12 and under
- Re-designed age-specific newsletters complete
- Working with Red Line editorial on storylines for weekly youth hockey features

2016 U.S. Hockey Hall of Fame

- U.S. Hockey Hall of Fame Class of 2016 (Bill Belisle, Craig Janney, 1996 World Cup of Hockey Team) will be inducted on Nov. 30 in Philadelphia
 - Steve Levy secured as master of ceremonies
 - Finalizing exact location of event in Philadelphia
 - Working on sales pieces for event

Annual Report, 2015-16

- Cover designs in process
- Content creation is beginning

Fall Poster Mailing

- Content for mailing; likely six total posters going to every rink in the country (STAR database)
- Vendor established to complete mailing
- Expected to mail in October



CCM/USA Hockey All-American Prospects Game – Sept. 22 – Philadelphia

- FASTHockey will live stream game
- Content plan finalized
- Media services/accreditation plan in place
- Finalizing game program content
- News announcements continue (Coaches, Jersey Design, Ceremonial Elements, Players, Roster Breakdown, etc.)
- Onsite staff: Gomez (PR/Content), Ketterer (Content), Durant (Content/Event Support), NTDP Comms Staff TBD (event support)

World Cup of Hockey 2016 -- Sept. 17-Oct. 1, 2016 – Toronto

- Content development plan in place and being modified as necessary
- Online media guide complete
- ESPN is television home for Team USA at World Cup
- Team USA camp schedule
 - Sept. 4-8 – camp in Columbus
 - Practice schedule announced next week
 - Sept. 9 – game vs. Canada in Columbus at 7 p.m. ET (ESPNU)
 - Sept. 10 – game vs. Canada in Ottawa at 7 p.m. ET (ESPN3)
 - Sept. 11 – mandated complete off day
 - Sept. 12 - camp in Washington, D.C.
 - Sept. 13 – game vs. Finland in Washington, D.C. at 7 p.m. ET (ESPN)
- World Cup U.S. game schedule
 - Sept. 17 – vs. Team Europe at 3:30 p.m. ET (ESPN2)
 - Sept. 20 – vs. Canada at 8 p.m. ET (ESPN)
 - Sept. 22 – vs. Czech Republic at 8 p.m. ET (ESPN2)
 - Sept. 24 or 25 – Semifinal (times TBD)
 - Sept. 27/29/Oct. 1 – Final Series (first 2 games at 8 pm ET/final game at 7 pm ET)
- Onsite staffing: Fischer/Kimber Auerbach (NYI) throughout; PR/Content; Bogart Sept 4-14; Content; Thompson Sept. 16-end; Content

10th Annual Hockey Week(end) Across America – Nationwide -- Feb. 19-26

- Promotional materials being developed (poster finalized, dasher art; PSAs, etc.)
- Discussing signature initiative(s) for 10th anniversary celebration
- Will be working with NBC/NHL/others on promotional opportunities

USA Hockey Magazine

- October 2016 will unveil new design
 - Cover story on Patrick Kane
 - Other features: Hockey in Georgia Thrives Despite Thrashers' Departure; Matt Hendricks; Randy Hernandez Proud of Cuban Heritage; Pulling Together: Teamwork Translates to the Ice for NJ Prep School's Crew Squad; NTDP 20th Anniversary
- Editorial calendar for 2016-17 established, however, always a working document
- New intern, Ryan Williamson, started Sept. 6.



Miscellaneous

- Preparations for the 2017 IIHF Women's World Championship are on-going, including broadcast plans; media services plans; overall PR initiatives. Media set-up has been established.
- Preparation for the 2018 IIHF World Junior Championship continue; press conference slated for Oct. 28 in Buffalo to announce outdoor game matchup and ticket information
- Work continues on broadcast extension with NHL Network
- Finalized agreement with Red Line Editorial for 2016-17
- Continue to assist in USA Hockey Arena branding
- Work in progress of staff evaluations/self evaluation
- Production of 2016-17 NTDP media guide in final stages.
- Conducted media training and hosted other programs at NTDP orientation
- IIHF Girls Hockey Weekend – Oct. 8-9
- Working with NHL Network on potential extension of broadcast agreement
- Assisting in efforts for Welcome Back Week
- College poll schedule for 2016-17 finalized
- Anniversaries in 2016-17 Season
 - 80th Anniversary of USA Hockey
 - Special content initiatives
 - USAH Magazine guest celebrity columnists
 - 20th Anniversary of National Team Development Program
 - 20th Anniversary of Patty Kazmaier Memorial Award
 - 20th Anniversary of World Cup of Hockey championship
 - 10th Anniversary of Hockey Weekend Across America
 - Hockey Week Across America
 - 5th Anniversary of CCM/USA Hockey All-American Prospects Game

Report submitted by: Dave Fischer, Sr. Director, Communications
Harry Thompson, Magazine Editor-in-Chief

Event Marketing

- 2016 CCM All-American Prospects Game
 - The 5th edition of the game will take place in Philadelphia at Wells Fargo Center, in conjunction with the Philadelphia Flyers on September 22nd
 - Tickets are on sale now through the Wells Fargo Center box office
 - John LeClair and Mark Howe have been named coaches for the game
 - The roster was announced on August 31st with 18 states represented
- 2016 U.S. Hockey Hall of Fame
 - The 2016 U.S. Hockey Hall of Fame will take place in Philadelphia on November 30th
 - The Flyers will be partners in the selling of the event, which will see Bill Belisle, Craig Janney and the 1996 World Cup of Hockey Team be formally enshrined
 - Ticket and sponsorship information will become available by early October



- 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 17th
 - The game is part of the Team USA Winter Champion Series, a daylong celebration of the Road to Pyeongchang featuring women's winter Olympic sport competitions
 - Game to be broadcast on NBCSN
 - Ticket information is forthcoming, with tentative on-sale date for early October
 - 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
 - Currently engaging a third party on the creation of marketing and promotional templates/pieces
 - In an attempt not to confuse the marketplace between this event and the Winter Champion Series game, ticket packages will not be released until December
 - IIHF site visit to USA Hockey Arena tentatively scheduled for October 28

- 2018 IIHF World Junior Championship
 - An announcement is tentatively scheduled for late October in Buffalo where USA Hockey and the Sabres will roll out the ticket package offerings, on-sales timing, and further details regarding the outdoor game

- World Cup Exhibition Game
 - The game in Columbus was attended by 18,000 energized fans. Ticket data shows attendees from over 40 different states. USA Hockey revenue share for ticket sales and merchandise will be reported next week.

Report submitted by: Kevin Couture

Internet Content & Development

Department Notes

- **Sport Ngin Development & Design**
 - Working on setting the design calendar for upcoming season including development related to Youth Nationals
 - Upcoming site redesigns: U.S. Hockey Hall of Fame (Target is late this month/early October)

- **Miscellaneous updates**
 - Catherine attending World Cup camp in Columbus before traveling with team to two exhibition games. Her coverage is being launched presently as well as timed for during camp to expand coverage while she is not present.



- Newest Mobile Coach app is in stores and features app-wide search and a new console that allows USA Hockey to load and change app content on-demand.
- New registration system for officials and coaches courses has been awarded to Neural Planet and is in the kickoff stages of finalizing requirements. Project schedule for completion and launch in June 2017.
- **Traffic updates:**
 - **Web/App:** So far this “hockey season” (Starting Aug. 1) we have strong growth on our network. Nearly every site has double digit gains for the same time period last year.
 - **National Site:** Up 8% in sessions, Up 6% in page views (1.4 million)
 - **Biggest increase:** USA Hockey Arena (Up 546% - Drive In Movie traffic is the major traffic driver)
 - **Biggest decrease:** World Juniors (Down 99%) – Site phasing out, traffic redirected
 - **Mobile traffic:** Mobile traffic is tipping to the primary access point across our network and all design moving forward is with mobile first in mind. Mobile products like Mobile Coach and Rulebook continue to grow by leaps and bounds.
 - **Video:** Entering the busy video traffic portion of the calendar year, we are at or ahead of pace of last year’s record-setting video numbers.
 - **Watch time:** 1.2 million minutes watched (on pace with 2015)
 - **Views:** 739,794 views (ahead of 2015’s pace)
 - **Shares:** 2,190 shares to date vs 1,402 same time period in 2015

Report submitted by: Cam Eickmeyer, Director, Internet Development and Content

Full report submitted by: Larry Reid, VP/Chair, Marketing Council

Mike Bertsch, AED, Marketing, Communications and Events