



**Marketing, Communications and Events  
October 13, 2016**

**Marketing, Merchandising and Licensing**

**Partner and Supplier Agreements**

- The USA Hockey store in the Fashion Show Mall in Las Vegas opened on October 1<sup>st</sup> with strong sales
- A sponsorship agreement was reached with Thorne Research. They have the following exclusive designations:
  - “The Official Nutritional Supplement Partner of USA Hockey”
  - “The “Official Health and Wellness Sponsor of USA Hockey”

**Sponsor Contract Service**

Reebok-CCM Hockey

- 2016 CCM/USA Hockey All-American Prospects Game –
  - This was the best, most interactive player presentation so far
- CCM Banner Ads – “Built for Women by Women”
  - This is a new product line offered by CCM
- CCM Survey – “Tell Us About Your Hockey Equipment for a Shot at Cash Prizes!”
  - Email campaign is schedule to start in October

Marriott Hotels

- Experiences Marketplace Promotion
  - Goal: Activation at the 2016 U.S. Hall of Fame Induction Celebration
- Sponsorship renewal meeting is being scheduled

Thorne Research

- USA Hockey/Thorne Research – Planning and Asset Activation Meeting
  - Scheduled: Thursday, Oct. 20<sup>th</sup> @ USA Hockey [Colorado Springs, CO]
    - Preparing documents for meeting
  - Processing “preliminary” activation items

Total Hockey

- The new owner of Total Hockey is continuing to fill all obligations of Total Hockey and retain their areas of support for USA Hockey

Kraft Heinz

- Kraft Hockeyville
  - The Kraft Hockeyville celebration in Marquette, Mich. was very successful with positive feedback on USA Hockey’s involvement



- USA Hockey donated two '14 Men's Olympic Orientation Camp practice jerseys (Justin Abdelkader and Jimmy Howard) sold for \$200 each at the GALA live auction
- The USA Hockey run youth clinics had 40 Try Hockey participants and 148 local association players spread across three ADM sessions
- USA Hockey was provided two dashers for the NHL exhibition game (one camera visible adjacent to NBCSN dasher).

#### SportsEngine

- Their rights and deliverables schedule for 2016-17 is set
  - An email has been scheduled for Monday, October 17<sup>th</sup>
    - To be distributed to all registered coaches and volunteers
    - Email to promote their team texting software capabilities for games, practices and overall team management

#### Liberty Mutual Insurance

- Annual sponsorship review meeting with Liberty Mutual is set for Wednesday, October 26<sup>th</sup> in Boston
  - USA Hockey to cover rights available, rights utilized and discuss with LMI a plan/intentions for the coming year through the 2018 Olympics
- Currently working the introductory phases of their Next Gen Direct Mail Pilot
  - The Next Gen Pilot Amendment has been signed and delivered to LMI
  - First draft of the letter accompanying the mailing will be sent on October 18<sup>th</sup> for approval

#### The Hockey IntelliGym

- A significant marketing push is schedule for the end of October
  - Email distribution to all coaches and players
  - Home Page Take Over: October 24<sup>th</sup> – 25<sup>th</sup>
    - To include articles, videos, social posts
- A graphic designer has been selected and are currently working through a pricing menu for a test run
- Traveling to Plymouth, MI on Sunday, October 16<sup>th</sup> to present and set-up the U17 & U18 teams with the program for the season
  - Currently working with Scott Monaghan & Kris Nolt on developing and creating content to be used with new creatives
- Currently exploring alternate methods to capture content to augment sales
  - Product endorsement from Matt Nieto, San Jose Sharks is complete
  - Working with the New York Islanders and Chinese men's national ice hockey team
    - Chinese men's national ice hockey team will be starting an eight-month residency program in Long Island, NY in partnership with the Islanders
    - The Hockey IntelliGym will part of their regular training regime
    -



## **Retail and Licensing**

### Ecommerce store sales

- Sales for the new hockey season are off to a strong start with a 27% increase over last year

Submitted by: Lee Meyer, Sr. Director, Marketing and Merchandising

## **Communications Report**

### **Youth Hockey**

- Version 3 of Parent Handbook complete and out to all new players age 12 and under
- Fall mailing to rinks includes posters promoting safety, multi-sport play, development, teamwork
- Newly designed age-specific newsletters have window for pertinent video content as warranted
- Efforts are on-going in assisting Red Line Editorial with youth storylines
- Producing regular original content and distributing through multiple channels
- Discussing additional initiatives, including podcasts and modified way forward with social media
- Beginning stages of preparations for 2017 USA Hockey National Championships now taking place (program, photography, streaming, etc.)

### **Women's Four Nations Cup – Nov. 1-5 – Finland**

- Digital content plan in place
- Digital media guide being finalized
- Onsite staff: Rob Koch
- Schedule

Nov. 1	Finland	11:30 a.m. ET
Nov. 2	Sweden	11:30 a.m. ET
Nov. 4	Canada	11:30 a.m. ET
Nov. 5	Gold Game	10:30 a.m. ET

### **World U17 Challenge – Oct. 30-Nov. 5 – Sault Ste. Marie, Ont.**

- Digital content plan in place
- Onsite staff: Alyssa Girardi
- Schedule

Oct. 27	Canada Red (ex.)	7:30 p.m. ET
Oct. 30	Czech Republic	7:30 p.m. ET
Oct. 31	Canada White	4:00 p.m. ET
Nov. 1	Canada Blue	7:30 p.m. ET
Nov. 3	Quarterfinals	12:00/4:00/7:30 p.m. ET
Nov. 4	Semifinals	3:30 p.m./7:30 p.m. ET
Nov. 5	Bronze/Gold Gms	3:30 p.m./7:30 p.m. ET

### **U18 Five Nations – Nov. 1-5 – USA Hockey Arena – Plymouth, Mich.**

- Digital content plan in place
- HockeyTV streaming all games live; Schoolcraft televising evening games
- Participating countries: USA, Czech Republic, Finland, Sweden, Switzerland
- Schedule



- Nov. 1 FIN-SWE at 3:30; USA-SUI at 7:00
- Nov. 2 SUI-CZE at 3:30; USA-SWE at 7:00
- Nov. 3 SWE-SUI at 3:30; FIN-CZE at 7:00
- Nov. 4 SUI-FIN at 3:30; CZE-USA at 7:00
- Nov. 5 CZE-SWE at 3:30; USA-FIN at 7:00

#### **2016 U.S. Hockey Hall of Fame Induction Celebration – Nov. 29-30 -- Philadelphia**

- 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
- Lester Patrick Trophy recipients are Mark Howe and Pat Kelly
- Steve Levy secured as master of ceremonies
- HockeyTV will stream induction live
- In process of building all collateral that will be part of event and also selling the event

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

- Working on final television details with NHLN, including broadcast team and schedule
- In process of building content plan
- 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 to be produced
- Onsite staff: Jon Gomez/Catherine Bogart

#### **Team USA Winter Champions Series**

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

- Working with NBC on final television logistics
- Developing media accreditation process/timeframe
- Finalizing content and overall PR plans

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

- Preparing for significant press conference on Oct. 28 in Buffalo to announce details surrounding the 2018 IIHF World Junior Championship
- Press conference set for 4:05 pm ET; will be televised live by NHL Network
- Working on release, talking points, run of show, staging, etc.

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

- Working on release to unveil game schedule for event
- Building/finalizing plans for all media operations
- Working with pertinent parties on broadcast logistics/schedules
- Developing PR plan to assist in ticket sales/event awareness

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

- Cover designs have been finalized
- In process of writing content/gathering imagery
- Production timeline established

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

- Promotional materials being developed/finalized (poster finalized, dasher art; PSAs, etc.)
- On-going conversations on finalizing signature initiative(s) for 10<sup>th</sup> anniversary
- Will be working with NBC/NHL/others on promotional opportunities



## **USA Hockey Magazine**

- November 2016 issue finalized with Touchpoint. Issue includes tribute to Walter Bush and special guest column by Jack Eichel
- Work in progress on December issue
- Editorial calendar for 2016-17 established and continues to be modified as appropriate.
- Ad sales for September/October/November issue on budget

## **Miscellaneous**

- Reviewing new U.S. Center for Safe Sport materials/policies
- Finalizing all staff evaluations
- Working on PR initiatives surrounding Nov. 12 National Try Hockey For Free Day
- Discussing key dates/initiatives with USOC related to 2018 Olympic/Paralympic Winter Games
- Beginning stages of concept for new :30 youth hockey focused promo
- Working with HockeyTV to stream USA Hockey Sled Classic (Nov. 17-20)
- Early conversations being had with broadcasters for 2017 National Junior Evaluation Camp
- Conversations on-going related to broadcast agreement extension with NHL Network
- USA Hockey Arena branding efforts continue; history wall next on agenda
- Discussions on modifying organization/expansion of our social media channels in process
- Working with NHL Network on extension of broadcast agreement

Submitted by: Dave Fischer, Sr. Director, Communications

## **Event Marketing**

### **2016 World Cup Exhibition Game**

The USA/Canada World Cup Exhibition game was held in Columbus On September 9, 2016. It was the only WC game in which we held the rights for hosting. Through agreement with the Columbus Blue Jackets, we owned the majority of ticket revenue and a royalty on any WC merchandise sold. The event was a significant financial success for USAH exceeding planned net revenue by 10%. In addition we were able to secure a \$5000 contribution to our Foundation from the CBJ Foundation as a part of a game fundraiser. The game attendance reached the 18,000 mark.

### **2016 CCM/USA Hockey All American Prospects Game**

The 2016 CCM/USA Hockey All-American Prospects Game was held in Philadelphia, PA (Wells Fargo Center) on September 22nd. With over 6,100 tickets sold, the game, which was operated in partnership with the Philadelphia Flyers, also had over 200 NHL scouts in attendance, further supporting the value that the game brings to NHL clubs and Central Scouting year after year. Thanks to the support of the Atlantic District, a coaching clinic, ADM clinic and a "Futures Prospect Game" were, for the first time, held in conjunction with event. The fifth installment of the game saw Team LeClair (John LeClair) defeat Team Howe (Mark Howe) 6-4.

### **2015 U.S. Hockey Hall of Fame Induction**

The U.S. Hockey Hall of Fame Induction Ceremony will be held in Philadelphia, PA at the Philadelphia Marriott Downtown on Wednesday, November 30th. Partnership packages and



individual tickets are now on sale (USHockeyHallofFame.com) to celebrate the enshrinement and accomplishments of Bill Belisle, Craig Janney and the 1996 U.S. World Cup of Hockey Team.

The evening will also feature the awarding of the Wayne Gretzky International Award and the presentation of the Lester Patrick Trophy to Mark Howe and Pat Kelley. The National Hockey League and the Philadelphia Flyers, amongst others, are partners in the hosting of the event.

### **2016 Team USA Winter Champions Series**

The U.S. Women's National Team will face Team Canada at USA Hockey Arena in Plymouth on Saturday, December 17<sup>th</sup> as part of the USOC's Winter Champions Series. The Winter Champions Series is a daylong celebration of the Road to PyeongChang and also includes Big Air Snowboarding from Copper Mountain, Colorado, and the FIL Luge World Cup from Park City, Utah. The game will be aired live on NBCSN beginning at 4:30 p.m. ET and tickets, which are all \$15, are now on sale through the USA Hockey Arena box office.

### **2017 IIHF Women's World Championship**

The 2017 IIHF Women's World Championship will be held at USA Hockey Arena in Plymouth, MI on March 31 through April 7, 2017. The event is the first IIHF World Championship to be hosted at USA Hockey Arena and presents the opportunity to play all 22 games under one roof over the course of the eight day event. All-session packages will be released to the general public in December, with announcements forthcoming regarding the on-sale dates for mini packages and single game ticket opportunities.

Submitted by: Kevin Couture – Director, Events

## **Internet Content & Development**

### **Department Notes**

- **Sports Engine Development & Design**
  - U.S. Hockey Hall of Fame site refresh underway, expected debut in next two weeks
  - Nationals site and system improvements continue ahead of 2017 tournaments
  - Upcoming site redesigns: None between now and Winter Meeting
- **Content Updates**
  - Plan for written, video and social media coverage of U.S. Hockey Hall of Fame Induction is ready.
  - Exploring new video ideas for live coverage
- **Miscellaneous updates**
  - 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 to launch in June 2017.



- **Traffic updates:**
  - **Web/App:** So far this “hockey season” (Starting Aug. 1) we have strong growth on our network.
    - **National Site:** Up 19% in unique users, Up 8% in page views (2.6 million vs 2.4 million)
    - **Biggest increase:** U.S. Hockey Hall of Fame (Up 343% - Announcement of class came later in year this year)
    - **Biggest decrease:** All American Prospects Game (Down 44% - Went up against World Cup of Hockey)
    - **Mobile traffic:** Mobile device traffic to USAHockey.com is up 27% and now accounts for 60% of overall traffic. This trend is factored into every new site design with a mobile first approach.
    - **Video:** Compared with the same time period last year (Aug. 1-Oct. 8), our video traffic is at or ahead of pace in most areas.
    - **Watch time:** 382,615 minutes watched (on pace with 2015)
    - **Views:** 225,573 views (ahead of 2015’s pace)
    - **Shares:** 1,076 shares vs 595 same time period in 2015

Submitted by: Cam Eickmeyer, Director, Internet Content and Development

Report Submitted by:

Larry Reid, VP and Chair, Marketing Council

Mike Bertsch, AED, marketing, Communications and Events