

COME PLAY YOUTH HOCKEY CAMPAIGN

A Step-By-Step Model To Utilizing the Come Play Youth Hockey materials.

INTRODUCTION

The Come Play Youth Hockey campaign is geared to educate the parents of four- to eight-year-olds on the benefits of youth hockey.

The campaign depicts young hockey players with shadows trailing behind them that resemble a superhero, a rocket ship and other childhood fantasies. The ads also include characteristics brought out by youth hockey such as pride, responsibility, and leadership, along with the phrase, "Watch your kid soar."

These resources can be utilized in print advertising, posters, flyers, postcards, etc., as well as on television.

More information about the Come Play Youth Hockey campaign, its goals and the benefits of youth hockey can be found at www.comeplayyouthhockey.com.

1. PRINT COLLATERAL

- Digital Ink, a customized web to print service
 - Digital Ink is accessible through the Program Services website: www.usahockey.com/programservices.
 - Posters, postcards, targeted mailing lists
- Create your own poster, postcard, flyer, e-blast, email newsletter, etc.
- Flyers can be downloaded from the Marketing Resources tab (Come Play Youth Hockey Campaign) on www.usahockey.com/programservices

2. VIDEO

- 30-second professional commercial created by the NHL Network
 - Allows local associations & rinks to tag the last five seconds to get on the local cable network, play during intermission of professional games or in-arena at local rinks.

3. WEBSITE

- Comeplayyouthhockey.com
- A landing page to explain to parents why they should have their child try youth hockey as well as lists free opportunities to try the sport.



4. FACEBOOK

- 13 families to share their first year of youth hockey experience through text, photos and video.
- Discussion board opportunity parent to parent.

5. OTHER

- The Come Play Youth Hockey artwork can be used for a variety of items including, but not limited, to:
 - Billboard
 - Book covers
 - Bookmarks
 - School folders
 - Magnets
 - T-shirts
 - Jerseys

**For more information, contact Program Services at
(719) 576-8724 or growthegame@usahockey.org**

