

CALIFORNIA HOCKEY DAY
A Partnership between the Local Association & Ice Arena
“Try Hockey For Free”
Saturday, November 7, 2009

OVERVIEW:

OneGoal and USA Hockey are creating a market blitz for California Hockey Day on November 7, 2009 to give boys and girls ages 4-8 an opportunity to try the game of hockey for free. All hosting rinks would hold the free trial at a consistent time of 11:00 am – 12:00 pm local time. The final goal is to get as many first-time players on the ice and later transition them to each host site’s full-time programs.

PROMOTION:

Host facilities will be listed with their address and website posted on the California Amateur Hockey Association website (caha.com). Additionally, free trial programs will be promoted through media buys through OneGoal & Periscope. OneGoal will provide press releases, flyer design and TV/PSA commercials that would have the capability to be tagged locally to promote the event to their market.



SANCTIONING:

Contact your local Associate Registrar about registering your growth program with USA Hockey. They can help you host a sanctioned event and let the players participate without paying USA Hockey registration dues. They will just need to fill out a paper IMR with their information for entry. When you transition the player into the regular program, they would then need to become a member of USA Hockey. Players 6 & under are free, so they can be registered immediately.



STAFFING:

You will need extra volunteers to help with orientation and getting dressed. Many new families to the game don’t realize the length of time required to put on hockey equipment, have lots of veteran people ready to lend a helping hand. Extra coaches will be needed to make sure that first-timers get lots of personal attention. This is most likely the child’s first attempt at playing the sport, let alone on ice; be ready to assist the child with getting over their initial frustration.

EQUIPMENT:

We want to make this experience as easy and inexpensive as possible. Players will need the minimum requirement for equipment, host groups are asked to locate lender sets. Participants are required to wear HECC approved helmets and some form of glove; if hockey gloves are not available mittens and winter gloves are sufficient. They will also need skates and a stick. We recommend that they wear a full set of equipment. If you don’t currently have lender sets of equipment, work with the families of your local association to borrow the pieces needed.

FOLLOW-UP:

When the event is finished, we ask that you send us copies of the IMR forms that you had families fill out to gain access to the event. We would also be interested to learn how many new players you are able to convert to your regular hockey program

SIGN-UP FORM

Facility Name: _____
Contact Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____
Website: _____

Please return form to: USA Hockey, Attn: Program Services, 1775 Bob Johnson Dr., Colorado Springs, CO 80906
P:(719) 538-1118 F:(719) 538-1160 courtneyw@usahockey.org