

Minnesota Hockey Executive Director Report

Mike Snee – January 30, 2011

1. Sponsorship Update

FY11 Minnesota Hockey Sponsorships – as of 01/21/11 (* indicates new sponsor in FY11)

<u>Partner</u>	<u>\$ Amount</u>	
Minnesota Wild	\$70,500	
Minnesota Wild 50/50	\$TBD	Minnesota Hockey will receive five games in March 2011
*Total Hockey	\$25,000	
*Total Hockey	\$15,000	Starter hockey equipment vouchers for Gear Up Minnesota!
*Total Hockey customers	\$TBD	Customer contribution
Prairie Island	\$TBD	PIIC has committed to the same Wild program sales matching commitment as in the past, however this is likely to be significantly lower in FY11. It was 57,500 in FY10.
Prairie Island	\$10,000	Disabled hockey contribution
Kemps	\$30,000	
Reebok CCM	\$25,000	(budget relieving trade)
*RBC Wealth Management	\$TBD	All \$ raised through Wild jersey auction will be used to buy starter hockey gear
*Nat. Dizzy & Balance Center	\$8,000	
Brakebush Chicken	\$6,000	
Shock Doctor	\$4,750	
*The Sports Authority	\$4,000	
3M	\$3,685	
No Name Steak	\$2,000	
Lorenz Bus	\$1500	Through 01/30/11 - Pay for performance
CSM Lodging	\$TBD	Pay for performance
UofM Athletics	\$500	
Maravonda Coffee	\$TBD	Pay for performance
Liberty Mutual	\$TBD	Pay for performance

2. Minnesota Hockey Golf Tournament Update

The 2011 Minnesota Hockey Benefit Golf Tournament will be at Bunker Hills in Coon Rapids on Tuesday, July 19th.

- There will be no increase in the standard entrance fee.
- We plan on leveraging the local professional/collegiate hockey community to utilize 4-6 notable hockey people to increase revenue
- Silent Auction – We will go back to managing the silent auction on our own again and make a significant effort to increase the items that seem to be most popular – golf course foursomes, hotel stays, sports tickets, restaurant certificates, etc. We will be looking for one person to specifically oversee the silent auction.
- Participant gift for 2011 – A golf shoe bag with the MH logo on it was a suggested possibility for 2011. CCM Reebok will again be donating baseball hats. The consensus is it would be nice to offer a gift but we will not lose/gain any golfers because of the gift.

The 2010 tournament made a \$16,800 profit. As promised from the beginning, \$5000 will go to fund five Jr. Gold/19U post-secondary academic scholarships and \$2500 will go to Disabled Hockey. That leaves \$9300 unspoken for. The Golf Committee decided that we should focus on allocating the \$ to programs that would 1)could have a statewide impact and not just metro or not just non-metro 2) benefit the entire spectrum of

addition, Minnesota Hockey hosted a press conference prior to the game to announce that Minnesota is hosting the 2011 USA Disabled Hockey Festival in Blaine. Our hope is to continue to make Disabled Hockey Night with the Minnesota Wild an annual event.

9. *Respect & Protect* – Brain Injury Prevention Awareness Campaign

The second season of the Respect & Protect program is in full swing. Stickers were included in the October issue of Minnesota Hockey Journal. Nordy the Wild Mascot and Ericka MacKenzie (former Miss Hockey Minnesota, UM captain, and USA National team member) made the first Secret Scout visit to a Becker/Big Lake squirt practice in December. Two more Secret Scout outings are being planned for February.

10. *Gear Up Minnesota!* Equipment Grant Program Update

Minnesota Hockey will be making approximately \$30,000 - \$35,000 of starter hockey equipment grants this spring to associations throughout Minnesota. As of January 24th, 2011 we have received 21 applications.

11. *Gear Up Minnesota!* Equipment Grant Event in Sauk Rapids

A celebration/media event was held in Sauk Rapids on December 7, 2010. Sauk Rapids received a Gear Up Minnesota! equipment grant in 2010 and used it to significantly increase the number of new skaters this year. The event was well attended and was covered by the lone TV news program in St. Cloud as well as by the local newspaper. The event's objectives were 1) to raise overall awareness of the Gear Up Minnesota! equipment grant program 2) demonstrate what Minnesota Hockey is doing for its members and 3) celebrate and thank the Sauk Rapids Association for all of their effort to continue growing hockey participation in Minnesota.

12. *Total Hockey Volunteer of the Month*

Please encourage people to nominate worthy off-ice hockey volunteers. Total Hockey recognizes one youth hockey association volunteer each month during the season (five total). Each *Total Hockey Volunteer of the Month* will receive a \$50 Total Hockey gift card for their personal use and 10 sets of starter hockey gear for their association. More details are at www.minnesotahockey.org

13. Minnesota Hockey Media Coverage

Various Minnesota Hockey representatives and organizations have received (or will be receiving) strong media coverage in the past few months:

- HEP/Jr. Gold article in the New York Times in December
- Tom Slaird representing the Metro League on Fox News Channel
- Metro League families as an example for "raising a good son" in Women's Day magazine
- Upcoming Junior Gold profile by Rachel Blount in the StarTribune
- Hal Tearse discussing what Minnesota Hockey is doing to address safety issues in youth hockey on UM Gophers and UMD Bulldogs Men's hockey radio broadcasts. He will also be interviewed during an upcoming TBD Wild radio broadcast
- ADM clinic broadcast on Fox Sports North during Hockey Day Minnesota

14. Minnesota Sports Broadcasting Network

The Minnesota Sports Broadcasting Network will once again be providing internet audio coverage of the PW A, Bantam A, 12U A, and 14U A state tournaments.

15. Minnesota Hockey Newsletter Update

- Distribution – 60,385
- Open rate – 19% (industry average is 8.5%)
- Most popular articles
 1. Potential of Late Bloomers

19% bounce rate

4:08 minutes – avg. time on site

29% new visits

- 7,074 visitors on Sunday, March 7th – the most visited day ever of our website
- Of the top 10 pages with the most visits in this time period, eight were Tournament pages (#1 was home page and #8 was Advanced page)

Data from 12/16/09 – 1/15/10

23,839 visits

128,636 page views

5.40 pages viewed/visit

27.27% bounce rate

4:17 minutes - avg. time on site

40% new visits

FYI – The bounce rate represents the percentage of initial visitors to a site who "bounce" away to a different site, rather than continue on to other pages within the same site.