

Minnesota Hockey Executive Director Report

Mike Snee – June 26, 2011

1. Sponsorship Update

FY11 Minnesota Hockey Sponsorships – as of 06/23/11

Partner	\$ Amount	
Minnesota Wild	\$70,500	
Minnesota Wild 50/50	\$12,660	
Total Hockey	\$25,000	
Total Hockey	\$15,000	Starter hockey equipment vouchers for Gear Up Minnesota!
Total Hockey customers	\$0	This will be a bigger priority in 2011-12 for Total Hockey
Prairie Island	\$34,144	This is the same Wild program sales matching commitment as in the past. In FY10 it was \$57,500. Program sales were significantly lower this year because of a different format of program and fewer people at the games.
Prairie Island	\$10,000	Disabled hockey contribution
Kemps	\$30,000	
Reebok CCM	\$25,000	(budget relieving trade)
Nat. Dizzy & Balance Center	\$10,000	
RBC Wealth Management	\$6,800	All \$ were raised will be used for Gear Up Minnesota!
Brakebush Chicken	\$6,000	
Shock Doctor	\$4,750	
The Sports Authority	\$4,000	
3M	\$2,000	
Lorenz Bus	\$1,900	Pay for performance
No Name Steak	\$1,000	
CSM Lodging	\$TBD	We are having some issues getting full payment
UofM Athletics	\$500	
Maravonda Coffee	\$0	Pay for performance
Liberty Mutual	\$0	Pay for performance
Total	\$259,254+	

- Exciting recent and upcoming meetings include RBC Wealth Management, National Dizzy & Balance Center, The Sports Authority, Reebok CCM (corporate), Old Dutch, Dairy Queen, Schwan's, Sanford Health, and Tria.

2. Discernment II – Minnesota Hockey Branding Project

Please refer to the documents distributed during Corky Hall's presentation.

3. Minnesota Hockey Golf Tournament Update

The tournament is Tuesday, July 19th at Bunker Hills in Coon Rapids. As of 06/22/11, there are 88 golfers registered, 5 championship sponsors and 21 hole sponsors generating a \$20,400 of revenue.

Championship Sponsors

5 total generating **\$5650**

- **D1, D3, D10, Minnesota Wild, Metro Legal Services**

Hole Sponsors

20 total generating **\$4500**

- **D1, D3, D4, D5 (West Suburban Officials Association), D10, D11, Minnesota Wild, Metro Legal Services, Leonard Street Deinard, Pass The Puck Foundation, JD Trophy, MIAMA, General Sports, Viking Trophies,**

Boyer Trucking, NAHL, **Touchpoint (trade for creative work)**, Jim Bullard, AHA, The Sports Authority, WHAM

Paid Foursomes

20 foursomes generating **\$9750**

- **D1**, D2, **D3**, D5, D6, D8, **D10**, D12, **Minnesota Wild**, **Metro Legal Services**, MHCA, Total Hockey (2 foursomes), Hockey Operations, Leonard Street Deinard, Touchpoint, MJHL, National Sports Center, Minneapolis Northwest, USA Hockey

Trade Foursomes

2 total

- Fox Sports North – 32 sports tickets for the silent auction
- Carlson Printing – all signs and banners in exchange for a foursome

Potential Foursomes

Many people/companies/organizations have been contacted. Below are the ones that have expressed more than just casual interest

- D11 – they are sponsoring a hole and may enter a foursome
- Reebok/CCM – the key people (Rixe/Fallen) are out of town but they may buy a foursome to send some retailers
- The Sports Authority – They are sponsoring a hole and may enter a foursome
- Others include: Signature Concepts, Joel Carlson, Shock Doctor, Lorenz Bus, Corky Hall, Blue Line Medical

Golf with a 1980 Olympian

D6 is the only one so far generating **\$500**

- Others have said they are interested but no other confirmations. This will be promoted frequently 7-10 days before the tournament as groups begin to know exactly who will be golfing in their foursome

Silent auction and prize items

D10/Tim Timm – Terrence Fogarty print

Doug Kephart – 2 Legends Club tickets to 8/20 Twins v Yankees

Fox Sports North – 8 Wild tickets, 8 Twins tickets, 8 Gopher hockey tickets, 8 Gopher basketball tickets (all for the 2011-12 season)

CSM Lodging – one hotel roomnight

Bunker Hills – one foursome

Schwan Super Rink – two hours of ice

NAHL – Prospects game jersey

Sheerwood - jacket

Custom Lettering – Minnesota Hockey sweatshirt

Minnesota Wild – TBD items

Viking Trophies – TBD item

D12/ Steve Oleheiser – TBD items

Reebok / Steve Rixe – TBD items

The Sports Authority – TBD item

** We receive a \$10 per golfer credit for the Bunker Hills pro shop

Volunteers

Kathy Hayes

Doug Kephart

Nancy Wefler

Geri-Anne Zubich

Heidi and Mike Pierson

Lonny Evans

Eric Barahona

Miscellaneous

- Gear Up Minnesota! hole – The Gear Up Minnesota! starter equipment grant program will be promoted at a teebox. Total Hockey will donate five sets of starter hockey equipment. Volunteers at the teebox will

be informing everyone about what Gear Up is and soliciting additional \$ donations. For any \$ donation, a golfer will be able to enter a drawing. The winner of the drawing will be able to select one MH association and that association will receive the five sets from Total Hockey and the starter equipment purchased with the donated \$.

- Defending The Blue Line – They will be conducting a free game at a teebox. Their goal is to 1)thank everyone for their support and 2)create awareness for DTBL
- Pass The Puck Foundation – Pass The Puck Foundation will be staging a TBD contest at their sponsored hole. All funds raised will go to Minnesota Hockey. They will also likely provide free beer for all golfers.
- CCM – Donating baseball hat for all golfers
- Viking Trophies – Donating tee packs for all golfers
- Games – The same games as last year plus 1)string game and 2)skins

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

The *Gear Up Minnesota!* hockey equipment grant program awarded starter hockey equipment grants to the following 24 youth hockey associations: Alexandria, Apple Valley, Bemidji, Bulldog (St. Peter), Chisago Lakes, Cook County, Crookston, Duluth Heights, Forest Lake, Johnson-Como, Leech Lake Area, Litchfield/Dassel/Cokato, Long Prairie, Mankato, Moose Lake, North Metro, Perham, Richfield, River Lakes, Roseau, Sauk Rapids, Sibley, Stillwater and Winona.

One-two *Gear Up Minnesota!* media events will be staged in the fall.

5. Try Hockey For Free Day

As part of USA Hockey's Try Hockey For Free Day on Saturday, November 5th, Minnesota Hockey will be staging a high-profile 'Try Hockey' event at the Xcel Energy Center.

6. Hockey Day Minnesota

Hockey Day Minnesota 2012 will be hosted by Minnetonka and Excelsior on Saturday, January 21st. The games and events will occur on Lake Minnetonka near Maynard's restaurant in Excelsior.

7. Regional / State Tournament Merchandise Update

A Request-for-Proposal has been prepared and distributed for a regional/state tournament merchandise provider for the 2012 tournaments. The submission deadline is July 15th. So far, Signature Concepts from Minnetonka is the only company to have submitted a proposal. Northwest Design from Bellevue, WA has indicated that they will soon be submitting a proposal as well.

8. NHL Draft

The NHL Draft is at the Xcel Energy Center is this weekend. Minnesota Hockey is partnering with the Wild and NHL in the following:

- *ADM Clinic* – An ADM Clinic will occur at the St. Thomas Arena on Thursday, June 23rd. Several top draft prospects including a few Minnesota prospects will assist with the clinic.
- *NHL Draft Fan Fest Fan Expo* – A fan expo is occurring at the St. Paul Crown Plaza on Friday, June 24th. Minnesota Hockey will have a promotional booth at the event. Several notable hockey personalities (Natalie Darwitz, Phil Housley, John Harrington, Rob McLanahan, etc.)

9. Let's Play Hockey Equipment Drive

We are not sure yet if this event will be occurring in 2011. More details will be available in the next 1-2 months.

10.Disabled Hockey Night with the Minnesota Wild

The 3rd Disabled Hockey Night with the Minnesota Wild will occur on either 9/23, 9/27, or 9/30. More details will be available soon.

11.Communications (website, newsletter, Minnesota Hockey Journal, social media)

We are in the beginning stages of addressing Minnesota Hockey's comprehensive membership communications plan. As a larger part of the current Discernment II (Minnesota Hockey branding) project, we will be addressing all of these communication pieces with Touchpoint and TST Media. More details will be available in the near future.

12.www.minnesotahockey.org Update

The Minnesota Hockey website was slightly redesigned in December 2010 to give emphasis to what visitors are most interested in on our site as well as provide a higher profile for Minnesota Hockey programs and promotions. The top menu bar was also cleaned up for better ease-of-use.

Data from 04/27/11 – 06/21/11 (55 days total)

37,596 visits (684 visits per day)

133,090 page views

3.54 pages viewed/visit

36% bounce rate

3.16 minutes – avg. time on site

31% new visits

- 4373 visits on Tuesday, May 3rd (regional tournaments)

Data from 01/27/11 – 04/26/11 (89 days total)

181,390 visits (2038 visits per day)

934,537 page views

5.15 pages viewed/visit

28% bounce rate

3.42 minutes – avg. time on site

32% new visits

- 9000 visitors on Sunday, March 6th! (regional tournaments)

Data from 09/11/10 – 01/26/11 (136 days total)

120,812 visits (888 visits per day)

561,263 page views

4.65 pages viewed/visit

38% bounce rate

3.42 minutes – avg. time on site

44% new visits

Data from 06/22/10 – 09/10/10 (80 days total)

35,505 visits (444 visits per day)

148,705 page views

4.19 pages viewed/visit

40% bounce rate

3.38 minutes – avg. time on site

45% new visits

Data from 04/19/10 – 06/21/10 (63 days total)

12,576 visits (200 visits per day)

47,546 page views

3.8 pages viewed/visit

32% bounce rate

3.05 minutes – avg. time on site

34% new visits

- Five of the top 10 pages visited were Advanced pages

Data from 03/23/10 – 4/18/10 (26 days total)

28,374 visits (1091 visits per day)

122,889 page views

4.3 pages viewed/visit

19% bounce rate

2.53 minutes – avg. time on site

29% new visits

- Six of the top 10 pages visited were Advanced pages

Data from 02/22/10 – 3/22/10

87,032 visits

594,948 page views

6.84 pages viewed/visit

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.
n the same site.*