

Minnesota Hockey Executive Director Report

Mike Snee – April 22, 2012

Sponsorship Update

FY12 Minnesota Hockey Sponsorships – as of 04/20/12

<u>Partner</u>	<u>\$ Amount</u>	<u>Notes</u>
Minnesota Wild	\$52,500	FY12 is \$18K less due to program sales revenue change
Minnesota Wild 50/50	\$16,043	
Minnesota Wild (Schwans)	\$845	Per the Hockey Mom promotion
Total Hockey	\$25,000	
Total Hockey	\$15,000	Starter hockey equipment vouchers for <i>Gear Up Minnesota!</i>
Total Hockey customers	\$TBD	
Prairie Island.	\$35,000	Wild program sales match
Prairie Island	\$10,000	Disabled hockey contribution
Reebok CCM	\$88,000	VIK - 4000 jerseys for HP programs and golf giveaway
Nat. Dizzy & Balance Center	\$20,000	
Sportography	\$7000	Includes commissions...\$7K is the minimum
West Bend Insurance	\$10,000	\$7,500 is for Gear Up MN
Subway	\$5000	All \$5K is for Gear UP MN
Enterprise	\$5000	
Shock Doctor	\$4,750	
3M	\$2,000	
Lorenz Bus	\$1,825	Pay for performance
CSM Lodging	\$370	Pay for performance...should be more
StarTribune	\$800	
Total	\$299,133+	

Regional / State Tournament Merchandise Update

Regional Tournaments

This was the first year working with Northwest Design to provide Regional Tournament merchandise

- Northwest Design provided all labor, equipment, etc. The tournament host only had to provide a visible location in the arena.
- All merchandise was produced on-site, therefore there was not waste
- NWD underestimated the demand for sweatpants so there were some locations that ran out of sweatpants. In addition, one of the locations had equipment issues which created some delays.
- In general, the process for Regional Tournament merchandise was far simpler and smoother for participants and tournament volunteers.

Regional Tournament Financial Details:

- MH receives 20% of gross sales. If sales exceed \$75K, Northwest will contribute \$1K to Gear Up Minnesota. MH incurs no expenses at all.
- 2012 Total Sales: \$99,429
- Commission = \$19,886 Gear Up contribution = \$1000
- **Total Regional profit = \$20,886**

State Tournaments

This was the first year working with Signature Concepts to provide State Tournament merchandise

- Most State Tournament merchandise sales occurred via online presale. Each tournament also received some merchandise for on-site sale. As in past years, the tournament hosts needed to provide volunteers to sell the merchandise on-site.
- Signature Concepts provided very detailed data (item, size, tournament, etc.) about what was sold and went unsold. Should Signature Concepts be retained for 2013, this information should allow for even better results.
- In general, Signature Concepts provided very professional merchandise and a wider variety than in years past. Although tournament hosts still had to provide volunteer assistance, the experience was better for them due to less on-site sales, less sold-out merchandise, etc.
- Contract details
 - MH will receive 30% of all internet sales.
 - MH will pay for all merchandise sold on-site and will keep all sales revenue.
 - MH will receive a \$2000 clothing credit from SC

State Tournament Financial Details:

- Contract details
 - MH will receive 30% of all internet sales.
 - MH will pay for all merchandise sold on-site and will keep all sales revenue.
 - MH will receive a \$2000 clothing credit from SC
- 3844 items were produced (2535 sold online, 810 items sold on-site, 499 unsold items)
- \$85,090 was pre-sold online
 - Online commission = \$25,357
- Total on-site sales = \$17,105 + Bantam B (Coleraine) payment (MH keeps 100%)
- Total cost for merchandise sold on-site = \$18,156
- **Total State profit = \$24,306 + Coleraine sales**
 - $\$25,357 + \$17,105 + \text{Coleraine sales} - \$18,156$

***Total Profit from Regional / State merchandise sales: \$45,192 + Coleraine sales**

Minnesota Sports Broadcasting Network

The Minnesota Sports Broadcasting Network provided online video casts of the PW A, Bantam A, 12U A, and 14U A state tournaments as well as the three Junior Gold championships games.

In 2011, 10,829 computers logged on to the broadcasts (audio only). In 2012, that number grew by 60% to 17,359 total computers. Obviously the addition of 1)audio and 2)Junior Gold championship games helped increase the total #.

State Tournament – enhanced coverage and promotion

In an effort to further celebrate the Minnesota Hockey State Tournaments, the following are list of some enhancements to the 2012 Tournaments

- *Minnesota Hockey Journal* – March issue was significantly state tournament related
- *Fox Sports North* – I was on Wild Live prior to the Wild game on March 13 promoting the state tournaments.
- *Let's Play Hockey Expo* – The Minnesota Hockey booth at the Expo was heavily flavored with State Tournament related items.

- *MSBN coverage* – expanded coverage – please see above.
- *MN Hockey Hub Coverage* – Possible limited coverage from the MN Hockey Hub. More details to follow.
- *In-Arena* – Better looking banners/signage, pre-recorded audio messages, a more targeted tournament program and the improved merchandise opportunities made an impact on the overall feel of the in-person experience at the State Tournament.

Discernment II – Minnesota Hockey Branding Project

<please see tournament programs and LPH Expo examples>

Gear Up Minnesota! Equipment Grant Program Update

Once again this year, Total Hockey and the Minnesota Wild Foundation were the signature supporters of *Gear Up Minnesota!*. West Bend Insurance, Subway, and Northwest Design also made significant contributions to the program. In addition, there were a few private donations. Due to this tremendous generosity, the 2012 *Gear Up Minnesota!* equipment grant program will be able to grant 388 sets of starter equipment for the 2012-13 season. Each set is valued at close to \$200 and includes everything a player needs to play hockey except for skates and stick.

Special thank you to Katy Benoit (Total Hockey), Amy WoogPatnode (Minnesota Wild), Shannon Webster (USAH), Shari Olson, Scott Gray, and Steve Oleheiser for serving as evaluators

Below is the list of associations that applied, their score (lower is better), the #s of sets we will allocate to them, and the # of sets we will allocate if \$30K of the found USAH \$ is diverted to *Gear Up Minnesota!*.

score	Association	<u>without additional \$</u>	<u>with additional \$30,000</u>
5	City of Lakes	24	30
5	Johnson Como	24	30
6	International Falls	20	25
6	La Crescent	20	25
6	Luverne	20	25
6	Mora	20	25
6	North Saint Paul	20	25
6	Wadena Area	20	25
7	Becker Big Lake	14	20
7	Coon Rapids	14	20
7	Ely	14	20
7	Inver Grove Heights	14	20
7	Prior Lake -Savage	14	20
7	Sartell	14	20
8	Hastings	10	15
8	Jefferson	10	15

8	MAML	10	15
8	New Ulm	10	15
8	Portman (Duluth)	10	15
8	Two Harbors - partial GOALIE	10	15
9	Cambridge Isanti		10
9	Duluth		10
9	Hibbing/Chisholm		10
9	Kennedy (Bloomington)		10
9	Minneapolis (Storm)		10
9	New Prague		10
9	Osseo Maple Grove		10
9	Owatonna		10
9	St Cloud		10
9	Woodland (Duluth)		10
10	Farmington		10
10	Hopkins		10
10	Sauk Centre		10
10	Thief River Falls		10
10	White Bear Lake		10
11	Irondale - GOALIE		10
12	Woodbury - GOALIE		10
13	Edina - GOALIE		10
14	Buffalo		10
	TOTAL	372	670
		(16 sets left for VoM)	(16 sets left for VoM)

Wild Street

Minnesota Hockey and the Wild will be partnering to offer associations (or any community organization – boys/girls clubs, schools, rec centers, etc.) with full sets of street/floor hockey equipment. Our objective is to find a few associations that will creatively use the equipment to introduce hockey to new families and grow their association. We will have eight (8) complete sets of equipment to donate for the 2012-13 season. This equipment is being provided by the Minnesota Wild and the NHL. Each set includes 12 sticks, 2 goalie sticks, 2 sets of complete goalie gear, and 2 nets. More information will be available soon.

Minnesota Hockey promotional area inside Xcel Energy Center

Minnesota Hockey and the Wild are partnering to create a high-profile location inside the Xcel Energy Center that will permanently showcase Minnesota Hockey. The tentative location for this is near gate 2 in the concourse (see attachment). It will primarily highlight all state champions with emphasis on the defending state champions. However the idea is to continually use this area to promote and draw attention to youth hockey. Tentative plans are to unveil it during a 'Youth hockey face-off day' in fall 2012. We are also in discussions with Blue Cross/Blue Shield about a significant title sponsorship of the area.

Minnesota Wild season ticket artwork

Minnesota Hockey and the Wild are partnering to provide artwork for the 2012-13 season tickets. Young hockey players will be asked to submit artwork inspired by the theme "What I love about hockey in Minnesota". The top 42 submissions will be featured on the 42 game tickets.

3M Excellence in Coaching Update

We received just over 50 nominations this year. Again this year we were able to recognize one coach at 15 Wild games and provide that coach with tickets to the game. We will be hosting all of these coaches and nominators at a Wild practice again during the 2012-13 season.

2012 Minnesota Hockey Benefit Golf Tournament

The 2012 Minnesota Hockey Benefit Golf Tournament will be at Bunker Hills in Coon Rapids on Tuesday, July 17th. A meeting will be held soon with the committee to begin planning. More details will come out soon via email.

Respect & Protect – Injury Prevention Awareness Campaign

The final Respect & Protect secret scouting stops were with the White Bear Lake Youth Hockey Association and the Highland-Central Association. Winners from all stops during the year attended the Wild game on Sunday, March 11th in a suite.

Hockey Day Minnesota

Hockey Day Minnesota 2013 will be hosted by Grand Rapids on a TBD date. Communities that have expressed an interest in hosting Hockey Day Minnesota 2014 include Eveleth, Elk River, and Lakeville.

