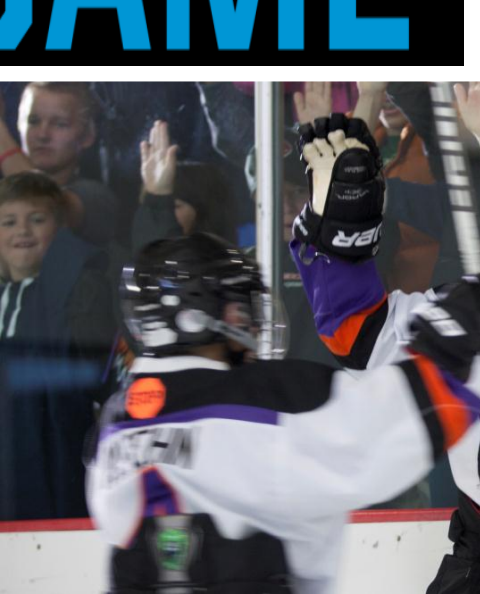
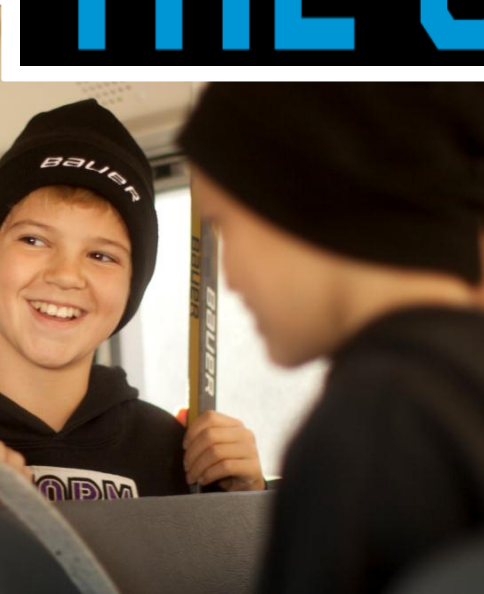




**GROW
THE GAME**

**ENSURE
THE GAME**

**PROTECT
THE PLAYER**



Grow the Game

Our Goal:

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new families

[in]

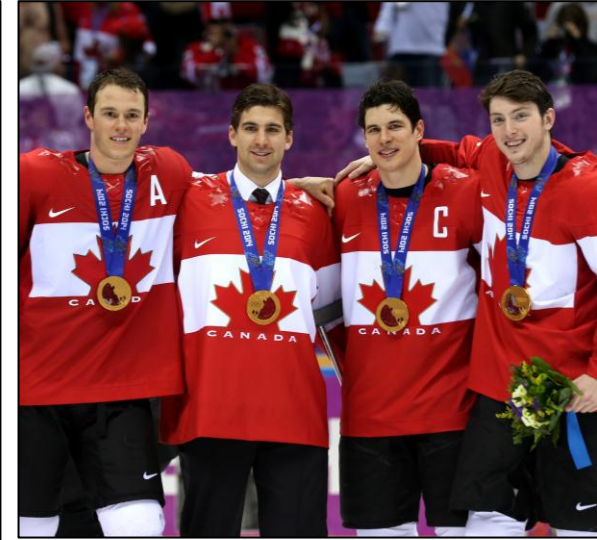
10 years



THE BIG ASSIST: HELPING KIDS FALL IN LOVE WITH HOCKEY

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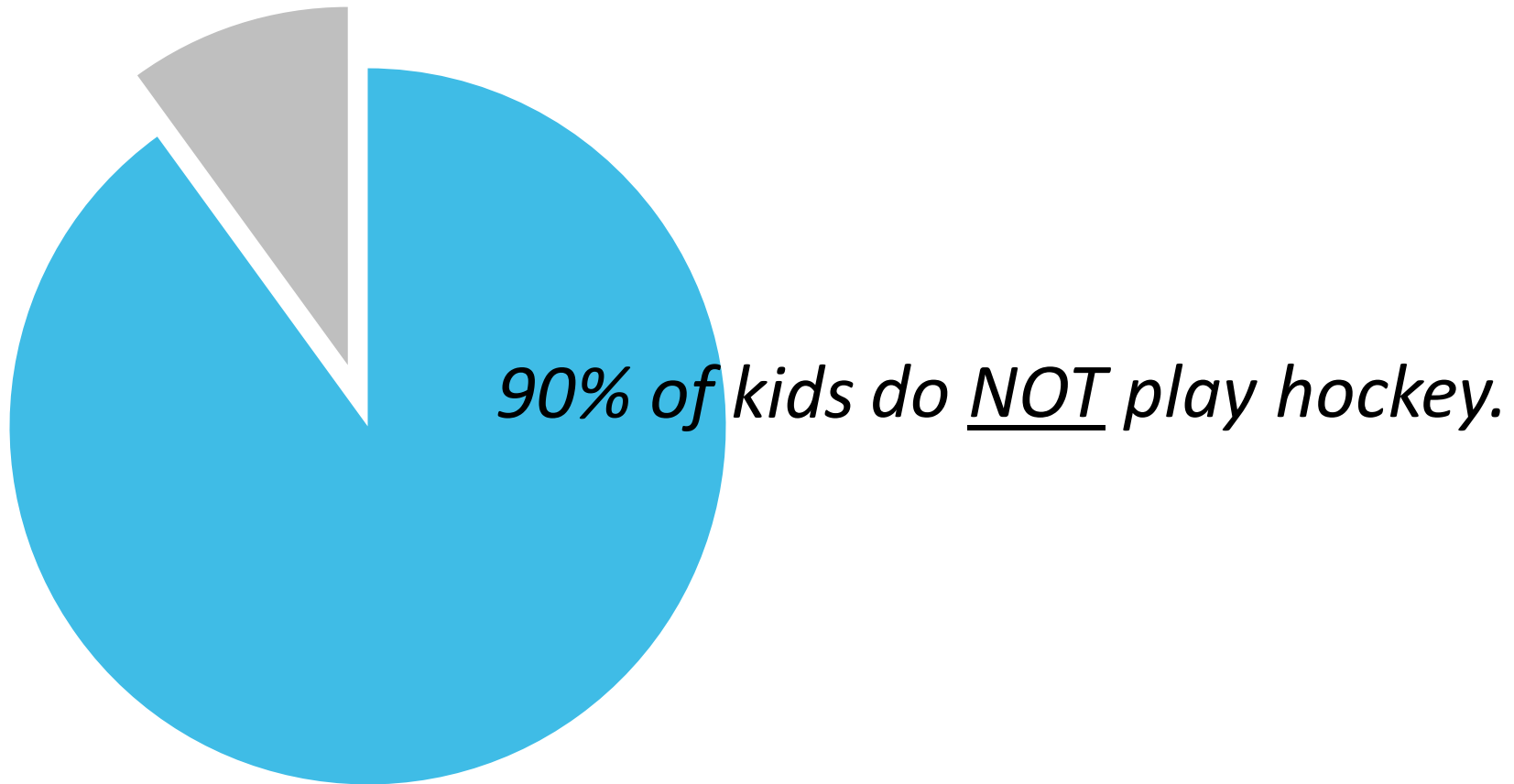
We Started in Canada



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The Current Landscape



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Researched the 'Why'

- Survey of 875 Canadians across 2 provinces, Ontario and Nova Scotia
- Targeting parents of kids 4-16, who:
 - have chosen not to play hockey
 - play at least one organized sport per year
- Sample included 200 immigrants from Southeast Asia, who had been in Canada longer than one year



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What we Learned

too expensive



too much time



Concussion crisis reaching epidemic proportions

Doctor opposes any contact sports before high school

CONCUSSION ISSUE IS THE BIG STORY IN NHL THIS YEAR

New Trend Sees Athletes To Avoid Long-Term Damage
April 30, 2014 11:15 PM

Teen athletes suffer long-term effects of concussions
 Maryland might change rules in attempt to prevent such injuries



too dangerous

too serious



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The Opportunity

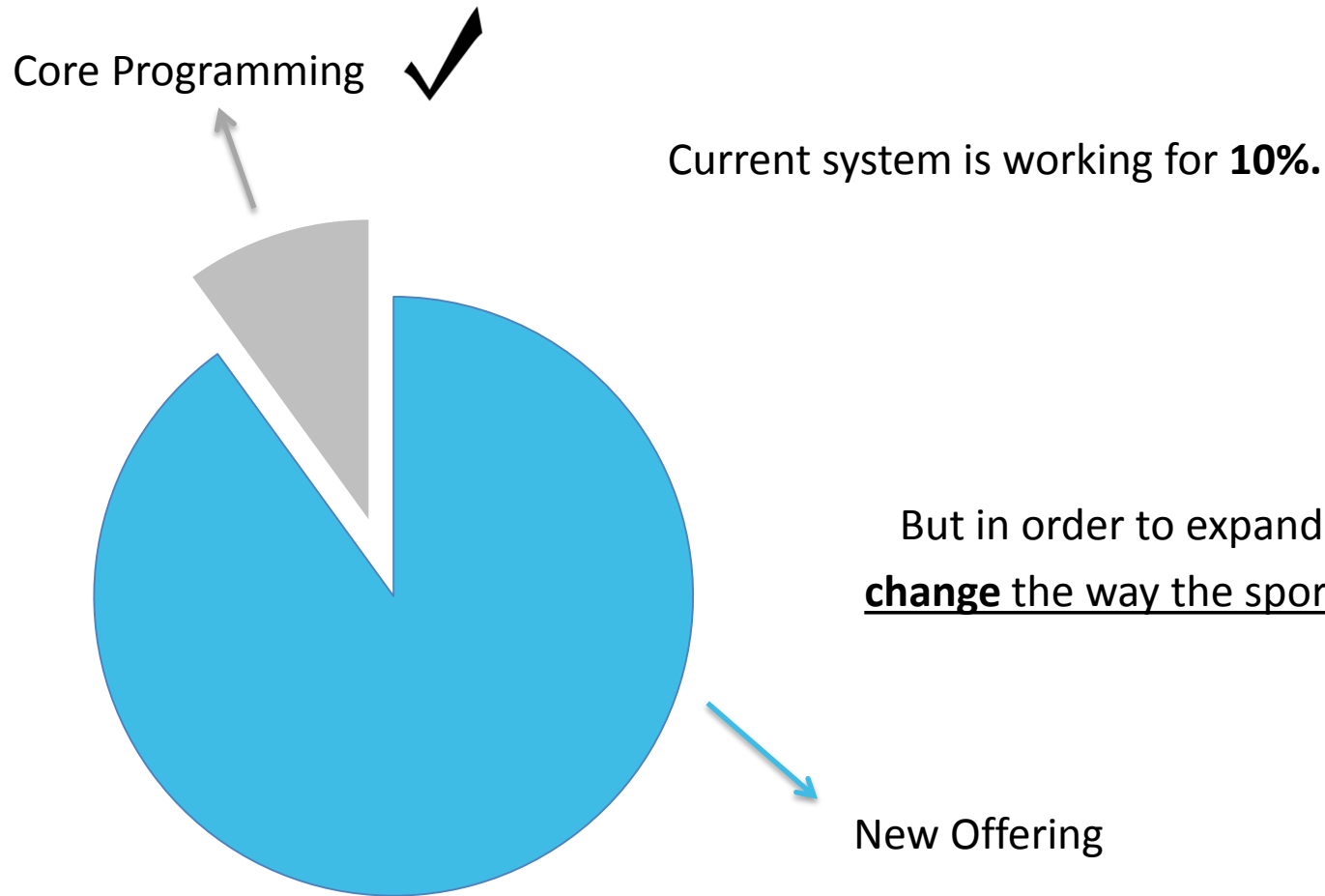
1. Growing the game is an **achievable** objective.
 - **73%** of non-hockey parents would consider enrolling their kids in hockey
2. Non-hockey parents remain **engaged**, and view the sport **positively**.
 - **50%** have played in the past
3. Barriers to entry are **consistent** across the different regional *and* demographic groups.
 - **No** meaningful differences btwn generational Canadians and New Canadians



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Conclusion: A New Offering



... And A New Approach

- Make it **easy**
 - More manageable time commitment
 - Consistent day & time
- Take away the risk
 - Make it **affordable to try**
- Make them feel at home
 - Welcome them into **our hockey family**
 - More **approachable**
- **Teach them** to ensure continued engagement
 - Safe play, rules of the game, benefits of the sport, etc.
- Show them the way
 - **Create a path forward** for the new participant that aligns with the family's commitment



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The Pilot Model

**No equipment?
No experience?
No problem.**

- **Community Event**
- **6 weeks On-ice**
- **Free Equipment**
- **\$100 Registration Fee**



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The Validation

6 Pilots
229 Participants
77% Retention Rate
176 new-to-hockey families!



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What Others are saying about The Big Assist...

“The benefits of this program were unbelievable for the parents and kids, but also for the local program, and development of volunteers. It really has had a domino-type effect on all aspects, which is so exciting, especially in Hamilton where minor hockey was slowly dying.”

- Jill White, Alliance Hockey

“It was great exposure for our program, and we did grow our numbers for this season as a direct result of the Big Assist program.”

- Ed Wahl, President SHA

“My daughter is a figure skater and for years has adamantly told me that she was not going to play hockey. I had a suspicion however that she would love it. Registering her for \$500/season was not the way to introduce her. I tried a city program with no success - she didn't feel comfortable. Along came your program and it was perfect!

I signed her up with a friend and the first day they went to collect their equipment it was like Christmas. They were gleefully collecting all this amazing loot and so incredibly excited to play hockey. After the first on ice session, she and her friend came off and said they wanted to play next year!! A total success.

Thank you again. I know you will make a big impact on many young kids bringing hockey into their lives.

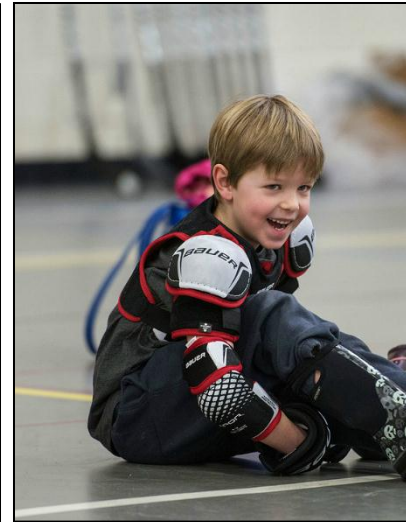
- Anna Bretscher, Scarborough Mom



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Helping Kids Fall in Love with Hockey



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