

**BAUER**

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

**Program Logistics**



**THE BIG ASSIST:**  
HELPING KIDS FALL IN LOVE WITH HOCKEY

# The Rollout

- **30** Minor Hockey Associations
- MHA **Application** Process
- MHA **Selections**: mid-August
- Program **Launch**: October

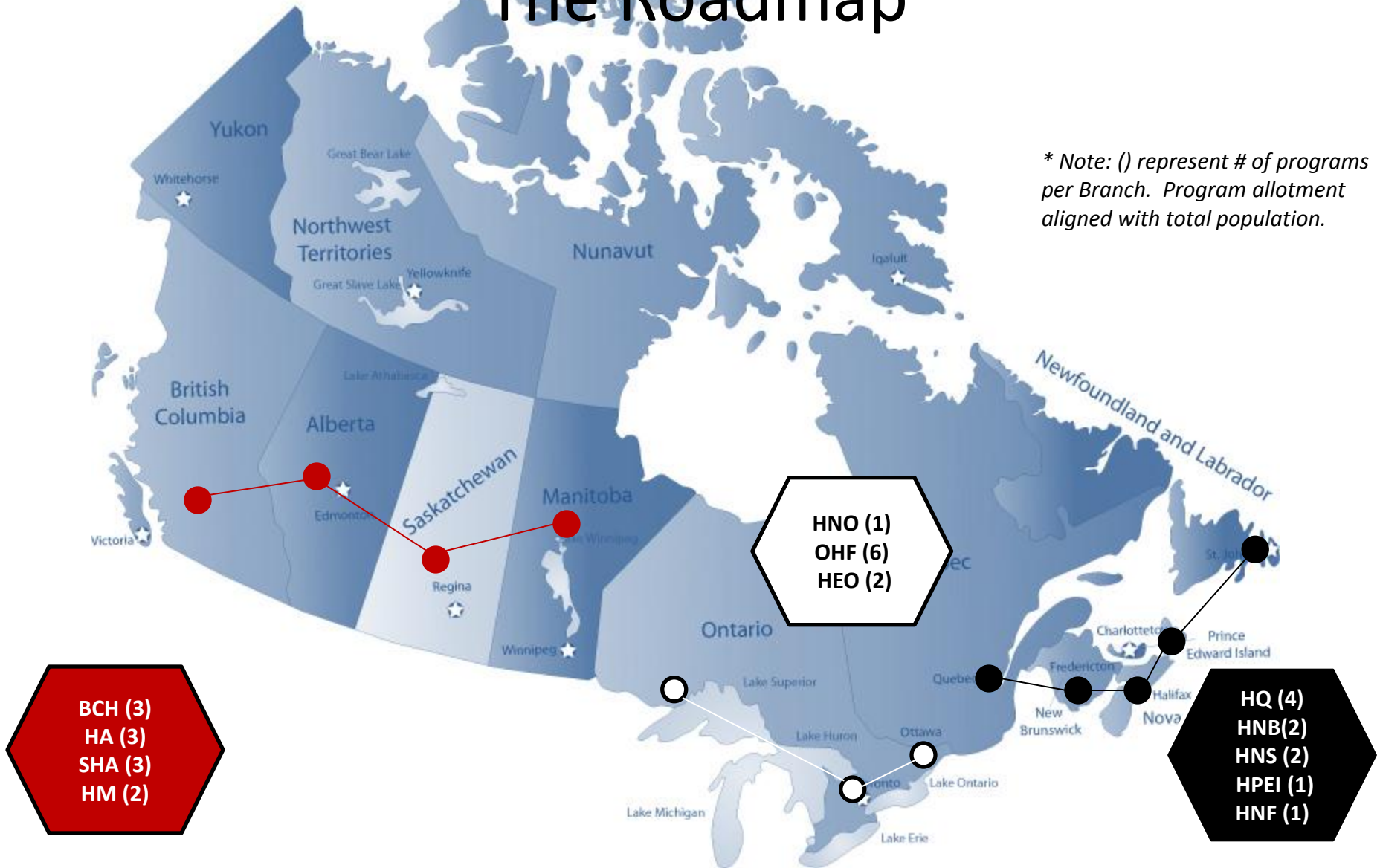


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# The Roadmap

*\* Note: ( ) represent # of programs per Branch. Program allotment aligned with total population.*



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# Program Elements



Welcome Event

On-Ice Trial

Transition

- *Build Community*
- *Approachable & Fun!*
- *Engage & Inspire*
- *Equipment Fitting & Education*

- *6 weeks*
- *1x/week*
- *Consistent Day/Time*
- *\$199*

- *Path forward within MHA*
- *Parameters in line with Trial Experience*

October ----- November ----- December ----- January ----- February



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# Welcome Event

- Messaging
  - **Welcome** (into our Hockey Family)
  - **Educate** (on program objectives, equipment specifics, the path forward)
  - **Engage** (stimulate a desire for continued participation)
  - **Inspire** (hockey as the fabric of Canadian Heritage)
- Programming
  - Equipment fitting demonstration
  - Expert fit stations
  - Sibling activities



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# On-Ice Trial

- Registration Fee: \$199 (to offset program costs)
  - Head-to-Toe equipment included
- Capacity: 45 participants
  - Boys & Girls, 6-10 years
- 4:1 Instructors:Participants Ratio
- On-Ice Programming
  - 6 weeks, 1 session/week
  - Consistent day & time
  - Focus on fun; precursor to 'learn to skate'
- Off-Ice Programming
  - Education session for parents to support engagement



# Transition

- Create a path forward to ensure continued participation
- Program parameters in line with On-Ice Trial
  - Registration fee (covers association costs)
  - Coach:Participant Ratio
  - Length & # of sessions
  - Consistent day & time
- On-ice Programming should transition to 3-on-3 play



# Program Criteria

## Minor Hockey Associations

- Commitment to new program offerings
- Ice
  - Year 1: (2) 6 week sessions
    - (1) 6-wk On-Ice Trial &
    - (1) 6-wk Transition
  - Year 2: (up to 4) 6 week *flexible* sessions
- Welcome event venue
- Participation in Program Education
- Resources
  - Program Administrator
  - On-Ice Lead
  - On-Ice Instructors (4:1 Ratio)
  - Welcome Event Volunteers (8)

## Participants

- Boys and girls
- Ages 6-10
- Not currently enrolled in Hockey
- *Limit: 45 Participants*





# Program Benefits

## Minor Hockey Associations

- New Families
- Bauer Resources
  - Welcome Event Execution
    - Expert Fit Stations
    - Education
- Hockey Canada Partnership
  - Programming Resources
  - Instructor Development
- Rewards/Incentive Program
- Marketing Toolkit
- Positive Exposure

## Participants

- Welcoming Environment
- Head-to-Toe Equipment
- Expert Fit Advice
- Intro to Hockey Education & Resources



# The Legacy

October ----- December ----- February ----- April

## YEAR 1

Big Assist #1

Transition #1

Big Assist #2

Transition #2

## YEAR 2

Big Assist #1

Progressive #1

Progressive #2

Progressive #3

retailer\*

## YEAR 3

Progressive #1

Progressive #2

Progressive #3

Progressive #4



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# The Timeline

- **June:** MHA Application Submissions
- **July:** Technical Director Workshop
- **August:** MHA Selections
- **September:** Local Program Promotion
- **October – November:** BIG ASSIST Welcome Events
- **October – December:** BIG ASSIST On-Ice Trial
- **January – February:** BIG ASSIST Transition Program



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# The Application

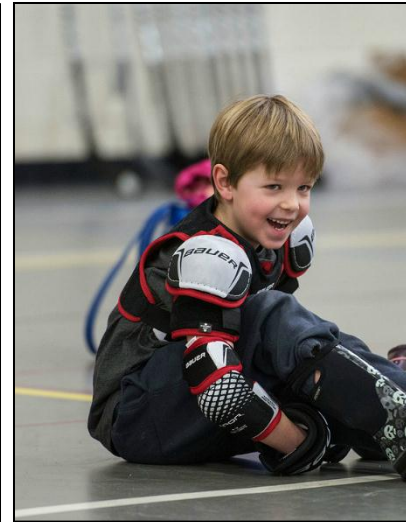
- Available on HockeyCanada.ca
- Package includes Program Overview, Program Logistics, Resource Requirements & Application Form
- Submissions due to Branch Lead
- Deadline July 11<sup>th</sup>



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# Helping Kids Fall in Love with Hockey



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