



**Just Drive**

# Let's End Distracted Driving

**TAKE THE PLEDGE**

StopDistractions.org | HandsFreeMichigan.org

# 2022-23 TEAM USA COMMUNITY OUTREACH & FUNDRAISING NIGHTS

Featuring Team USA's Distracted Driving Awareness Night





# WHY PARTNER WITH TEAM USA, USA HOCKEY ARENA & OUR HOCKEY COMMUNITY?

USA Hockey Arena is home to a vibrant combination of high-quality, community-oriented, family-friendly brands. This allows local businesses and community non-profit partners the opportunity to bring awareness of their products and services to new customers through a variety of marketing and promotional tools, especially through our customizable game night events.

For our community partners, Team USA game nights are a great way to “express and explain” your mission and services in a new way that allows our local hockey community to see and hear your message. You may be the exact message and solution at the right moment that they have been searching for .

**One great example was our Team USA game dedicated to supporting the The Kiefer Foundation's mission to end distracted driving and save lives.**





## TEAM USA EVENTS CAN SUPPORT YOUR COMMUNITY & MARKETING GOALS:

- 01** BUILD COMMUNITY RELATIONSHIPS
- 02** DISCOVER NEW WAYS TO REACH THE COMMUNITY
- 03** BUILD AWARENESS OF YOUR MISSION
- 04** HARNESS THE POSITIVITY OF THE GAME.
- 05** CREATIVE OPPORTUNITIES FOR FUNDRAISING
- 06** GAME NIGHTS ARE FUN & FLEXIBLE.





# 1 BUILD COMMUNITY RELATIONSHIPS

Add a unique and powerful event to your marketing and fundraising strategy to communicate with the passionate and active hockey audience in SE Michigan to share your mission and message.

USA Hockey Arena is the proud home of USA Hockey's Team USA featuring the very best young American hockey players, but it is first and foremost the heart of the youth hockey community in this area. Hundreds of youth hockey families visit our arena to attend hockey games, practices and events every weekend.





## 2 DISCOVER AN OPPORTUNITY TO REACH NEW FAMILIES

Take advantage of our hockey platform to engage our local hockey community where they spend their time. Show them that your organization supports the game of hockey and appreciates how they spend their family time.

Our fan base includes young families who value affordable fun and convenience, player families, player host families, youth hockey players/teams/coaches, high school players/teams/coaches, scouts from NHL/NCAA/USHL, corporate sponsors and hockey enthusiasts of all ages.





### 3 BUILD AWARENESS ON SOCIALS, ON-AIR & AT THE GAME

From pre-event marketing and promotion, on-site activation, volunteer engagement and intermission interviews, we'll provide multiple opportunities and touch points for your organization to increase awareness of your message and engage the community:

- Engage senior staff for interviews
- Honor special volunteer or family at puck drop
- Locally, Team USA games are broadcast LIVE on Comcast xFinity CN900 in over 1 million households across SE Michigan.
- Nationally, Team USA games are broadcast LIVE on HockeyTV.com, a paid subscription.





# 4 HARNESS THE EXCITEMENT & PASSION OF THE FANS & TEAM

Our game nights create a dynamic intersection of our hockey brand, your cause and the passion and loyalty of our local hockey community, including players, fans and families.

We are all vested in each other's success and contributing to a vibrant community. It's the love of the game and cheering for the red, white and blue that fuels the event and gives an energy and exciting tone to the game night.



# JUST DRIVE NIGHT

AT USA HOCKEY ARENA

MARCH 27th – 4 PM



## #JustDrive Night

Hands Free Michigan, the Kiefer Foundation and USA Hockey Arena are teaming up to bring awareness to the dangers of distracted driving.



Presented By



To purchase tickets, call 734-453-6400 x396  
or visit [usahockeyntdp.com/tix](http://usahockeyntdp.com/tix)

## 5 TAKE IT UP A NOTCH! ADD TICKET FUNDRAISER & CORPORATE SPONSORSHIPS

Game night events are one of the most cost-effective and customizable tools we offer:

- No production, no room rentals or tent rentals!
- No worrying about weather or parking!
- No worrying about ordering enough tables & chairs!
- Raise corporate donations by offering a new event to sponsor from presenting sponsors to smaller table sponsors.
- Raise funds through ticket sales to the event using our online ticketing system - we got this!

You simply drop your messaging and branding on top of our existing Team USA game night. And we'll drop the puck on an exciting and cost-effective event for you!







## 6 TEAM USA EVENTS ARE FUN & FLEXIBLE!

For 25 years, we've put the fun and excitement back in our partners marketing and event plans. These are emotional moments and memories that fans share with their family and friends cheering on their team. These can be captured by your organization to make new connections with the community and reinforce relationships with corporate sponsors and volunteers.

Let's have some fun, create some smiles and open the minds and hearts of our hockey community to your message.



# HOW TO GET STARTED?

**PICK A GAME  
DATE FOR  
YOUR EVENT**

**PLAN YOUR  
TICKET  
FUNDRAISER**



**CREATE A SOLID  
SPONSORSHIP  
SALES PLAN**

**ADD A VIP  
HOSPITALITY  
EXPERIENCE**

# PLAN YOUR COMMUNITY OUTREACH & FUNDRAISING EVENT TODAY!

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