



Detroit Red Wings





DETROIT RED WINGS

6/26/24

Little Wings - LTP

Outside Perspective





Introduction

- ▶ Little Wings Learn to Play is the Detroit Red Wings' program within the NHL's Learn to Play initiative.
- ▶ Through this program, the league is aiming to increase youth participation in hockey across the country, and grow the sport within communities where it thrives, and in those in which it isn't popular.

What is Little Wings?

The Detroit Red Wings are helping the Youth Hockey community to grow throughout Michigan. The Little Wings program allows children ages 5-9 to experience 6 hours of on-ice time.

Children who are experienced skaters are permitted to join Little Wings, whether they are experienced in hockey or not.

Why Little Wings?

At the Detroit Red Wings, we believe that the importance of hockey extends off the ice. It teaches important life skills to young kids as they learn about teamwork, grit, and personal growth.

By growing the sport throughout Michigan at rinks across the state, we are giving families the chance to join the hockey community.

Our program also increases accessibility to the sport, as we are now offering free gear from Warrior Hockey Equipment. Oftentimes, purchasing hockey gear can be an obstacle to participating. Through our partnership with Warrior, we are eliminating that barrier and welcoming all of those who would like to join.

Rink Benefits



By starting a Little Wings Learn to Play program at your rink, you bring in not only the existing hockey community, but a new group of interested youth players that are likely to continue playing following the program. These rinks likely experience growth in attendance and participation due to the LTP program.



An additional benefit to the participating rinks is the increased diversity within their hockey community. Little Wings, and Learn to Play as a whole, encourages the “welcoming of all who love the sport.”



BRING YOUR
GROUP
TO LITTLE CAESARS ARENA



YOUTH HOCKEY

TEAM OUTING

10-49 Tickets

- Discounted Rates
- Block Seating
- Features team name on the videoboard

50+Tickets

- All of the above + Red Wings wearable item for all of the kids in your group

Work with your Detroit Red Wings representative to add experiences like a Zamboni ride, watching warmups in the penalty box or concession credits. All based on availability.

INTERMISSION EXPERIENCE



- 3 to 5 minute on ice scrimmage or shootout during the first intermission of a Detroit Red Wings game. Skate in front of a sold out crowd!
- Mini-Mite to Squirt level teams
- Includes Red Wings wearable items for each participant
- Requires team to commit to a minimum of 75 tickets to the Red Wings game that same night
- Limited availability!

THANK YOU!
Enjoy Dinner and Hospitality!

