

2022-23 TEAM USA COMMUNITY OUTREACH & FUNDRAISING NIGHTS



Featuring Team USA's Alzheimer's Awareness Night



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association®





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 **Alzheimer's Association of Michigan** accomplish their community and volunteer appreciation goals.



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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.



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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.



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2 DISCOVER A NEW 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.





Cathy Grube

Walk to End Alzheimer's Detroit Co-Chair

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.



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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.



**WALK TO
END
ALZHEIMER'S**

alzheimer's association



APPRECIATION NIGHT

FRIDAY, NOVEMBER 15

6pm Doors Open | 7pm Puck Drop
Team USA vs. Des Moines Buccaneers



The Alzheimer's Association – Greater Michigan Chapter invites you to join in a night of celebration and appreciation of our incredible Walk2EndAlz volunteers! We'll enjoy a fun night of great hockey, celebration and the opportunity to share our #EndAlz mission to find the first survivor!

**Purchase Your Online
Tickets by November 12th
USAHOCKEYNTDP.COM/ALZ**

Use Promo Code: ALZ
\$4 of Every USA Hockey Ticket Sold
Supports #EndAlz

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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!



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USA HOCKEY ARENA - 14900 BECK ROAD, N OF M14 | PLYMOUTH MI 48170
734.453.8400 | USAHOCKEYARENA.COM



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.

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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