



## What – The U.S. Pond Hockey Championships

### **Mission**

- To bring people together in a fun, enthusiastic, and healthy outdoor environment
- To create more opportunities for outdoor hockey and to benefit youth hockey
- To deliver a unique and valuable opportunity for sponsors to connect with a passionate and loyal community
- To carry on and spread the noble traditions of pond hockey

### **Event Description**

- Amateur outdoor hockey tournament
- 4 on 4, no goalies, no lifting
- 128 teams in 3 divisions (Open 18+, Women 18+, Senior Men 50+)
- 25 custom designed rinks (approximately 150' x 75')
- Positioned to grow into a larger international contest, aligning our exclusive U.S. event with a Canadian tournament partner

### **Tournament Status**

- Open division filled in one day!
- Waiting list of 80 (and growing) teams in Open division
- Outstanding media coverage and buzz in local and national media, including USA Today, Associated Press, Paul Harvey (nationally syndicated radio program) and scores of local-market broadcast and print coverage nationwide.

## When – The Timeline

### **Event – January 20-22, 2006**

- Friday night opening ceremonies
- Saturday qualifying tournament play
- Sunday medal-round tournament play
- Nightly celebrity exhibition games, music and receptions in “**The Warming House**” tent

## Where – The Location

### **Lake Calhoun, Minneapolis, MN**

- Dramatic setting in the heart of the Minneapolis Chain of Lakes
- 5.5 million annual visits
- 33,000 passing cars/day
- 25 rinks: four 6-rink “**Coliseums**” & one Centre Rink “**Calhoun Gardens**”
- On-site structures: The Warming House Hospitality Tent, The Cooler (21+ venue)



## Why – Beneficiaries

### **DinoMights Inner City Youth Hockey**

- “Hockey in the Hood” program created in 1995
- Interdisciplinary approach focused on fostering teamwork, self-esteem, and self-empowerment
- [www.dinomights.com](http://www.dinomights.com)

### **Herb Brooks Foundation**

- Founded to carry on the legacy of legendary coach Herb Brooks
- Dedicated to “giving the game back to the kids” in an era of increasingly serious youth sports
- [www.herbrooksfoundation.com](http://www.herbrooksfoundation.com)

## Who – The Creators

### **Haberman & Associates**

- Brand public relations firm for Volvo Cars of North America
- 2005 winner – *PR Week*’s “Best Cause Related PR Campaign” for Volvo and Alex’s Lemonade Stand for pediatric cancer research
- Agency built on passionate advocacy for clients
- Other clients include: the National Kidney Foundation’s U.S. Transplant Games, Fast Company, Wolfgang Puck, Room & Board, and Organic Valley

### **Ridgeway International, Inc.**

- 20 years of experience in the transportation, logistics, and event management field
- Transportation and logistics management for major sporting events including: NFL Super Bowl and Pro Bowl, and MLB All-Star Game
- Event management for conventions, dignitary visits, grassroots promotion, concept creation, and more
- Other clients include: Microsoft, NFL, TRIA, Minnesota Vikings, ev3, Ford, Saturn, and Las Vegas Motor Speedway



## **How – Sponsor Benefits**

### **Public Relations**

- Millions of local, national, and international media impressions—big news wherever hockey is played
- Aligning sponsor brands with powerful human interest stories
- Communications outreach to U.S. Hockey Associations

### **Web Marketing**

- Proprietary website – [www.uspondhockey.com](http://www.uspondhockey.com) – to promote sponsors and create a hub for viral marketing

### **Lake Calhoun On-Site Signage**

- Tournament rink signage, The Warming House tent signage, Open Skating signage
- Seen by spectators, participants, and 33,000 cars/day

### **Target Audience**

- Outdoor hockey enthusiasts; 19-80 years of age; women and men
- Hockey fans of all ages who enjoy the purity of the game
- General public attracted to unique human interest stories



## U.S. POND HOCKEY CHAMPIONSHIPS RINK SPONSOR

### **Commitment: \$4, 995**

The rink sponsor will receive the exclusive ownership and naming rights for one of the official U.S. Pond Hockey Championships tournament rinks. The rink sponsorship presents great opportunities for event presence through spectator and participant visibility, raising brand awareness through dasher-board signage and naming rights on the rinks where tournament play will occur.

Package features:

### **Elements**

- Exclusive ownership and naming rights of one tournament rink
- Dasher board signage opportunity for sponsor name or company logo
- Option of applicable product placement

### **Media Exposure**

- Logo and link provided on [www.uspondhockey.com](http://www.uspondhockey.com)
- Media coverage due to nature of event

### **Event Benefits—Name/Logo presence**

- *Rink* sponsor mention with all collateral materials (i.e. event program)

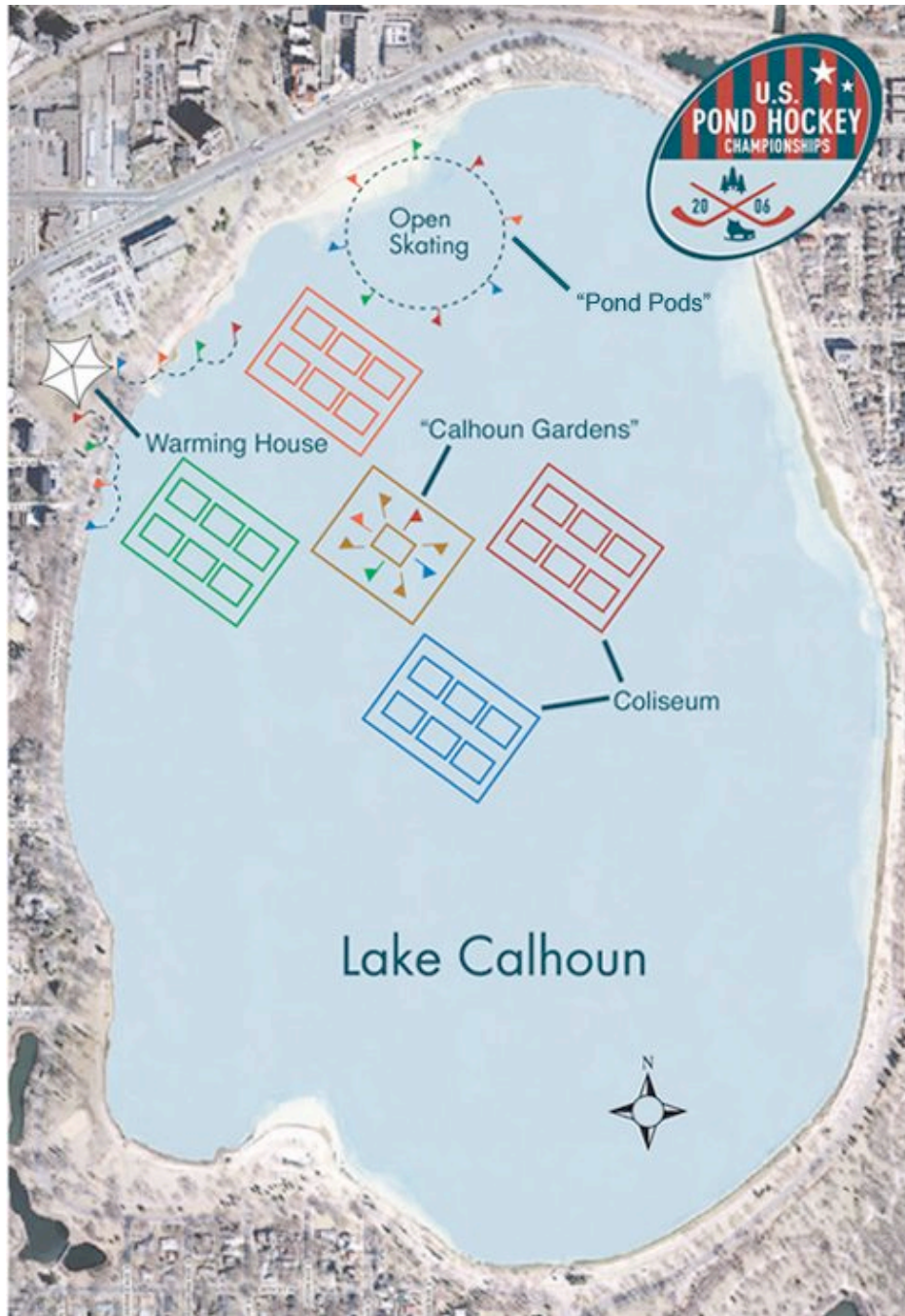
### **Marketing Opportunities**

- Sampling and/or coupon distribution
- Market research opportunity
- Opportunities for cross-promotion with event sponsors

Please note: Rink sponsor is responsible for dasher-board signage activation costs. Each dasher board logo costs approximately \$50. Each rink can accommodate 10 – 20 dasher board logos.



## AERIAL SITE MAP





PROMOTIONAL POSTER

