

Club Hockey Canada

*Program Overview, Launch &
Communications Plan*



Agenda

- Program Overview
 - Strategy
 - Member Benefits
 - Sponsor Benefits
 - Welcome Kit & Launch Materials
 - Goal at Launch
 - Sponsor & Partner Engagement Opportunities
- Website Usability Testing & Findings
 - Key Findings & Recommended Course of Action
 - Member Activation Flow (Child U13)
- Launch & Communications Plan
 - Awareness Launch vs. Activation Launch
 - Communications Target Audiences
 - Communications Channels
 - Communications Overview
- Next Steps



STRENGTHENING AFFINITY

Leverage Canada's passion for the sport to further deepen the connection between the Hockey Canada brand, Branch brand and Canadian hockey households

PROVIDING ADDITIONAL VALUE

Delivering exclusive value and benefits both on and off the ice to hockey households in exchange for their commitment to the sport

MAKING THE GAME MORE AFFORDABLE

Providing hockey households with opportunities to lower the cost to play by redirecting their everyday spend to Hockey Canada partners and Branch Partners

RECRUITMENT & RETENTION

Making the game more accessible to both existing participants and new prospective players with heightened interest in the sport



Program Benefits for Members

EXCLUSIVE HOCKEY CANADA BENEFITS

Once-in-a-lifetime experiences that only Hockey Canada can provide

PARTNER OFFERS & REWARDS

Instant discounts and/or special offers from leading national, regional and local partners

HOCKEY SAVINGS

Exclusive opportunities to **Reduce the Cost of Hockey** to help teams fundraise when hockey households redirect their everyday purchases

PLAYERS & TEAMS

Online access to events, players and teams only available to Club Hockey Canada members



Members will redirect their spend to Partners in exchange for Value and Support

Creation of a large, engaged and understood membership with an affinity to hockey

- Deliver strong value to each of the stakeholders (players, participants, fans etc..)
 - Exclusive benefits, experiences and events for members
- Ability to deliver relevant content in a relevant manner to relevant members
 - Messaging down to business geography (branch, association, team, province, region)
 - Messaging down to member type (players, parents, gender, level of compete)

Provide additional opportunities for partners to monetize membership

- Participation in more targeted programs where support is tied to incremental member spend (Team Fundraising within the partner exclusive Team Store)
- Tools to assist partners in quantifying program impact within both traditional sponsorship with Hockey Canada as well as new Club Hockey Canada program. Measurement of response rates to understand direct brand impressions and ROI by target audiences

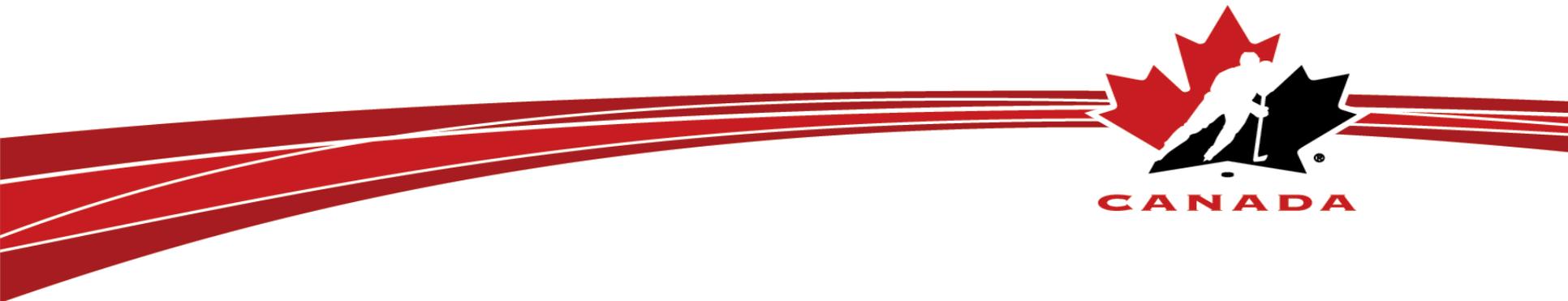
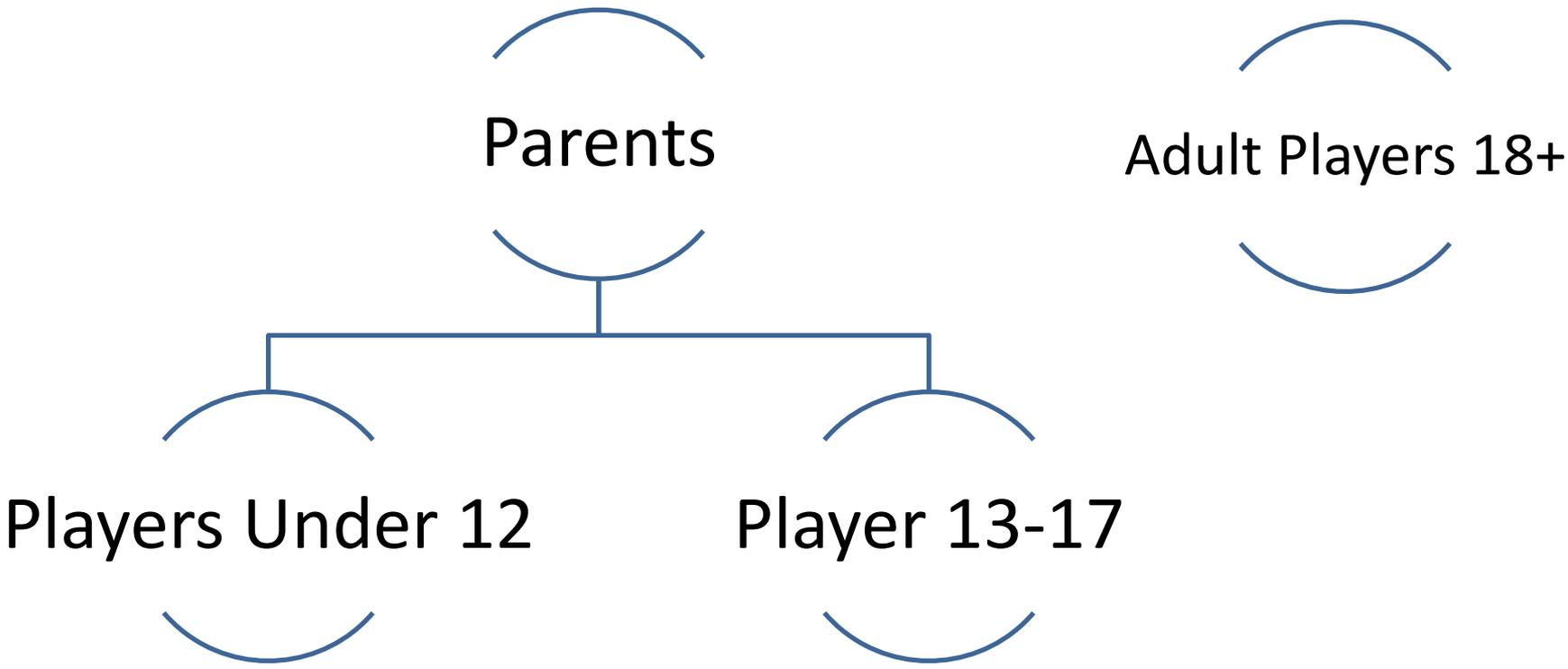
Provide additional interactions to deliver value with hockey households

- Ability to deliver targeted messages to members through new digital media and social channels
- Ability for partners to position their brands and products as 'contributing' to hockey in Canada
- Offer and Ad management engine to push exclusive benefits to members on behalf of partners



Household Membership into Program

Initial mailing to ~1,400,000 participants across ~500,000 Canadian households.



Initial Enrollment Package

A personalized Welcome Kit is mailed to every registered household

Welcome to the Club!

Recognizing your commitment to hockey — Canada's game — Hockey Canada has launched Club Hockey Canada, an exciting new program designed exclusively for hockey families like yours.

Your FREE membership gives you:

- valuable discounts and special money saving offers from Hockey Canada supporters;
- opportunities to lower the cost of hockey registration and team fees;
- unique, once-in-a-lifetime experiences that only Hockey Canada can offer.

Every card unlocks a unique membership experience online, whether you're a player, parent or guardian, coach or official.

Bienvenue dans le club!

Reconnaisant votre dévouement envers le hockey — le sport de choix au Canada — Hockey Canada a lancé le Club Hockey Canada, un nouveau programme excitant conçu spécialement pour des familles de hockey comme la vôtre.

Votre adhésion GRATUITE vous procure :

- des rabais intéressants et des offres spéciales pour réaliser des économies auprès d'entreprises qui appuient Hockey Canada;
- des occasions de réduire les frais d'inscription au hockey et les frais d'équipe;
- des expériences uniques que seule Hockey Canada peut offrir.

Chaque carte offre une expérience en ligne unique aux membres que vous soyez un joueur, un parent, un entraîneur, un entraîneur ou un officiel.

BECOMING A CLUB HOCKEY CANADA MEMBER IS AS EASY AS 1, 2, 3!

C'EST FACILE DE DEVENIR MEMBRE DU CLUB HOCKEY CANADA. VOICI COMMENT :

- 1**
Peel off your Club Hockey Canada card below.
Déterminez votre carte de Club Hockey Canada ci-dessous.
- 2**
Visit www.clubhockeycanada.ca and select "Activate Card".
Visitez le www.clubhockeycanada.ca et sélectionnez « Activer la carte ».
- 3**
Start enjoying Club Hockey Canada savings and rewards.
Commencez à profiter des rabais et des avantages du Club Hockey Canada.

Get your home team in the game
In this package we've also included Club Hockey Canada membership cards for your significant other, as well as the registered player(s) in your household, so everyone can get in on the savings and fun!

Toute la famille peut participer
Cette trousse contient également des cartes du Club Hockey Canada que vous pouvez remettre à votre douce moitié et à tous les membres de votre foyer inscrit comme joueur au hockey afin que tous puissent profiter des économies et s'amuser!

Score big. Activate your card now and you'll automatically be entered into a contest for your chance to WIN amazing prizes including hockey tickets, autographed jerseys, free hockey registration and the grand prize — an Ultimate Team Canada Experience!

Faites vite. Activez votre carte maintenant et vous serez automatiquement inscrit à un concours pour GAGNER des prix incroyables, comme des billets de hockey, des chandails signés, le paiement de vos frais d'inscription au hockey et le grand prix — une expérience ultime d'Équipe Canada!

30



Additional Package for Each Player

The Puckster brand is used for players 8 and under

**Hi (\$Name\$),
It's me again, Puckster!**

Did you know that because you play hockey you are also a member of Hockey Canada — the same team that great Canadian hockey stars like Sidney Crosby and Hayley Wickenheiser play for?

One of the best things about being on our team is that you get your very own Club Hockey Canada card with your name on it that you can show off to teammates and friends. Another really cool thing about your card is that it is really two cards that snap apart. A big one for you and a smaller one that has a hole in it, so you can attach it to your hockey bag, backpack, or jacket — maybe even your shoelaces!

But first, you need to ask a parent to visit www.clubhockeycanada.ca to help you set up your very own FREE Club Hockey Canada online account so you can have fun watching videos and getting hockey tips, and more.

Don't wait! Do it today and you'll be entered into a contest for a chance to win some amazing hockey prizes like tickets to games and autographed jerseys.

Hope to see you at the rink!

Your Teammate,
PUCKSTER
0000
John

Ton coéquipier,
RONDILLE
0000
John

1P

**Hi John,
My name is Puckster and I want to
welcome you to Club Hockey Canada!
There's something special just for
you inside.**

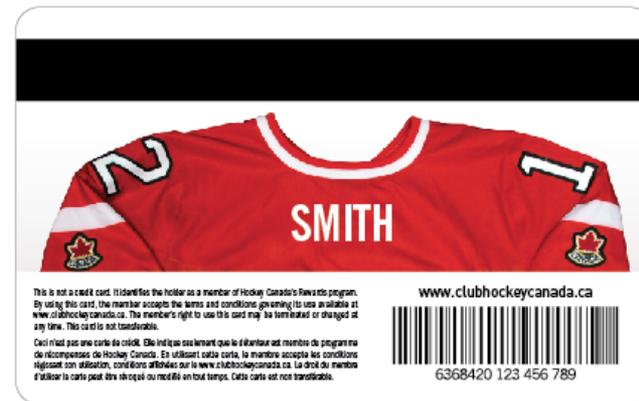
Bonjour John,
Je m'appelle Rondille et je veux
te souhaiter la bienvenue dans le
Club Hockey Canada! Tu trouveras
quelque chose de spécial juste
pour toi à l'intérieur.

John Smith
123 Down The Road
Toronto Ontario M2B 3C0



Every Member Receives a Card

Personalized with Last Name & Branch Mark(s)



Primary Goal at Launch

Drive Household Activation

The screenshot shows the Hockey Canada Club website homepage. At the top, there is a navigation bar with logos for various Canadian provinces and territories (BC, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador, Yukon, Northwest Territories, Nunavut) and a utility menu with links for Home, Français, Activate Card, FAQs, and Log In. Below the navigation bar is a main header with the Hockey Canada Club logo and a menu with four items: ABOUT THE CLUB (highlighted in red), EARN PUCK BUCKS, OFFERS & REWARDS, and TEAM FUNDRAISING. The main content area features a large promotional banner with the text "ACTIVATE YOUR CARD = A CHANCE TO WIN AMAZING PRIZES" and a button labeled "ACTIVATE CARD NOW". To the right of the text is an image of a red and white Canadian hockey jersey. Below this banner is another promotional section with a photo of two young boys in hockey gear. The text next to the photo reads "Lower the cost of hockey just by making everyday purchases online" and includes a button labeled "Activate Card". At the bottom of the page, there are four small circular indicators, with the second one from the left being red, indicating the current slide in a carousel.

Online Member Experience

The screenshot shows a web browser window displaying the Hockey Canada Club Hockey Canada member experience. The page features a navigation bar with links for HOME, PLAYERS & TEAMS, OFFERS & REWARDS, SAVE ON HOCKEY, and MANAGE ACCOUNT. The main content area is divided into several sections:

- WELCOME:** A large red hockey jersey with "HUNTER" and the number "99" is displayed. Below it, the member's name "Glen Hunter" is shown, along with their status as "Father, Coach" and association with "Millbrook District Minor Hockey".
- PLAYERS AND TEAMS:** A section for "Declan Hunter" (Status: Player) and "Hockey Canada" (Follow your favourite Team Canada High Performance teams and players).
- SAVE ON HOCKEY:** A summary of fundraising progress: "You have raised \$215.00". It includes links for "View details", "Earn more", "Invite friends", "Shop", and "Release funds".
- EXCLUSIVE BENEFITS:** A section for "HOCKEY CANADA SKILLS DEVELOPMENT CAMP" with the tagline "CHALLENGE. LEARN. IMPROVE!". It features an image of an arena and a "LEARN WHERE" button.
- OFFERS & REWARDS:** A section for "FREE BIG MAC" (SEPT 15 & 16) from McDonald's, "\$50 OFF BAUER VAPOR APX SKATES", and "FREE WINTER CAR MATS" (WITH GM VEHICLE PURCHASE IN SEPTEMBER).
- CLUB HOCKEY CANADA:** A section for "TELUS" offering exclusive member deals, and a "Hockey Canada" announcement about a contest for the "Ultimate Hockey Canada Experience contest!".
- Twitter:** A tweet from Hayley Wickenheiser (@wick_22) mentioning the receipt of the Club Hockey Canada card.

- Physical and personalized card (for presentment at partner locations and events)
- Membership unlocks online benefits:
 - Exclusive access to HC experiences
 - Ability to follow Players & Teams
 - Surprise & Delight sponsor offers
 - Reduce the cost of hockey
 - Team Fundraising
 - Offers and Coupons



Sponsor & Partner Engagement Options

Initial Launch Offers

- One-time promotional launch offer (contests & coupons) presented by partners to members
- Promotion of the Hockey Canada program via partner channels (Social media, email lists, product promotions, partner events)

Ongoing Base Offer

- Products and services merchandised in the Team Store to support fundraising (contribution to local hockey)
- Coupons, Offers, Content
- Retail location / point of sale card presentment offers

Ongoing Promotional Offers

- Exclusive partner offers to program members via direct, digital, online and mobile channels as well as at events (partner and/or Hockey Canada events)



Club Hockey Canada members are automatically entered into a contest when they activate their membership and create an online account.

Benefit	Details	Prizing (TBD)	Participating Sponsors (TBD)
<p>Contest</p>	<ul style="list-style-type: none"> 1 - 2 grand prizes + multiple secondary prizes Hockey Canada and sponsor participation in prizing Additional entries for performing other desired behaviors (e.g. provide email address, come back to website & login) 	<p><u>Grand Prize</u></p> <ul style="list-style-type: none"> Flight / accommodations & tickets to Men’s World Championship in Finland/Sweden 	<ul style="list-style-type: none"> Hockey Canada Air Canada Starwood
		<p><u>Grand Prize</u></p> <ul style="list-style-type: none"> Flight / accommodations & tickets for 4 to Women’s Worlds in Ottawa 	<ul style="list-style-type: none"> Hockey Canada Air Canada Starwood
		<p><u>Secondary Prizes</u></p> <ul style="list-style-type: none"> Free Gas for a Year Free Groceries for a Year Free registration to play for next season Signed jerseys Hockey Canada camps Sponsor prize packs, products and Gift Cards 	<ul style="list-style-type: none"> Esso Sobeys Hockey Canada / Provincial Branches Hockey Canada Hockey Canada As many as possible

Club Hockey Canada members can unlock \$75 of immediate benefits.

Benefit	Details	Participating Sponsors (TBD)
Free Coupons	<ul style="list-style-type: none"> • Print coupon from website & present at sponsor location along with membership card for a free item • Average value of \$3.00 • Minimum of 5 at launch • Total value to member of \$15 	<ul style="list-style-type: none"> • Nestle* <ul style="list-style-type: none"> - Free ice cream • McDonald’s <ul style="list-style-type: none"> - Free Big Mac, fries, drink, etc. • Pepsi * <ul style="list-style-type: none"> - Free 591 ml bottle of Gatorade • Lays* <ul style="list-style-type: none"> - Free 235 g bag of chips • Mars* <ul style="list-style-type: none"> • Free single chocolate bar • P&G* <ul style="list-style-type: none"> - Free product trial • General Mills* <ul style="list-style-type: none"> - Free box of Cheerios <p><i>*Coupon redeemable wherever product sold</i></p>
Buy & Get Coupons	<ul style="list-style-type: none"> • Print coupon from website & present at sponsor location along with membership card to receive offer <ul style="list-style-type: none"> - Spend \$## and get X% off - X% off on all /select merchandise - Buy one, get one free - \$XX off your purchase • Average value of \$10.00 • Minimum of 6 at launch • Total value of member of \$60 	<ul style="list-style-type: none"> • Nestle* • Nike* • Bauer* • Samsung* • Boston Pizza • Lowe’s • Tim-br Mart • General Motors <p><i>*Coupon redeemable wherever product sold</i></p>

Portion of purchase amount goes directly to Club Hockey Canada member to off-set hockey related expenses.

Sponsor (TBD)	Everyday Spend	Contribution
Esso	Gas	Up to 10% contribution to Team on behalf of Son or Daughter
McDonalds	Dining (QSR)	
Boston Pizza	Dining (Family)	
Lowe's	Home Improvement	
Sobeys (new)	Grocery	
The Keg (new)	Dining (Fine)	
Nike	Clothing	Tbd
Bauer	Equipment	Tbd
Hockey Canada	Jerseys, other	Up to 25%
General Motors	New Vehicle	\$500 - \$1,000
Telus	Mobile Device/Plan	Tbd
Hankook	Tires	?

Ongoing offer at retail location when card is presented.

Sponsor (TBD)	Card Presentment Offer
Boston Pizza	<ul style="list-style-type: none"> • X% off all meals • Free kids drinks / desert with family meal • X% of on first Saturday of every month (Club HC day)
McDonald's	<ul style="list-style-type: none"> • X% off all meals • Free kids drinks / desert with family meal • X% of on first Saturday of every month (Club HC day)
Royal Bank	<ul style="list-style-type: none"> • Fee waivers on savings accounts for children and other banking products
General Motors	<ul style="list-style-type: none"> • \$### off the purchase of a new vehicle
Lowe's	<ul style="list-style-type: none"> • X% off all purchases • X% off all purchases over \$###
Tim-Br Mart	<ul style="list-style-type: none"> • X% off all purchases • X% off all purchases over \$###
Other?	

Agenda

- Program Overview
 - Strategy
 - Member Benefits
 - Sponsor Benefits
 - Welcome Kit & Launch Materials
 - Goal at Launch
 - Sponsor & Partner Engagement Opportunities
- Website Usability Testing & Findings
 - Key Findings & Recommended Course of Action
 - Member Activation Flow (Child U13)
- Launch & Communications Plan
 - Awareness Launch vs. Activation Launch
 - Communications Target Audiences
 - Communications Channels
 - Communications Overview
- Next Steps



Key Finding's from Usability Testing & Course of Action

Key Finding's	Recommended Course of Action
Site Navigation	
<ul style="list-style-type: none"> Global navigation did not function the way participants expected it to Most clicked on the tab expecting a landing page Home Page difficult to locate (Logo was not intuitive to most) Some users wanted more "help" features Rollover menus were tricky for some participants 	<ul style="list-style-type: none"> Use standard conventions and make the top navigation clickable Remove sub-nav (drop-down) but expanded the main navigation options Improve taxonomy of main navigation (e.g. About the Club to How it works)
Website	
<ul style="list-style-type: none"> Participants did not fully grasp the way the program works overall Pre-existing "Mental Models" such as loyalty programs (Shoppers Optimum, Sobey's), gift cards (any retailer), shopping clubs (Costco), discount cards (Indigo), group fundraising (schools, charities) all seemed to be at play Inconsistent and multiple terms for different parts of the program (Earn Puck Bucks, Redeem, Release Funds, Team Fundraising, Shop and Earn, Online Club Store, Flash Your Card etc.) added to the confusion 	<ul style="list-style-type: none"> Simplify program for launch: activate card to get entered into contest; earn by purchasing in the online store; access to premium content Reduced amount of copy and add more visuals Consider adding options such as supporter invitations etc. in later phases. Streamline language used (earn, redeem etc.)
Activation Process	
<ul style="list-style-type: none"> While all participants expected to have to create an online account with some personal information, the card activation and account creation process was problematic <ul style="list-style-type: none"> Unclear that parents must activate their own card first (for kids under 13) Once they had created the adult account, they assumed they were finished. Most did not realize that they had not actually created the kid's account Participants were confused by the system asking for the kid's DOB during the creation of the adult profile. Conceptually, most thought that there would be one household account The Add Player option was unclear. Participants were confused about who was being added; the initial player or another one? Validation and error messages did not help participants recover from errors 	<ul style="list-style-type: none"> Get U13 members through the process without Parent/Guardian having to go through the activation process first Any member can get through activation with any card number (Member will need to self identify in flow) Create awareness around the fact that all users in household should create their own account Incentivize members to get others in household to create accounts (additional entry into contest) Removed add a player through activation process Add "tips" to help user along the way Create clearer validation and error messages

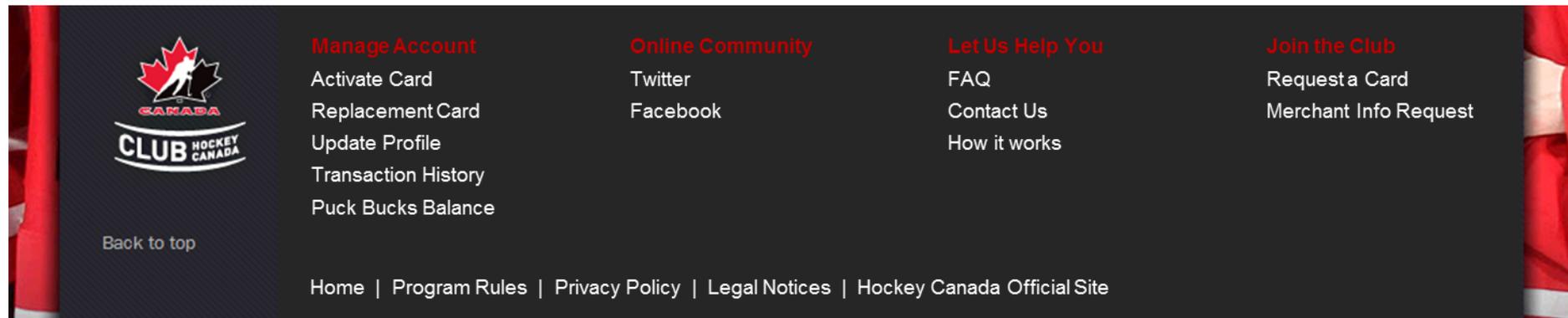
Site Map – Logged Out

Main Navigation



The banner features the Club Hockey Canada logo on the left, which includes a stylized red and white maple leaf with a hockey player silhouette. To the right of the logo, the text 'CANADA' is written in red, and 'CLUB HOCKEY CANADA' is written in white on a red background. On the far right, there are links for 'French | English', 'Home | Log-In | Activate Card'. Below the banner is a horizontal navigation bar with six buttons: 'Home', 'How it works', 'Club Offers', 'Club Contests', 'Shop Online & Earn', and 'The Hockey Zone'.

Footer



The footer is a dark grey area with a red and white wavy graphic at the bottom. On the left is the Club Hockey Canada logo. To its right are four columns of links:

- Manage Account**
 - Activate Card
 - Replacement Card
 - Update Profile
 - Transaction History
 - Puck Bucks Balance
- Online Community**
 - Twitter
 - Facebook
- Let Us Help You**
 - FAQ
 - Contact Us
 - How it works
- Join the Club**
 - Request a Card
 - Merchant Info Request

At the bottom left is a 'Back to top' link. At the bottom center is a horizontal line of links: 'Home | Program Rules | Privacy Policy | Legal Notices | Hockey Canada Official Site'.



Sample U13 Activation Flow

Club Hockey Canada

https://chc-cr.exchangesolutions.com/pages/public/activation/activate_card.html

HOCKEY CANADA NETWORK

French | English
Home | Log-In | Activate Card

Home How it works Club Offers Club Contests Shop Online & Earn The Hockey Zone

Step 1:
Enter Your Card Number

Step 2:
Identify Yourself

Step 3:
Create Online Account

Save on Hockey & Chance to win Amazing Prizes!

Enter your Club Hockey Canada Card Number:

Card #

Next

This is your unique card number. The number is on the back of the card we sent you!

6368420 123 456 789

YOUR NAME

www.clubhockeycanada.ca

6368420 123 456 789

Sample U13 Activation Flow

Club Hockey Canada

05 575 298

CANADA
CLUB HOCKEY CANADA

Home How it works Club Offers Club Contests Shop Online & Earn The Hockey Zone

Step 1:
Enter Your Card Number

Step 2:
Identify Yourself

Step 3:
Create Online Account

For validation, please enter the date of birth for **Jamie**

Month Day Year

We know the date of birth because you or someone in your household registered to play hockey!

Save on Hockey & Chance to win Amazing Prizes!

Sample U13 Activation Flow

The screenshot shows a web browser window with the URL https://chc-cr.exchangesolutions.com/pages/public/activation/activate_card.html. The page header includes the Hockey Canada Network logo and various regional logos (CANADA, BC, Hockey Alberta, SAA, HND, ODHA, Hockey Nova Scotia, Hockey NL, Hockey North). Navigation links include French | English, Home | Log-In | Activate Card, and a main menu with Home, How it works, Club Offers, Club Contests, Shop Online & Earn, and The Hockey Zone.

The activation flow is presented in three steps:

- Step 1:** Enter Your Card Number
- Step 2:** Identify Yourself
- Step 3:** Create Online Account

Under Step 2, the user is prompted to "Select who you are:" with a help icon. The options are:

- Parent / Guardian #1 (Card # 6368420 242 345 984)
- Parent / Guardian #2 (Card # 6368420 242 345 657)
- Jamie (Card # 6368420 242 345 579)
- Chris (Card # 6368420 242 345 453)

Navigation buttons for "Back" and "Next" are located below the selection list.

On the right side, a speech bubble from a hockey player says: "Your online experience will be customized to you!". Below this, a promotional message reads: "Save on Hockey & Chance to win **Amazing Prizes!**"

U13 Activation Flow

The screenshot shows a web browser window with the URL https://chc-cr.exchangesolutions.com/pages/public/activation/activate_account.html. The page header features the Hockey Canada Network logo and navigation links: Home, Français, Activate Card, FAQs, Log In. The main navigation bar includes: Home, How it works, Club Offers, Club Contests, Shop Online & Earn, and The Hockey Zone. A progress indicator shows three steps: Step 1: Enter Your Card Number, Step 2: Identify Yourself, and Step 3: Create Online Account (highlighted in black). The main content area is titled "Hi Jamie," and "Create your online account:". It contains a form with the following fields: "Enter Parent Email Address:" (with a help icon), "Username:" (with a help icon and "Minimum 4 characters" note), "Password:" (with a help icon and "Minimum 8 characters" note), "Security Question:" (a dropdown menu with "Who is your favourite hockey player?" selected and a help icon), and "Answer:". A checkbox at the bottom left is checked, with the text "I give permission for Hockey Canada to send me emails with exclusive Club news and offers." Below the form is a "Next" button. On the right side, there is an image of a hockey player in a black jersey with a speech bubble that says "We will only send you Club Hockey Canada offers and news if you opt-in!". Below the image is the text "Save on Hockey & Chance to win Amazing Prizes!".

Hi Jamie,

Create your online account:

Enter Parent Email Address: ?

Username: ?
Minimum 4 characters

Password: ?
Minimum 8 characters

Security Question: Who is your favourite hockey player? ?

Answer:

I give permission for Hockey Canada to send me emails with exclusive Club news and offers.

Next



Save on Hockey & Chance to win Amazing Prizes!

Sample U13 Activation Flow

The screenshot shows a web browser window with the URL https://chc-cr.exchangesolutions.com/pages/public/activation/activate_account.html. The page features a navigation bar with logos for Hockey Canada and various regional leagues (BC, Hockey Alberta, SHA, INNO, OHA, etc.). Below the navigation bar is a main menu with options: Home, How it works, Club Offers, Club Contests, Shop Online & Earn, and The Hockey Zone. The activation process is divided into three steps:

- Step 1:** Enter Your Card Number
- Step 2:** Identify Yourself
- Step 3:** Create Online Account

The current step is Step 3, which is highlighted in black. Below the steps, the page displays a personalized message:

Hi Jamie,

Have your Parent/Guardian check their email to login!

Your parent/guardian will need to click on the link in the email for you to sign-in to your account.

To the right, a congratulatory message is shown in a speech bubble:

Congratulations!
You've activated your card and now you need to confirm your account by clicking the link in the email we sent you!

Below the speech bubble is an image of a young hockey player in full gear. At the bottom right, there is a promotional message:

Save on Hockey & Chance to win Amazing Prizes!

Sample U13 Activation Flow – Logged In Homepage

Club Hockey Canada

https://chc-cr.exchangesolutions.com/pages/private/

HOCKEY CANADA NETWORK

French | English
Home | Log-out

Home How it works Club Offers Club Contests Shop Online & Earn The Hockey Zone

Jamie Smith
Status: Player
Association: Millbrook District Minor Hockey Association
[Edit Player Info](#)

SAVE ON HOCKEY

Total Puck Bucks Earned:

\$0
1 Puck Bucks = \$1

[Redeem Puck Bucks](#)
[Shop & Earn Puck Bucks](#)

PLAYERS

Dana Smith
Status: Parent
Membership: Activated
[Edit player info](#)

INACTIVE PLAYER

Chris Smith
Association: Millbrook District Minor Hockey Association
Team: Novice Rep Stars
[Activate Player Now](#)
[Send Player an email Reminder to Activate](#)

OFFERS AND REWARDS

Agenda

- Program Overview
 - Strategy
 - Member Benefits
 - Sponsor Benefits
 - Welcome Kit & Launch Materials
 - Goal at Launch
 - Sponsor & Partner Engagement Opportunities
- Website Usability Testing & Findings
 - Key Findings & Recommended Course of Action
 - Member Activation Flow (Child U13)

- Launch & Communications Plan
 - Awareness Launch vs. Activation Launch
 - Communications Target Audiences
 - Communications Channels
 - Communications Overview

- Next Steps



Sample "Awareness Launch" Logged Out Homepage

HOME CLUB OVERVIEW CLUB OFFERS CLUB CONTESTS SHOP ONLINE & EARN THE HOCKEY ZONE

The Puck Drops Fall 2012

Exclusively for registered hockey players, their parents, coaches and officials.

FOLLOW US ON TWITTER

Your **FREE** Club Hockey Canada card gets you...

CLUB OFFERS

Save on hockey with exclusive offers from Hockey Canada and its sponsors.

[Learn more](#)

CLUB CONTESTS

Your chance to score amazing hockey prizes and more.

[Learn more](#)

SHOP ONLINE & EARN

An easy way to make everyday purchases online and lower the cost of hockey.

[Learn more](#)

THE HOCKEY ZONE

Your zone for news, games, videos and more.

[Learn more](#)

Target Audiences

Primary

Players

Parents

Team Managers

Coaches

Officials

Secondary

Patrons

Fans

Media



Channels

Club Hockey Canada

Club Hockey Canada website

Direct mail

Email

Social media – Twitter, Facebook,
YouTube, Google+, Pinterest

PR

Media

Other

Hockey Canada / Branch / Association
websites, social media and events

Sponsors' websites, social media and
events

Supporters' websites, social media and
events



Launch Communications Plan

Overview

Phase	Timing	Key Targets	Behaviour	Message	Channels
Pre-launch	Aug 1 – Sept 6	Parents	Interest	Puck drops in Fall 2012	splash page, twitter, rinkboards
		Players	Interest	Puck drops in Fall 2012	splash page, twitter, rinkboards
		Associations	Awareness, manage expectations	CHC is coming soon – Details, FAQ	conference call, email from Hockey Canada
Awareness Launch	Sept 7 – 26	Team Mgrs/ Coaches	Awareness, manage expectations	CHC is coming soon – Details, FAQ	email from association
		Parents/players	Awareness, manage expectations	CHC is coming soon – How it works, benefits, contest, Hockey Zone	press conference Sept 7, awareness launch of website
Activation Launch	Sept 27 – Oct 29	Parents	Activate membership	Activate for special offers/contests	direct mail, websites, social media
		Players	Activate (parents)	You're a member of the club! (exclusivity) Activate your whole household for more contest entries	direct mail, websites, social media
		Media	Awareness	CHC is here - benefits, contests – drive to activate	print, on-air, social media, sponsors
		Team Mgrs/ Coaches	Activate (parents)	CHC is here - how it works, benefits, contests – drive to activate	email from association, pdf for parents
Post-launch	Oct 30 – Jan 15	Parents (non-activating)	Activate membership	Activate for special offers/contest	Email (x3)
		Parents/players	Engage	Lots going on - content, offers, deals	websites, monthly email newsletter, social media, sponsors
		Parents	Purchase	New merchandise/Xmas season – soft sell on sharing with family/friends	Monthly email newsletter, social media
		Team Mgrs/ Coaches	Engage (parents)	New merchandise/Xmas season – soft sell on sharing with family/friends	Monthly email newsletter
		Team Mgrs/ Coaches	Engage	Team management features, tools	Monthly email newsletter (as available)
		Hockey Canada		Report on program goals	Board semi-annual meeting November, 2012

Agenda

- Program Overview
 - Strategy
 - Member Benefits
 - Sponsor Benefits
 - Welcome Kit & Launch Materials
 - Goal at Launch
 - Sponsor & Partner Engagement Opportunities
- Website Usability Testing & Findings
 - Key Findings & Recommended Course of Action
 - Member Activation Flow (Child U13)
- Launch & Communications Plan
 - Awareness Launch vs. Activation Launch
 - Communications Target Audiences
 - Communications Channels
 - Communications Overview

- Next Steps

