



Fund Raising Game Marketing Suggestions

Successful fund raising games are of key importance to the Minnesota NHL Alumni Association! Past experience has indicated that organizers of these games who “pre-sell” the events realize the most favorable net proceeds to the benefit of their program, charity, cause etc. A plan should include the following items BUT should NOT BE LIMITED to these activities:

- Involve the hockey program participants (boys & girls). Provide a modest ticket allotment to each youth for sale to family and neighborhood etc. If your program has 200 kids then at five tickets each you’ve immediately sold 1000! In most cases it is OK to oversell the game as many per-sold tickets tend to go unused.
- Enlist the cooperation of a large local store or market to allow your group to set up a ticket point-of-sale for a Saturday and Sunday before the game. Assist the youth in taking “ownership” for the success of the event.
- Overlay the youth ticket sales activity with an incentive program e.g. the top girl and boy seller can be the “stick person” on the NHL Alumni bench or win tickets for their family etc. – be creative!
- Don’t limit the potential to just selling tickets to the game:
 - Plan to have a game program. Sell advertising in the program at \$10, \$25, \$50 and \$100 levels. The sale of program advertising can potentially cover ALL the expenses of the game leaving ticket sales etc. as full profit.
 - Consider bartering services for advertising space e.g. printing/duplicating services for large ad etc.
 - Utilize the game venue to sell team items. E.g. sweatshirts, hats, candy, specialties etc.
- Create a promotional flyer for broad distribution. Equip each of the hockey youth, committee members, et al with a supply for neighborhood and commercial distribution. If feasible, create posters too.
- Involve local merchants. Use them as ticket sales outlets; equip them with flyers/posters etc.
- Create a “Press Release” for local media. This can be as simple as a note accompanied by the promotional flyer or a more formal document. Invite the media to the event. Invite the electronic media to do a “remote” from the game. Don’t be shy in asking them to “talk up” the game and the benefit to the community. Position this as a PSA or Public Service Announcement. Always provide date, time, location, cause, price plus “glitz” on who will be there.
- Determine if information regarding the game can be included on various web sites. E.g. school sites, radio station sites, newspaper sites etc.
- Request that the rink be pro-active in promoting the event in advance of the game with promo announcements, poster display, flyer distribution etc.
- Use the business and personal “networks” of coaches, booster clubs, parent’s etc. to foster awareness and excitement for the upcoming. Consider orchestrating a “phone blitz”.

Don’t stop with the above ideas – challenge all involved to be CREATIVE in promotional ideas!!!

OTHER OPTIONS – fees differ, please check with us for details:

- Autograph Sessions***
- Clinics with NHL Alumni***

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