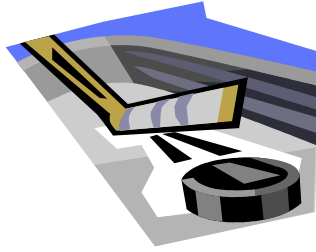


GROW THE GAME



AWARD PROGRAM

What is the Award Program?

It is a Minnesota Hockey sponsored program which will issue awards of \$500 per applicant annually. This program is to encourage associations that have run successful recruitment programs/events to share with all of Minnesota Hockey's affiliates. This award will be awarded at the Annual meeting in April. All applications need to be submitted by Feb 15 of each year.

What is the Award Program's purpose?

- ✓ Recognize and award successful ideas that have been planned, run and created growth in those Community-based Hockey programs.
- ✓ Tap the ingenuity of our community-based programs
- ✓ Create on-line repository of "best practices" for program growth
- ✓ If these programs were funded through the Pass the Puck Grant Program it will not be eligible for this award this year.

Why are we establishing a "grow hockey" award program?

- ✓ *Hockey Participation* – Many young people in Minnesota play hockey but simply put, we should never take that for granted. Inviting new families into hockey and doing what we can to keep families involved in hockey must always be a priority.
- ✓ *Perception* – Some people may believe that Minnesota Hockey doesn't give back to our programs.
- ✓ *Talented Volunteers* – The leadership for Minnesota's community-based hockey programs are talented and best positioned to grow the game.

Who is eligible to apply for the award?

Local associations, that have a Minnesota Hockey Affiliate Agreement that is current and in good standing. Also are registered with the Minnesota Attorney General's office as being currently "Active" as 501 (c)(3) corporations

What type of information will be evaluated?

To ensure a program's viability, Minnesota Hockey will require that associations provide important details of the program that has already successfully been run such as budget, marketing plan, goals, issues, etc. Please see attached application for specific details.

For more details, please visit www.minnesotahockey.org/page/show/96273-recruitment-and-retention