



G.O.A.L!
GET OUT AND LEARN!



**NASHVILLE
PREDATORS**

USA HOCKEY SAHA MEETINGS
August 7-8, 2010 – Kennesaw, GA



Intro

- Launched September 2006
- Ages 4-8
- FREE
- 4-week learn to play
- Nashville area beginner hockey program
- Host six sessions annually



How It Works

- Marketing
 - In-game, broadcast, schools, parent magazine, community calendars, rinks, etc.
- Online registration
 - nashvillepredators.com/goal
- Partnership between local rinks and Nashville Predators





Nashville Predators Commitment

- Financial
- Equipment maintenance/storage
- Creative collateral, promotion
- Lead instructor
- Player/coach/alumni/mascot appearance
- Giveaways, certificates, ticket





— THE NASHVILLE PREDATORS IN ASSOCIATION WITH CENTENNIAL SPORTSPLEX INTRODUCE —

Get Out And Learn! (G.O.A.L!)

A **FREE** on-ice youth hockey program held March 2010 as a continuing part of the Predators commitment to the development of youth hockey in Nashville

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G.O.A.L! has been created to offer youngsters the opportunity to experience the excitement of **HOCKEY** **WITHOUT THE COST** of purchasing equipment.

DESIGNED FOR BOYS AND GIRLS, AGES 4 TO 9 years old with no prior hockey or skating experience, this free four-day ice hockey program will introduce the exciting sport of hockey to kids.

Full hockey equipment, including skate rental, is provided **FREE** of charge, making the program ideal for any family!

Online registration begins February 16 @ 9:00am! Limited spots available.

Visit www.NashvillePredators.com/GOAL for online registration or for more information.

NASHVILLE:
5:45-6:30 PM
MARCH 10, 17, 24 & 31





Get Out And Learn! Hockey Equipment Check Out/In



Checked Out

Jersey

Socks

Bag

Stick

Garter Belt

Pants

Shin Pads

Elbow Pads

Gloves

Helmet

Staff _____

Customer _____

Date _____



Checked In

Jersey
Please keep your jersey
as a souvenir!

Socks

Bag

Stick
Please keep your stick
as a souvenir!

Garter Belt

Pants

Shin Pads

Elbow Pads

Gloves

Helmet

Staff _____

Customer _____

Date _____



FOR OFFICE USE ONLY -

\$100 Deposit:

Check # _____ (Please attach check. Payable to: Nashville Predators)

OR

Credit Card MC / VS / AX # _____ exp. ____ / ____
(month) (year)

Each player will check-out hockey equipment at the fitting session with a \$100 deposit. Equipment is the responsibility of the player during the program. Deposits will be fully returned once equipment (in good condition) is checked in at end of the final session. Players may keep their jersey and stick.

The Nashville Predators welcome you to the exciting sport of ice hockey!
To help understand where your Get Out And Learn! equipment goes on your
child, please use the numbered diagram below...



Rink Commitment

- Donate skate rental/ice time
- On-ice support:
 - Hockey staff, house league coaches, high school volunteers
- Incentives for league sign-ups
- USA Hockey free membership
 - Ages 6-and-under



Stats

- 1,200 graduates since 2006
- 10% female participation
- Greater interest four-to-six year-olds
- 15% retention into leagues
- 125% season increase (USA Hockey, 2007)
- Out-of-area sessions



Conclusion

- Positive PR in the community
- Turn-key
- Target first-time hockey players/fan
- Entry level opportunity
- Growth at younger ages
- Focus on retention





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www.nashvillepredators.com/goal

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