



**CANUCKS**  
— ALUMNI —

# PLANNING GUIDE

PRESENTED BY



# TABLE OF CONTENTS

## Introduction

### Vancouver Canucks Alumni

- Who we are
- Our players and coaches

### Organizing a Game

- Recommended ways to organize a game
- Revenue ideas, typical game expenses

### Responsibilities

- Vancouver Canucks Alumni
- Organizers

### Appendices

- Game, Event Marketing Suggestions, Dressing Room Needs (Alumni)
- Sample Agreement
- Sample Game Day
  - Itinerary
  - Script Outline (PA announcer)

### Game Request Form





## INTRODUCTION

Despite the fact that the Vancouver Canucks didn't enter the NHL until 1970, the Vancouver Canucks Alumni group dates back to 1952 when several members of the WHL Canucks, led by Hall of Famers Babe Pratt, Cyclone Taylor and Clint Smith organized a benefit game for a local amateur player whose wife had become seriously ill. Thus was born the registered, non-profit society known as the BC Hockey Benevolent Association (BCHBA). Since then, the BCHBA was re-named as the Vancouver Canucks Alumni Association.

Since that time, the VCAA has expanded in membership and reach. Over the last five decades, the group has helped raise millions of dollars for British Columbia charities through various events on and off the ice.

The Alumni work closely with the NHL Canucks in most of the team's charitable and community fundraisers and operate a schedule of their own, predominately charity hockey games and golf tournaments . . . not just in the Lower Mainland but throughout the Province.

## WHO ARE WE?

One of the largest and most active alumni groups in the National Hockey League Alumni Association, the VCAA includes over 140 members living primarily in the Lower Mainland. The group is unique, in that it is proud to include former players that never donned a Canucks jersey during their playing careers, such as Bill Ranford, Mark Lofthouse and Gary Nylund as well as those who have made a lasting difference in the success of the Vancouver Canucks franchise like Hall of Fame broadcaster, Jim Robson.

Each year the VCAA travel throughout British Columbia to participate in charitable games and events. In exchange for their performances, the VCAA receives expense money for travel or accommodation (if applicable) plus a game fee which goes directly into the scholarship maintenance program. All funds raised as the result of a Canuck Alumni event are left in the community to benefit minor hockey or other great causes.



## OUR PLAYERS (AND COACHES)

## FORMER VANCOUVER CANUCKS

Greg C Adams  
Greg Adams  
Dave Babych  
Doug Bodger  
Richard Brodeur  
Mike Brown  
David Bruce  
Garth Butcher  
Thomas Gradin  
John Grisdale  
Eddie Hatoum  
Chris Higgins  
Jamie Huscroft  
Steve Kariya  
Dennis Kearns  
Orland Kurtenbach  
Moe Lemay

Jyrki Lumme  
BJ MacDonald  
Jack McIlhargey  
Kirk McLean  
Garry Monahan  
Brendan Morrison  
Sergio Momesso  
Bob Murray  
Chris Oddleifson  
Denis Pederson  
Cliff Ronning  
Darcy Rota  
Harold Snepsts  
Tony Tanti  
Garry Valk  
Dennis Ververgaert  
Kyle Wellwood

## FORMER NHL PLAYERS

Steve Clippingdale  
Dan Clark  
John Craighead  
Brent Gilchrist  
Randy Heath  
Mark Lofthouse  
Gary Nylund  
Bill Ranford  
Craig Redmond  
Wayne van Dorp  
Dave Tomlinson

## ADDITIONAL PLAYERS

Rick Amann  
Terry Bingley  
Chad Brownlee  
Jackson Davies  
Greg Neeld  
Aaron Pritchett

# ORGANIZE A GAME

## RECOMMENDED WAYS TO ORGANIZE A GAME

The following is an overview of key points in planning your charity game, namely:

- Complete the Game/Event Request Form (see Appendices) and forward to:  
**Mr. Robin Wyss, Vancouver Canucks Alumni – rcwyss@gmail.com**
- Create a business/promotional plan to raise the money for the game and for the charity.  
- including a social media strategy for the event.
- Book a venue to host your charity game and/or event. Minimum seating should be around 700.
- Source (or create) a team who will play against the Alumni team.
- Recruit volunteers who will be members of your Operations Team.
- Develop a game day (or event) itinerary.
- Build a work schedule and a workable budget.

For more information on organizing a game in your community, contact Robin at 604-836-7929 or by email (as noted above)

See Appendices - Game Marketing Suggestions



# REVENUE IDEAS, TYPICAL GAME EXPENSES

## TICKET SALES

The game's primary source of revenue is ticket sales – pricing of course is contingent on the location, arena capacity and what the community would normally pay for a similar event.

### TICKET PRICING CONSIDERATIONS:

- Family of Four (2 adults, 2 youth – under the age of 16)
- VIP (special sections - e.g., behind the team bench)
- Youth under 10 get in for free
- Youth and Seniors (free admission)
- Contest and/or media giveaways

Remember to involve your local community groups (e.g. Service Clubs), schools and minor hockey organizations to help sell tickets

## SPONSORSHIP

A key revenue area that often determines how successful (and profitable) the game/event will be.

Those areas could include

- Title Sponsor
- Presenting (in kind support – media, accommodations, travel, etc)
- Player Reception Sponsor
- Autograph Session Sponsor
- Intermissions Sponsor

NOTE: Canucks Alumni need to confirm that there are no solicited sponsors are not a conflict to exiting

## OTHER

There are numerous AND creative revenue sources, such as:

- Fantasy player - this could be sold to a few hockey fans who always dreamed of playing with a former Vancouver Canuck
- Silent auction - consider other avenues for the auction (e.g., pre-event online, Facebook)
- 50/50 - ensure any required gaming permits / licensing is looked after
- Raffle Draw
- Program Advertising

## TYPICAL EXPENSES

- Venue
- Marketing / PR / Printed Materials
- Alumni Fee (\$5,000)
- Dressing Room Incidentals - Alumni
- Dressing Room Incidentals - Opposing team
- Food, etc (Post game reception - if held)
- Travel, accommodations (if Alumni are travelling out of the Lower Mainland area)



# RESPONSIBILITIES

## VANCOUVER CANUCK ALUMNI

- Provide a complete line-up of Vancouver Canucks Alumni to play in a charity hockey game. The Alumni team will consist of 15 players, trainer, game announcer and referee(s)
- Make Alumni players available for media interviews (i.e. Event PR, etc)
- Provide its own transportation of its players and personnel (Local Only)
- The Alumni team will provide for an autograph session, at the choosing of the contracted organization, for a time not exceeding 1 hour before OR after the game (the team will provide team photo cards)

## ORGANIZERS

- Assume all financial obligations and expenses in connection with the event including but not limited to: fees payable to the Vancouver Canucks Alumni, arena or venue rental and any other related expenses, insurance, travel/accommodations/meals for the Alumni (if the game is outside of the Lower Mainland/Fraser Valley), all advertising/promotion, printing and all other promotional expenses
- Provide an opposing team (18 year old minimum unless by prior mutual agreement)
- Handle the entire promotion including ticket sales, soliciting sponsors, and coordination of the event set-up.
- Provide complimentary game tickets to Vancouver Canucks Alumni family and/or guests (if requested)
- Provide adequate dressing rooms for the Vancouver Canucks Alumni PLUS fulfill the dressing room needs (**See Appendices - Dressing Room**)



# APPENDICES



## GAME MARKETING SUGGESTIONS

Successful fund raising games are of key importance to the Vancouver Canucks Alumni Association. Your plan should include the following:

- Involve your local hockey program(s) – boys and girls (e.g. a ticket allotment)
- Involve local community clubs (e.g., Rotary Clubs) and businesses
- Recruit local retailers to allow your group to set up a ticket point-of-sale for a Saturday and Sunday a week before the game
- Create a promotional flyer for board distribution. Equip each of the hockey youth, committee members with a supply for neighborhood and commercial distribution. Posters are a great addition
- Involve local retailers (poster, etc)
- Create a PRESS RELEASE for local media and invite the media to the game/event. Provide date, time, location, charity, players, ticket price, etc.
- Involve all social media and web sites where applicable in promoting the event (e.g charity, hockey programs, schools, community clubs, radio)
- Request the Arena/venue to be pro-active in promoting the event in advance of the game (announcements, poster display, flyer distribution)

## DRESSING ROOM NEEDS (ALUMNI TEAM)

The following list summarizes the dressing room requirements for the Alumni team:

- Tape (sock, black, white rolls)
- Shampoo, Body Soap, Towels (if possible)
- Fruit (e.g, bananas, apples)
- Gum (variety)
- Bottled Water, Energy Drinks (e.g, Gatorade)
- After Game Food (eg. Pizza)
- Beer (After the Game)





## GAME DAY ITINERARY

5:00 pm	Players begin to arrive (Arena)
5:15 – 5:45 pm	Autograph Session (if included)
6:15 pm	Players to dressing room
6:40 pm	Pre-game warm-up
6:50 pm	Team intros – both teams move to goal line and skate to blue line when introduced.
	Pre-game ceremonies and anthem
7:00 pm	<b>GAME</b>
9:00 pm (or later)	Post-game Reception

## SAMPLE GAME SCRIPT OUTLINE

- Follow game day itinerary for game script – from pre-game warm-up to end of game
  - Thank primary sponsors, thank audience for coming to the game
  - Acknowledge charity
  - Player and team introductions
  - Introduce your anthem singer
- Introduce any dignitaries for a ceremonial faceoff and direct captains/starting centres to centre ice.
- Remind the crowd the teams will play by “Oldtimers Rules”: No body checking, no slap shots
  - Advise the crowd of number of periods and timing (running, running/stop time)
- Do the in-period reminders about contests, give the sponsors ( who should be mentioned) a few plugs each during the game, tell the kids to stay away from the dressing rooms between periods

## KEY NOTES / QUESTIONS

Does the arena have an audio person - who may also be playing music before, during and after the game - and a clock/scoreboard operator? Penalty box attendants are not needed

Are there any pre-game speeches or ceremonies on-ice or elsewhere? If so, is there carpet and are there rink staff to lay it out and roll it up?

Is there a need for a second microphone for said speeches and/or anthem singer. If so, is there a long cable and/or is it wireless?

How long do we have the ice ... based upon which, how long/how many are the periods and will there be a 'scrape' after each one?

Are there any post-game festivities on ice, like a trophy presentation, team picture-posing, thank-you from sponsors/dignitaries?



# GAME REQUEST FORM

Date of Request: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Phone number: \_\_\_\_\_

City/Town: \_\_\_\_\_

Organization/Name of the event or game:

---

---

Charity to benefit:

---

---

Proposed event or game location:

---

---

Preferred dates and timing:

---

---

Comments:

---

---

