



Strathcona County

Festival and Broadcast January 5 & 6, 2019

ORIGINS OF ROGERS HOMETOWN HOCKEY

- In 2014, Rogers obtained the NHL broadcast rights for 12 years
- For the fifth straight season, Canadians across the country will get to experience the game they love with the ones they love
- Rogers Hometown Hockey is hosted by Ron MacLean and Tara Slone

In every Canadian city, town and arena there's a great hockey story. Ron and Tara share these stories as they travel the country and connect with communities, families and hockey fans each and every week.





ON-SITE EXPERIENCES

There are lots of family friendly activities on-site to keep people entertained throughout the day, including:

- The Hockey Circus Show
- Rogers Fan Hub
- Sportsnet Virtual Photo
- Dodge Stow n' Go Challenge
- Scotiabank Community Locker Room
- Tim Hortons Ball Hockey Rink
- Dr. Oetker Giuseppe Pizzeria
- OK Tire Tire Change
- Playmobil Kids Zone
- Local activations and experiences
- Free giveaways and prizes!



THE STAGE

The main stage is packed with various programming throughout the entire weekend which have included musical acts such as:

- The Arkells
- Walk Off The Earth
- Tom Cochrane
- Barenaked Ladies
- Chad Brownlee
- Tim Hicks
- Coleman Hell
- Chantal Kreviazuk
- USS
- Paul Brandt
- Sam Roberts

Other programming includes:

- Scotiabank Hotstove with Tara Slone & NHL Alumni
- Ticket, jersey and memorabilia giveaways
- The Hockey Circus Show
- Community Thank You Presentation
- Partner on-stage features



NHL ALUMNI

Each weekend, Rogers and Scotiabank bring NHL alumni to the festival to excite fans. Typically, they have a tie to the local community, junior team or NHL team.

Their involvement in the festival includes:

- Public autograph signings
- Private meet & greets
- Broadcast interviews
- Local media interviews
- On-stage Q&A's
- On-site contest judging
- Minor hockey meet & greets
- Puck drops at local junior games
- Misc. community events



Jamie Macoun



Brendan Morrison



Kirk McLean



Guy Carbonneau



Scott & Rob Niedermayer



Curtis Joseph



Mark Messier



Darryl Sittler



Theo Fleury

ROGERS FAN HUB

The Rogers Fan Hub is designed as the primary activation/experience area for Rogers as part of the Hometown Hockey Tour which includes:

- NHL alumni autograph signings
- Virtual Autograph
- Playmobil Kids Zone
- Hot chocolate giveaway
- Zamboni Arcade game
- Product Wall
- Lounge
- And more!



SPORTSNET PHOTO OP

Consumers have the opportunity to get their photo taken with one of 28 active NHL stars, Ron MacLean and the Stanley Cup.

Consumers stand beside our augmented reality mat, select their favourite player or the Stanley Cup, enter their phone number or email address. One of our team takes the photo, which is instantly sent to their phone or email.



SCOTIABANK COMMUNITY LOCKER ROOM

In the Community Locker Room, consumers have the chance to sit in a replica of a dressing room stall, select and view NHL game clips and print photos they take using the hashtag #the5thseason.

Kids under the age of 16 receive a free Scotiabank jersey.

Attendees can get an autograph from NHL Alumni legends throughout the weekend.



DODGE STOW N' GO CHALLENGE

Consumers participate in the obstacle course, where they have to stick handle through cones, navigate through the inside of a Chrysler Pacifica, score in the net through a target, and hustle back to the finish line.

The fastest time each day wins a \$50 gas card. Consumers can also sign up for the Chrysler Score & Win contest for their chance to win a 2017 Chrysler Pacifica and \$5,000 for their local minor hockey team.

All entrants receive a free Dodge HTH toque.



THE HOCKEY CIRCUS SHOW

The Hockey Circus Show combines acrobatics, juggling, and one-of-a-kind circus stunts into 3 periods of "arena" rocking fun.

PAZ is an award winning acrobat who was named "one of the 21 most Canadian things you'll ever see".



TIM HORTONS BALL HOCKEY RINK

A ball hockey rink provides a place where attendees can play pick-up and or watch scheduled games with local minor hockey teams.



TIM HORTONS COFFEE TRUCK

Consumers receive a free Tim Hortons coffee, and in some markets, speciality beverages, to warm up in the cold weather.



DR. OETKER GIUSEPPE PIZZA

The Dr. Oetker trailer provides Hometown Hockey goers with free pizza samples.

There are a variety of new pizzas to showcase and a figurine Giuseppe to take home. Consumers are also able to enter a contest to win free pizza for a year!



HOMETOWN HANK

Hometown Hank is the Rogers Hometown Hockey festival mascot. He is used throughout the week leading up to and including the festival to create awareness and community engagement.

- Local CHL and junior hockey games – puck drops, promotion, etc.
- General branding and promotion in the community
- Amplify on-site contests and stage features
- General photo opportunities on-site while roaming festival
- School & hospital visits
- Viewing party



BROADCAST OVERVIEW

The broadcast is hosted by Ron MacLean and Tara Slone on-site in your community from the Sportsnet mobile broadcast studio, intermissions and post-game are also hosted live on location. Broadcast components include:

Pre-Game Show:

- Stories from the community that show why hockey is such a special part of its culture
- Features local hockey heroes, minor hockey players, and other special people in the community

My Hometown Must

- Tara Slone joins members of the community to showcase an activity that is iconic to the community

Intermissions:

- Interviews live in studio with NHL alumni, local hockey heroes, community figures, etc.

Dr. Oetker My Hometown Feature

- Showcases a unique story from the community told through a hockey lens
- Support from community in helping us find those great stories to tell

Post-Game:

- 3 Stars – 2 members from local minor hockey are chosen by the community to appear on broadcast with Ron and Tara to select the 3 stars of the game

VIEWING PARTY

Sportsnet Mobile Broadcast Studio

Rogers Hometown Hockey and Sportsnet travels with a 53ft mobile studio that is the hub of the broadcast action and the home of Ron MacLean at each stop across Canada every Sunday night.

It also includes:

- A fold out glass enclosed broadcast studio
- Full broadcast set inside
- Private green room
- A video wall on each side of the studio for the public to view the live broadcast and game

