



Game Entertainment

Game Entertainment should be a main focus during the season. If people have fun then they will come back.

- Have a ribbon cutting with “celeb” for the first game of the season. It will get publicity and it will be an exciting start to an exciting season.
- During period breaks at the games have one player stay out on the ice and give a 1-2 minute interview about what happen that period. If they are winning ask him to talk about what they are doing to win and how they are going to keep winning. If they are losing then ask him what skills they are going to use to win.
- Set up a table after games for 2 players to sign autographs. Announce it during the game, “If you would like to meet Greg Oddy and Donny Grover please stop by the Adrenaline Autograph Booth.” Tell fans at the beginning of the season to be sure to buy a jersey because during the season they will get the chance to meet and get autographs from every player. (See picture 1-1 below).
- Have local “celebs” drop the puck at the start of the game. Make sure you get pictures and write a press release to state who was at the game dropping the puck. (Examples: Miss Adelaide, Jody from Mix 102.3)
- Have a “Greg Oddy” signed puck night, where one lucky fan wins a signed puck after having their name drawn from a box. Tickets could be collected at the start of the game or during the 1st period break. Announce that they

should put their names in the box during start of game and after 1st period.
Announce winner after during last period break.

- Have the team sign a stick or jersey and auction it off at the end of the season. Set up website so fans can place bids or have a live auction after a game in the arena.
- **Pink in the Rink Night-** Find a breast cancer awareness group or non-profit organization and tell them you are going to donate a small portion of proceeds from a chosen game. Tell all fans in advance about the event and ask them to wear pink. Set up a table for the ladies to give out breast cancer information and so that people can give additional donations if they would like. If possible paint a puck pink and have one of the ladies drop the puck at the start of the game. Take a picture and write a press release!
- **High School and College ID Night-** Give students who present an ID a discount. Maybe sell tickets for \$10.00. Put flyers up on local college boards and in high schools.
- Have a coat drive or a canned food night where anyone who donates a coat or canned food item gets \$3.00 off a ticket. Give donations to appropriate charities. Tally up how many you get of each and put it in press release.
- Have local talent come for period breaks. For example, magicians, or the local dance studio. Have the figure skaters who takes classes at the arena come out and do a performance. The pee-wee hockey leagues could come out and have a two minute game, whoever scores first wins. Or the Ice factor Kids could come out and play a short game to show off their skills. Before the start of the game announce what the rink does for the kids, how far they have come and what the audience can do to become involved with helping these children if they would like to do so.
- Have a fan appreciation night where everyone gets \$5.00 off a ticket or a family can get 4 tickets, 4 hotdogs, and 4 drinks for a set discounted price. Another idea would be to have a tickets and grub combo night where one is able to get a ticket, popcorn, and a drink for say \$20.00.
- Have a selected fan come onto ice during period break to try and shoot a puck into the net for the chance to win a free Adrenaline t-shirt.
- **Teddy Bear Toss-** Find an organization that you can donate bears to, once organization has been chosen then set a date for event. You should start

preparing for this event at least one month out. Send out press releases and have organization announce it on their website. Have all fans throw bears on ice and have rookies collect them. Take picture with all bears on ice and send out press releases before and after event.



Picture 1-1