

# Scotiabank Hockey Day in Canada

*Held annually, Scotiabank Hockey Day in Canada is the country's biggest single-day hockey celebration, aimed at uniting Canadians from coast-to-coast-to-coast. Hosted by Ron MacLean and joined by the Sportsnet broadcast team with special guest appearances by NHL Alumni throughout the day-long event.*



COME CELEBRATE WITH US!

**JANUARY 18-21 OWEN SOUND**



# LOCAL ORGANIZING COMMITTEE

*The Dream Team*



Denise Reid



Fred Wallace



Jim McManaman





# City of Owen Sound Staff





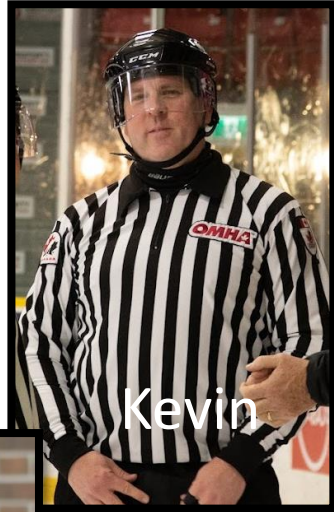
# City of Owen Sound Staff Cont.



Adam



Ryan



Kevin



Dale



Dan



Joey



Garrett & Brad



Matt



Brandon



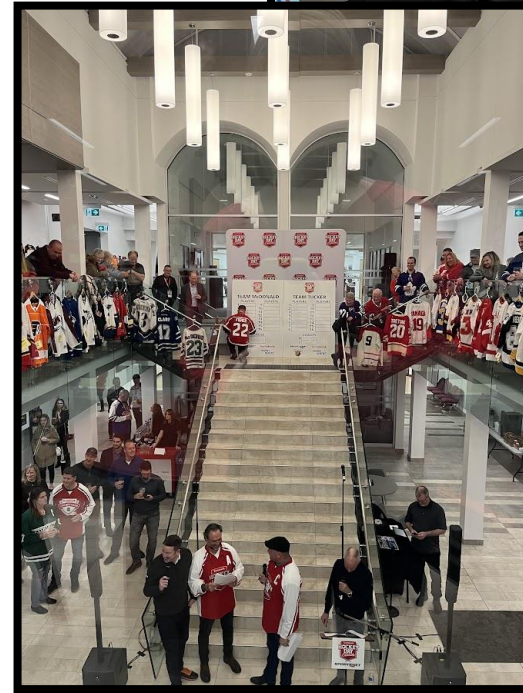


**OFFICIAL  
MERCHANDISE**





# Opening Faceoff

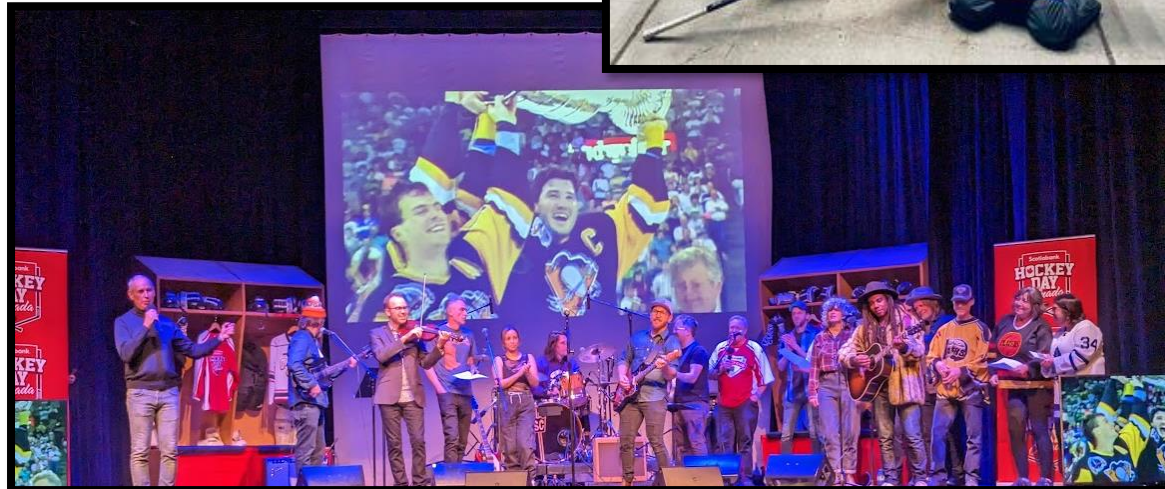




# Music of Hockey



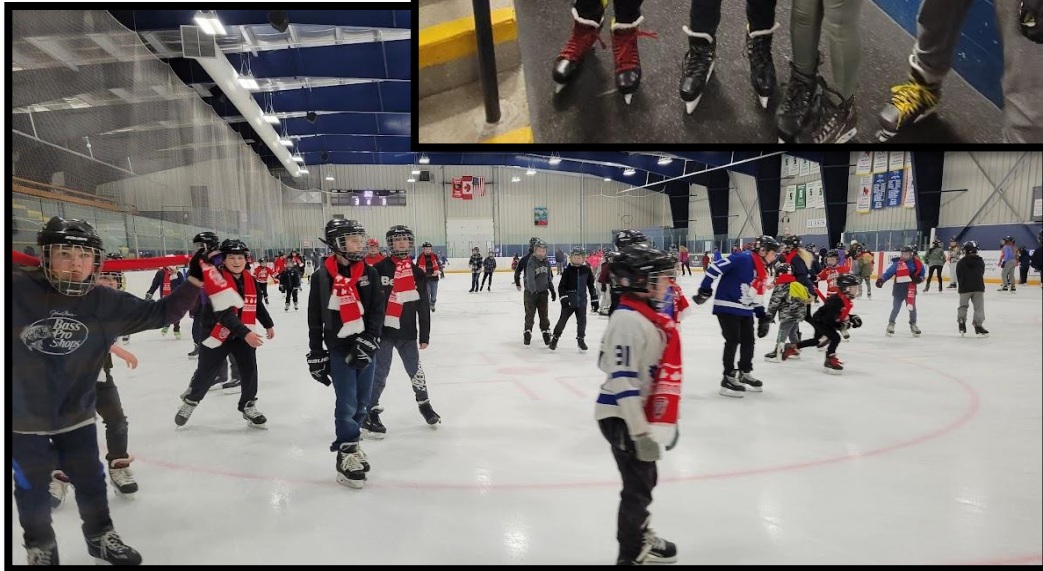
*Hosted by Ron MacLean: Featuring Bidini Band, Emm Gryner, Stephen Stanley, Julian Taylor, and locals Rob Elder, Tyler Beckett and The Rock the Sound Choir*





# VIP Skate with the Cup – The Plex, Port Elgin

Sponsored by **BrucePower**  
Innovation at work





# VIP Skate with the Cup – Harry Lumley Bayshore





# Referee Clinic – The Den





# School Visit #1 - East Ridge Community School (JK-8 - French/English)



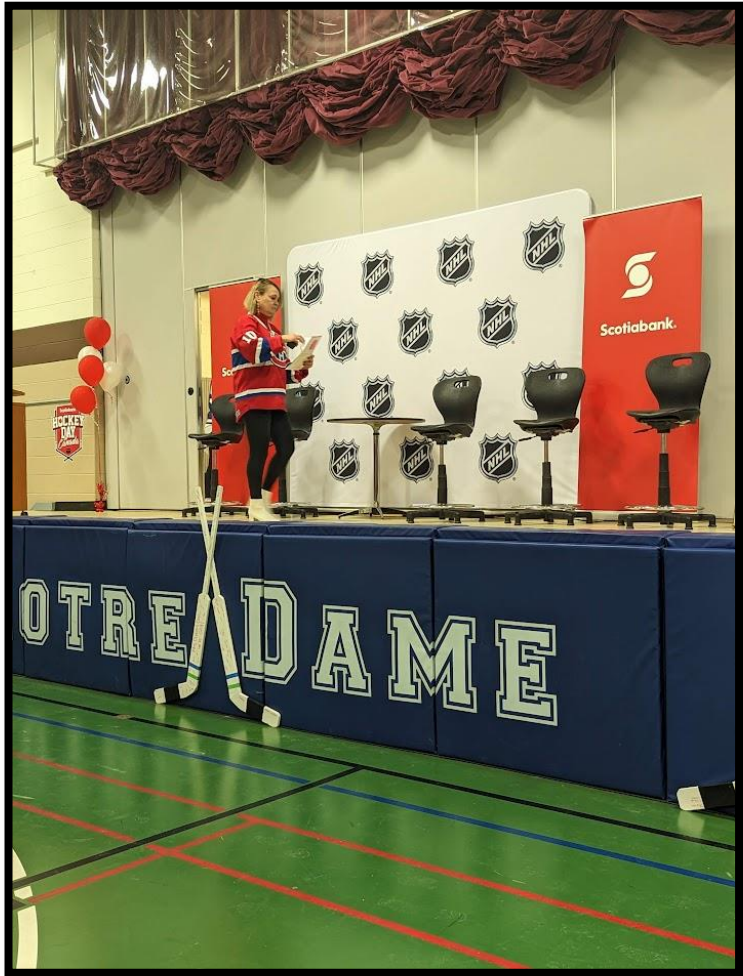


# School Visit #2 - Alexandra Community School (JK-8)



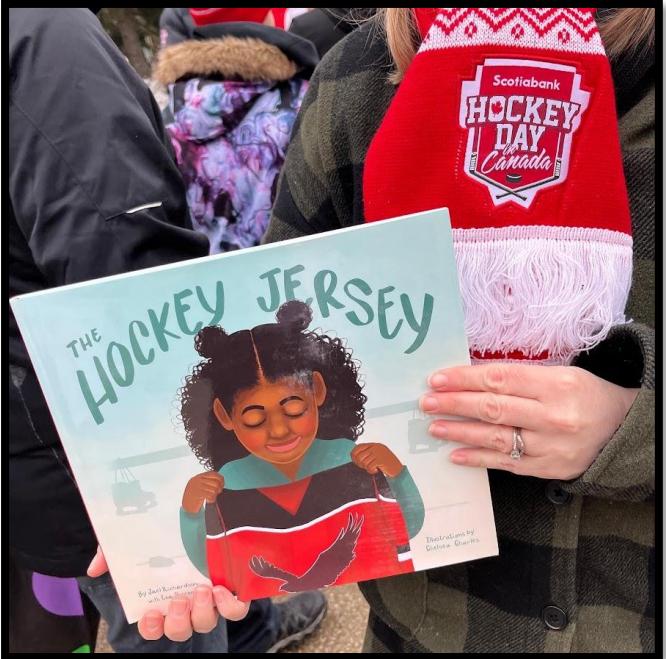


School Visit #3 - Notre Dame Community School (Gr 7 & Gr 8)





# School Visit #4 - Cassie Campbell Georgian Bay Community School (Gr 3 classes - book reading)





# On Ice Clinics

Scotiabank  
**HOCKEY DAY**  
in Canada

**Thank you!**  
TO OUR HOCKEY CLINIC SPONSOR...

*Tim Hortons*

owen  
sound





# Banquet



47 tables/372 attendees





# Banquet - Presentations



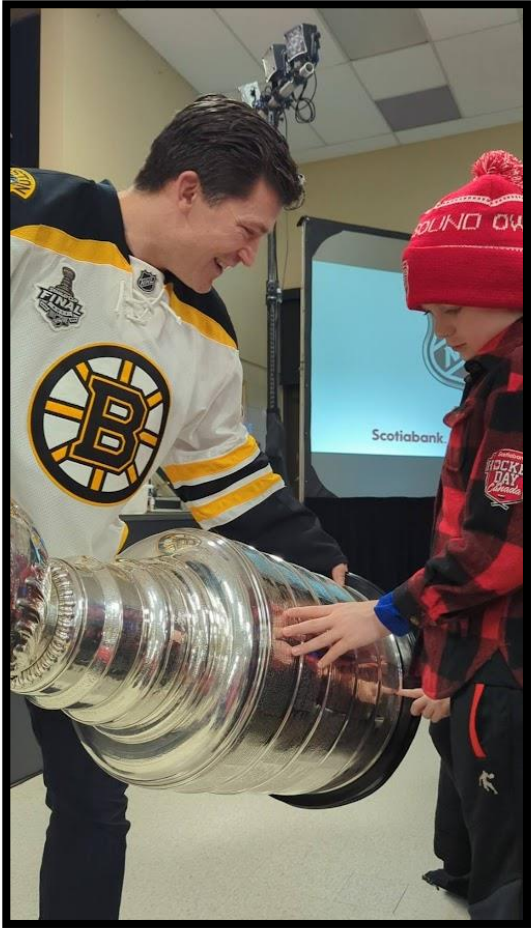


# Breakfast with The Cup

Sponsored by



Hosted by



**NHL**  
**Scotiabank**

**BREAKFAST WITH THE STANLEY CUP**

OPENING REMARKS  
HOST  
Fred Wallace

BREAKFAST  
Sponsored by Sprucedale Farms

DOP DISCUSSION  
Andrew Ference

PANEL #1  
Cassie Campbell-Pascal - Scotiabank  
Brian Carr - Grey-Bruce Falcons  
Jeremy McCoubrey - Owen Sound Ice Hawks  
Taos Jordan - Owen Sound Attack

PANEL #2  
Anthony Stewart - Sportsnet  
Dollee Meigs - Waterloo Warriors  
Michel Bodaly - Referee  
James McGregor - Owen Sound Jr. Attack

STANLEY CUP PHOTO OPPORTUNITY

CLOSING REMARKS  
Hosted by  
**OSH foundation**  
OWEN SOUND REGIONAL HOSPITAL  
A Proud Supporter of Grey Bruce Health Services





# High School Challenge Cup





# Hot Stove - Scotiabank



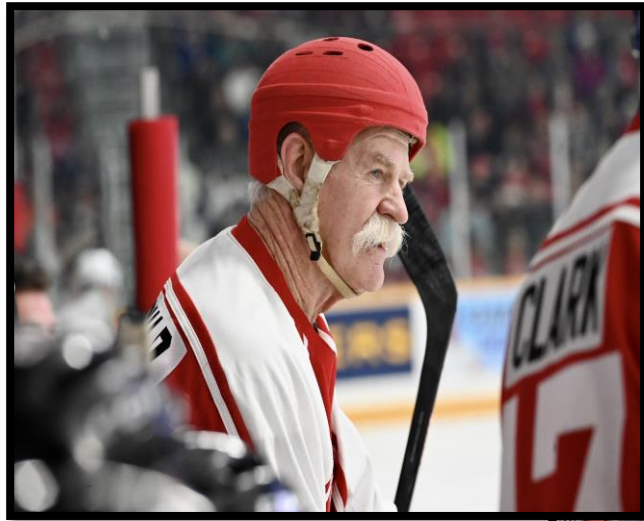


# 32 Thoughts – Heartwood Concert Hall





# Alumni Game



3040 tickets sold





# Harrison Park – Festival Day

Over 5000 people visited the park





# Harrison Park – Festival Day Cont.



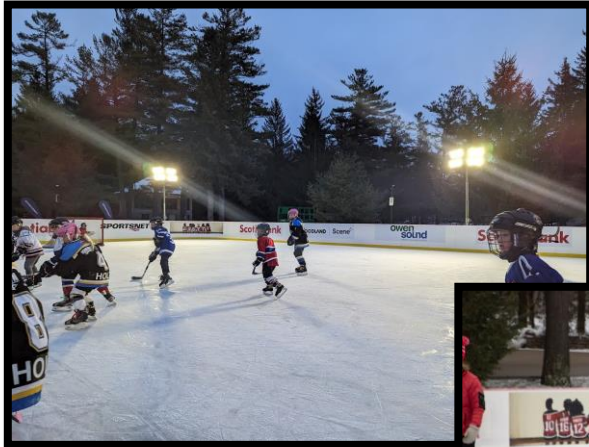
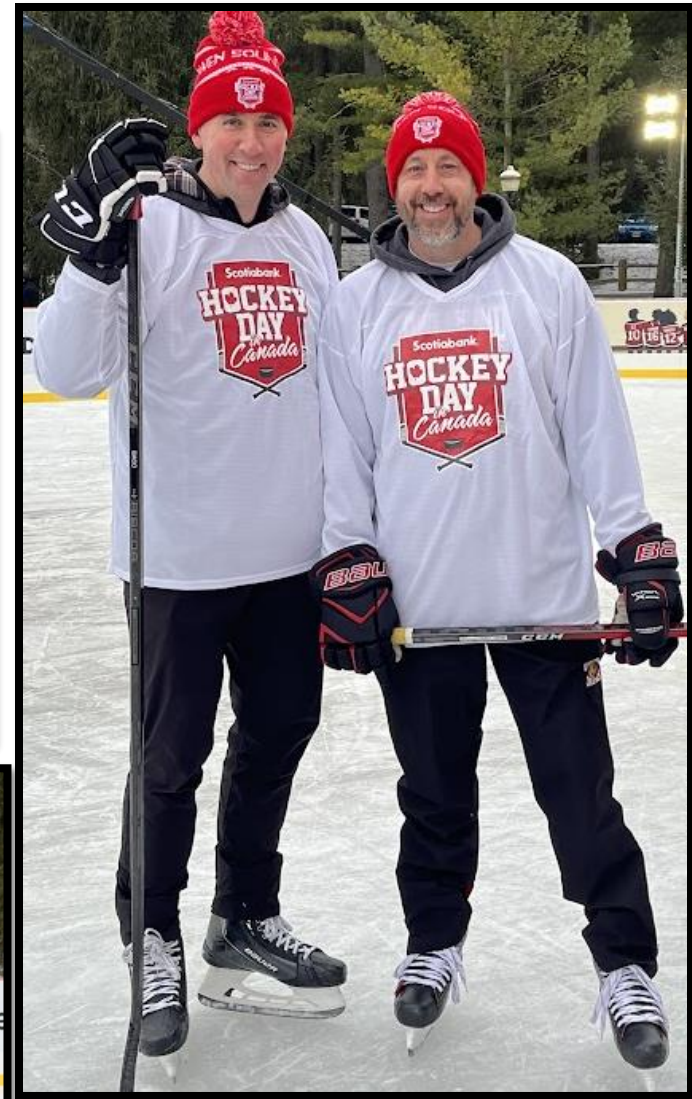


# Josh Armstrong Memorial Ball Hockey Tournament Harrison Park – Festival Day Cont..



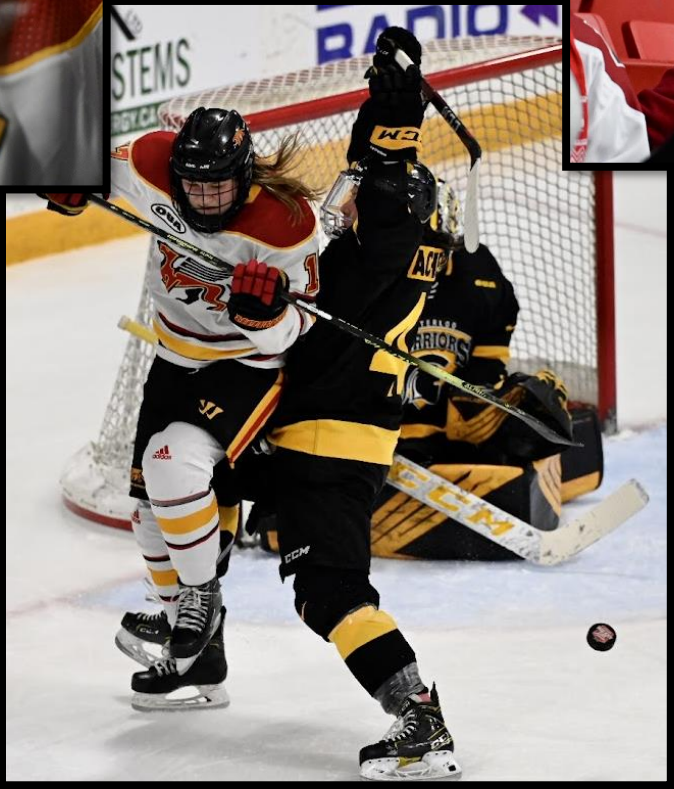


# On Ice Clinics, Skating and Shinny at Harrison Park





# PWHPA & OUA Games



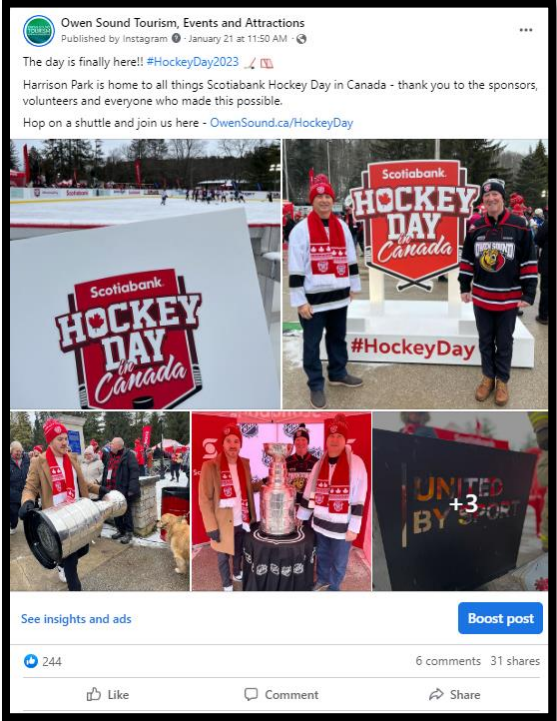
2893 tickets sold





# Social Media Coverage – City of Owen Sound

The City of Owen Sound provided Scotiabank Hockey Day in Canada coverage to followers on Facebook, Instagram, Twitter & TikTok throughout the week as well as the weeks leading up to #HockeyDay

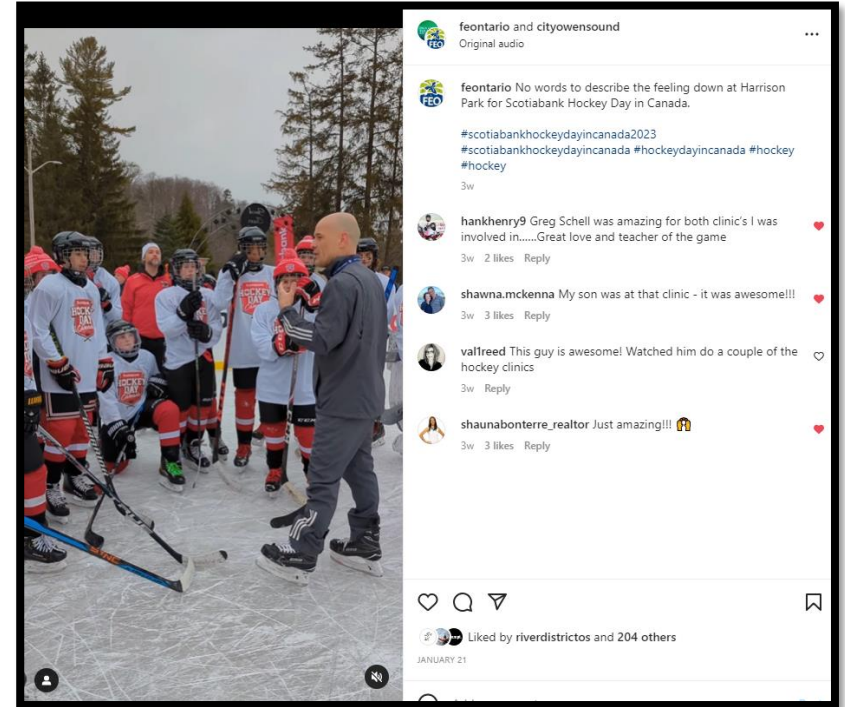
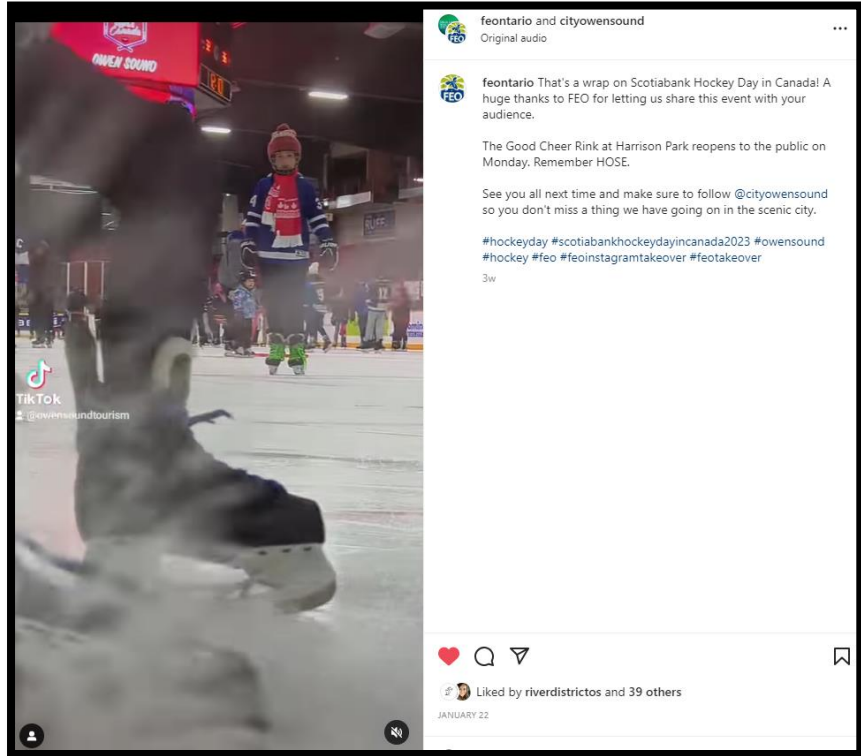




# Social Media Coverage – City of Owen Sound Cont'd...



The City of Owen Sound was awarded a FEO Instagram takeover for Hockey Day – 2,996 likes and views. (This included live coverage of the 4 days and an interview on day 1 with Ron MacLean).





# Social Media Coverage – Sportsnet

Sportsnet provided Scotiabank Hockey Day in Canada coverage to followers on Facebook, Instagram, Twitter, TikTok & YouTube throughout the week with extensive coverage on Hockey Day itself.

## ***Social highlights:***

- 60+ posts across all SN platforms from Jan 16-21, including 2 Instagram collaborations with the NHL and engagement from NHL teams across various platforms
- Multimedia content, including photography, original videography, and graphics showcasing SHDIC, the City of Owen Sound, NHL alumni, PWHPA players, and Scotiabank teammates

### Facebook



### Instagram



### Twitter



#HOCKEYDAY





# Media Coverage



[Wild crowd pumps up the volume for Hockey Day high school games](#)



[Hockey Day in Canada evokes game's history in Owen Sound](#)



[Hockey Day In Canada Wraps Up Final Day in Owen Sound](#)



[Breakfast Television – Ron MacLean](#)



[City News – Anthony Stewart](#)





## Media Coverage cont'd...

Hockey Day in Canada generated lots of positive coverage for Scotiabank and Sportsnet. Throughout the week Sportsnet was able to arrange and execute 22 media interviews with Sportsnet talent, Scotiabank, teammates, and PWHPA stars, resulting in 45 unique pieces of coverage from mainstream outlets including NHL.com, CBC, CityNews and Breakfast Television, plus several local Owen Sound outlets, naturally across Sportsnet platforms.



[Hockey Day in Canada goes to school in Owen Sound](#)



[Capturing the magic of small-market hockey with the voice of the Attack](#)



[The stars come out to play on the eve of Hockey Day](#)





## Media Coverage cont'd..



[SN Central – Darcy Tucker & Ken Reid](#)



[Tim & Friends – Colby Barlow & Greg Walters](#)



[Hockey Central – Cassie-Campbell Pascall](#)

**Broadcast Audience – 8 MILLION +**





# Marketing & Promotional





# Social Impacts of Scotiabank Hockey Day in Canada

BANQUET

- Girls and Boys Minor Hockey received funds
- OSHARE received left over food and were able to freeze meals for clients
- Canadian Mental Health Grey Bruce volunteers collected \$600 from the Coat Check

BREAKFAST

- Owen Sound Hospital Foundation were beneficiaries of profits from the Breakfast
- OSHARE received left over food and were able to feed clients that day.

OTHER

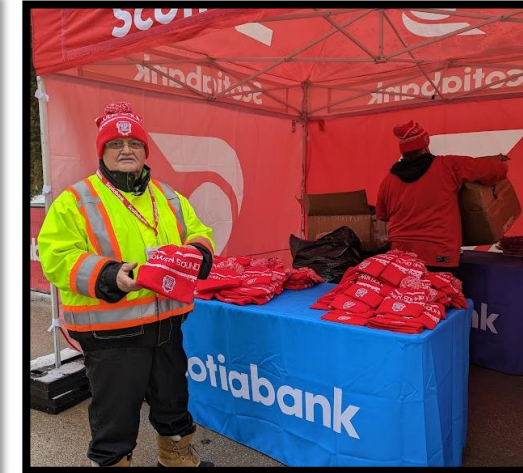
- Reach were provided with left over ice cream – their clients had a sundae day!
- Many living without shelter were provided meals over the course of the week, nothing went to waste.





# Volunteers

*Thankful for the over 200 volunteers who dedicated 4 days of their time!*







# *Thank you to our volunteer drivers!*

- 4 days
- 6 drivers
- 2 trips to the airport
- VIP Stanley Cup driver
- Many in town trips for City of Owen Sound, Sportsnet, Scotiabank Staff and Alumni





# Thank you!

## TO OUR SPONSORS...



Premium sponsors



Official Vehicle Partner



Official Commemorative Program Partner



Official Radio Partner



Gold Sponsors



Silver Sponsors



Bronze Sponsors



With Special Thanks To...



*Thank you to our sponsors*





## BUDGET

**Revenue: \$ 248,000 (includes City contribution)**

**Expenses: \$ 202,000**

**Surplus: \$ 46,000**

***Recommendation:*** It is the recommendation of the LOC that the remaining funds from Scotiabank Hockey Day in Canada Owen Sound 2023 be invested with the Community Foundation Grey Bruce under the Owen Sound Fund as a separate fund entitled Owen Sound Hockey Day Fund to support children who have financial challenges to participate in hockey.





# ***Recommendations***

## **Framed Jersey**

- It is the recommendation of the LOC that the framed Hockey Day in Canada 2023 framed Jersey signed by Ron McLean be hung in the Bayshore Community Centre in the Hallway close to the administrative office.

## **Herb Carnegie skates**

- It is the recommendation of the LOC that the custom CCM Tack skates feature Herb Carnegie be placed in the display case in the Sports Hall of Fame. It is also recommended that the history of the skates be made larger and displayed with the skates.

