



CHEVROLET GOOD DEEDS CUP



Overview

Chevrolet, in partnership with Hockey Canada, is excited for another year of the Good Deeds Cup to develop our future hockey players **on** and **off** the ice. The Good Deeds Cup is awarded to the Peewee team that has the best season off the ice. To win it, Peewee teams will compete to do the most impressive good deed in Canada.

Submission Phase

Similar to last season, Peewee teams from across Canada will be asked to go out in their communities, do a good deed, film it, and submit their one 1 minute video to www.chevrolethockey.com. On November 1st, registration for the Good Deeds Cup competition will open and it will close on December 31st, 2017. A panel of judges will select the top 10 good deeds from across the country to be the Good Deeds Cup semi-finalists whom will be announced on January 5th.

Voting Mechanism

From January 15th to 28th, Chevrolet Canada's YouTube channel will host the 10 semi-finalist videos. The 3 teams who receive the most views over the 2-week period become the Good Deeds Cup Finalists. Essentially, it is a "views equals votes" mechanism.

Winner Selection

Once the final 3 teams have been selected, a judging panel will select the winner based on a set of criteria. The winner of the Chevrolet Good Deeds Cup will be announced in February.

Prizing Structure

The 10 Semi-Finalists will receive:

- Branded Chevrolet/Hockey Canada swag items (\$100 per player)
- \$2,000 to the charity of their choice

The 3 Finalists:

- Branded Chevrolet/Hockey Canada swag items (\$100 per player)
- \$5,000 to the charity of their choice
- National recognition

Good Deeds Cup Champions:

- Branded Chevrolet/Hockey Canada swag items (\$200 per player)
- \$15,000 to the charity of their choice
- Good Deeds Cup Winners Ceremony
- 1-Minute Feature on Broadcast Television
- Summer practice with an Ambassador

***Please note that with each stage of the contest above, prizing is not incremental as you progress. If you're a finalist you receive the finalist prize. The semi-finalist prize is not added on.**

Branch Incentive:

- Branches will receive \$1,000 if a team from their region enters the contest
- The branch for the team that wins the Chevrolet Good Deeds Cup will receive \$5,000 **total**. This includes the \$1,000 awarded for a team from their branch entering the contest.

Minor Hockey Association Incentive:

- The Minor Hockey Association for the winning team will receive \$5000

See important dates below:

- **November 1st**: Registration for the Chevrolet Good Deeds Cup competition opens
- **December 31st**: Registration for the Chevrolet Good Deeds Cup competition closes
- **January 5th**: Semi-finalist announcement (10 teams)
- **January 15th – 28th**: Semi-finalist voting period
- **February 8th**: Finalist announcement (3 teams)
- **February**: Winner announcement
- **March**: Winners Ceremony
- **April-June**: 1-minute feature

Please feel free to reach out to ChevroletHockey@Momentumww.com with any questions.