



MEMORANDUM

Date: November 23, 2017

To: HDCO Board of Directors, Member Executive Directors

From: Wayne Dillon, Executive Director,
Hockey Development Centre for Ontario

Re: 2018 Penalty Free Sweepstakes Promotion Information

It is my pleasure to announce that the Hockey Development Centre for Ontario will once again facilitate the delivery of the **Penalty Free Sweepstakes** program to hockey communities throughout the province, commencing **December 1, 2017** through to **January 31, 2018**. The following will outline the details of this year's initiative.

PRIZE SPONSORS

We are pleased to have the continued support of our sponsorship partners. A total of 17 sponsors are involved in this year's campaign.

The following is a list of sponsors who are contributing their support by providing valuable random draw prizes to the program this year:

HOCKEY HALL OF FAME
KOBE SPORTSWEAR
LASER QUEST
MCDONALD'S RESTAURANTS OF CANADA
NHL PLAYERS' ASSOCIATION
NORTH BAY BATTALION OF THE OHL
ONTARIO MINOR HOCKEY ASSOCIATION
OSHAWA GENERALS OF THE OHL
PIZZA PIZZA
PLAYDIUM
RYR SPORTS INC.
SUDBURY WOLVES OF THE OHL
THE HOCKEY NEWS
THE TORONTO MARLIES OF THE AHL
VICEROY RUBBER & PLASTICS
WAYNE GRETZKY'S TORONTO
WINDSOR SPITFIRES OF THE OHL

There will be a total of 47 teams who will be drawn as prizewinners.

PROGRAM SPOKESPERSONS

The HDCO is pleased to announce that Geraldine Heaney, Paul Henderson and Ron MacLean have agreed to let us use their names and faces in all promotional material in support of this year's program.

2018 PENALTY FREE "MVP" AWARD

As an added incentive and to further promote the Sweepstakes, the Penalty Free "Most Valuable Player" (MVP) will be held in conjunction with the Sweepstakes prize draw. Ten winners will be selected in a random draw and each will be presented with a McDonald's Mac-a-Month Card, a family pass to the Hockey Hall of Fame and a special trophy. Every team has the opportunity to nominate one player for this award. Nomination Ballots are available via the HDCO website and can be completed and submitted directly online.

DISTRIBUTION OF INFORMATION – ELECTRONIC COMMUNICATION

In order to facilitate the distribution of information to hockey coaches throughout Ontario, we ask for your assistance in delivering this campaign via electronic communication to your respective membership to coincide with the commencement of the contest. For this purpose, we have attached an electronic version of the 2018 Official Entry Form & Contest Details brochure and PFS MVP Nomination Form.

We ask your assistance in distributing the information to the following groups:

- Team Coaches and Managers
- Association Presidents
- League and Tournament Conveners

PFS Official Entry Form and MVP Award Nomination Form will also be available online via the HDCO Web Site (www.hdco.on.ca). Promotional Posters will be printed and distributed to all Ontario arenas.

PROMOTION

A media advisory is attached to officially launch the program.

In order to increase awareness, we encourage all member associations to assist us in promoting the Sweepstakes program to their membership by including the Sweepstakes information on their respective web sites, newsletters or other communications vehicles. Please use the following URL for a direct link:

http://www.hdco.on.ca/web_pages/penalty_details.html

In addition, a promotional poster has been sent to all Ontario arenas. A poster will also be sent to all member associations which can be displayed in your office.

2018 PFS MEMENTO

In recognition of each team's penalty free play, every player will receive a commemorative silicon wristband.

IMPORTANT DATES TO REMEMBER

DECEMBER 1, 2017	-	CONTEST PERIOD BEGINS
JANUARY 31, 2018	-	CONTEST PERIOD ENDS
FEBRUARY 2, 2018	-	DEADLINE FOR ENTRIES
FEBRUARY 5, 2018	-	SWEEPSTAKES PRIZE DRAW (HDCO OFFICE)