



Brand Awareness Creative Marketing Proposal

Gold Star Sports Management Group



GOLD STAR HOCKEY



TOC

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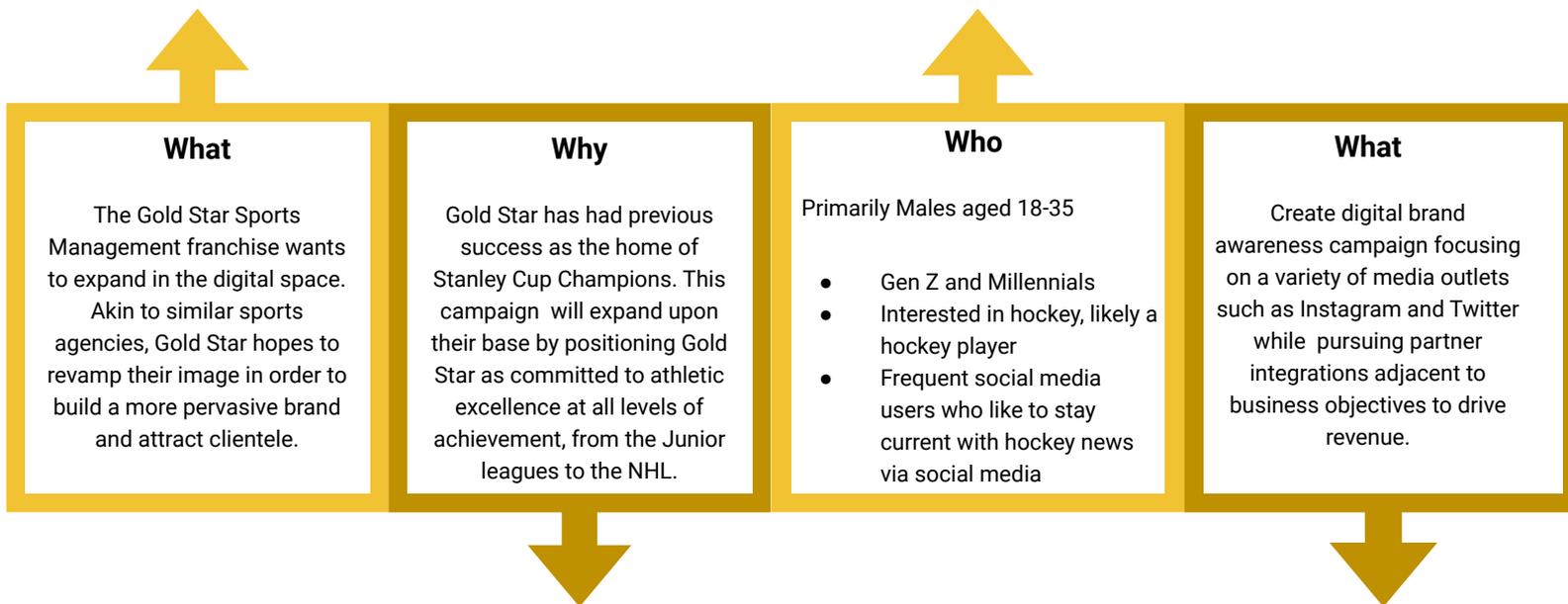
Overview

Gold Star Sports Management is expanding their social media division to pursue greater brand awareness, drive revenue, and highlight community relations initiatives to encourage a positive relationship between the organization and the community.





BRAND ANALYSIS





Business Objectives

Pursue increased brand awareness by remodeling Gold Star Hockey creative marketing efforts

Drive partnership and brand value via partner integrations for the digital space

Expand community relations division in strategic awareness campaigns for online environments



PROCESS

(1) Gather Insight

Recursively conduct research to explore prominent trends in brand partnerships in the hockey community and how to activate around them

(2) Design Partnership Activations

Design and develop strategic partnership activations for digital. Pursue complementary initiatives where feasible to drive brand value in revenue



(5) Evaluate Metrics

Defer to media analytics to evaluate campaign success, tracking metrics including engagement, reach, and growth

(4) Disseminate Collateral

Post digital collateral to curated accounts of brand and stakeholders where appropriate. Create an online reservoir of collateral to be accessed by community members per their volition

(3) Plan Content Schedule

Use insight to inform trajectory of the campaign, committing to a strategic calendar of brand activations based in partner integrations. Pitch prospective partnerships to leadership monthly; post all planned activations to calendar for review.



PROCESS

INPUT

- A full menu of social impact partnership initiatives (~1/month) with additional digital collateral and brand activations completed on a consulting basis



OUTPUT

- Greater presence on social
- Greater reach and brand awareness
- In-house community relations division
 - Elective participation by community members
- Opportunities to pursue partnerships to drive revenue



Partnership Prospects

Hockey Fights Cancer



Hockey Fights Cancer (HFC), a joint initiative between the NHL and the NHLPA, is a charitable program dedicated to raising money and awareness for cancer research. Hockey Fights Cancer is renewing its efforts to unite the hockey community in support of those impacted by cancer with storytelling, awareness campaigns, and fundraising initiatives.

December

November

November



Movember challenges men to grow facial hair during the month of November to raise awareness of men's health issues, including cancer and suicide. In 2019, twenty-five NHL teams and 369 players contributed to the Movember campaign. Movember's outreach in the hockey community continues to grow through its partnership with Hockey Fights Cancer.

December



Hockey Gives Blood

In honor of Blood Donor Month, Hockey Gives Blood is a promising community initiative for the month of January. Hockey Gives Blood is a non-profit that seeks to engage and educate the hockey community about the importance of blood and stem cell donation.



Partnership Prospects (cont.)

Bell Let's Talk

Bell Let's Talk is an awareness campaign created by Bell Canada in an effort to combat stigma surrounding mental illness in Canada. Each year, Bell Let's Talk is an effort widely promoted by hockey players and teams across the League.

Jan 28
Bell Let's Talk Day

January

February

Black Hockey History



Black Hockey History is an NHL initiative highlighting the contributions Black hockey players to the game of hockey. The effort seeks to prevent exclusion in hockey based on race in the face financial gatekeeping and program access.



Partnership Prospects (cont.)

Love Your Melon



Since 2012, Love Your Melon has sought to improve the lives of pediatric cancer patients by pledging one knit hat to each child battling cancer. Love Your Melon donates fifty percent of net profits to nonprofit organizations leading the fight against pediatric cancer. Love Your Melon has partnered with many NHL teams via annual awareness campaigns and promotional nights.

March

April

Youth Hockey Outreach



Many NHL clubs, including the Boston Bruins, give back to their local communities through their support, fundraising, and volunteering on behalf of youth hockey organizations. Pursuing partnerships with these teams instills a love for the game of hockey among younger players.



Partnership Prospects (cont.)

Military Appreciation Month



Many NHL clubs, including the Tampa Bay Lightning, honor military service via community outreach initiatives each year. Several clubs recognize both veterans and first responders alike through social impact efforts.

May

June

Hockey is for Everyone--Pride



Each year, the NHL celebrates Pride as a component of the “Hockey is for Everyone” campaign. NHL Pride is intent on creating a more inclusive game through education and awareness regarding how to best be an ally, friend, teammate, fan, coach and member of the LGBTQ+ community.



Partnership Prospects (cont.)

National Women's Hockey League



The NWHL is the premier women's hockey league in the United States and Canada. The NWHL was founded in 2015 with a mission of providing strong female role models for the community while fueling the continued growth of the sport and brand of women's hockey. Built and is led by women, the NWHL are frequently spotlighted by NHL clubs in support of girls' and women's hockey.

July

August

Black Girl Hockey Club



Black Girl Hockey Club is a non-profit organization that inspires and sustains passion for the game of hockey within the Black community, specifically with Black women. Black Girl Hockey Club has become a major presence in girls' and women's hockey and a strong voice in encouraging accessibility in the sport of hockey.



Partnership Prospects (cont.)

Hispanic Heritage Month



Hispanic Heritage Month is an NHL initiative highlighting the contributions Hispanic individuals to the game of hockey. Similar to Black Hockey History Month, Hispanic Heritage Month is driven by preventing exclusion in hockey based on ethnicity and seeks to mitigate challenges of financial gatekeeping and program access.

September

October

Breast Cancer Awareness Month



In honor of Breast Cancer Awareness Month, NHL clubs have extended HFC efforts into the month of October. In doing so, the NHL stands with those members of the hockey community impacted by breast cancer.



PR STATEMENT

(SAMPLE: Hockey Fights Cancer)

Founded in 1998 by the National Hockey League® and the National Hockey League Players' Association, Hockey Fights Cancer™ (HFC) is a seasonal awareness initiative that unites the hockey community in support of cancer patients and their families. Each year, NHL Clubs support and drive hope for those affected by cancer in pursuing community partner activations, merchandising, and fundraising efforts alongside the American Cancer Society, Canadian Cancer Society, and Movember Foundation. Gold Star Sports Management stands with the NHL and NHLPA in support of the Hockey Fights Cancer platform. Gold Star looks to utilize its resources, voice, and presence to advocate for and encourage greater awareness of the Hockey Fights Cancer mission between the hockey community and its publics, working to inspire patients, caregivers, and their families.

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Additional Revenue Tactics

Opportunity to work with players' sponsors to activate around brands in the hockey digital space (e.g. CCM, Bauer)

Partnership integrations drive prospective partnership and brand value

Through integrating brand partners to drive revenue, Gold Star aligns itself with brands to whom players, hockey fans, and targeted demographics already possess a familiarity and brand loyalty

- e.g.: utilize demographic's media habits to pursue partnerships between Gold Star and salient brands with strong loyalties



Thank you.

Gold Star Sports Management Group



GOLD STAR
HOCKEY

