

2018 Kiwanis International Signature Project Submission

1. First and last name of person submitting project description

Vernon Yetzer

2. Your email address

3. Your mailing address

4. Name of district

Minnesota-Dakotas (Mn-Dak)

5. First and last name of district governor

Dan Leikvold

6. Name of clubs owning the signature project

Rochester Sunrisers, Rochester Kiwanis, Rochester Day Makers

7. First and last name of club president

Tony Goergen, Roger Krsnak, Sharlene Hain

8. Club president's email address

9. Name of signature project

Kiwanis Hockey Festival

10. Has the district governor approved the submission of this project?

11. Describe the project. Is it a service project, fundraiser or event (such as a large event that is not a fundraiser or service project)?

The Kiwanis Hockey Festival is a 24 team high school hockey tournament that has been a holiday community event in Rochester, Minnesota for 25 years. The event is a major fundraiser for the local Kiwanis clubs that cooperate throughout the year to organize and staff the event. The Festival generates funds through corporate sponsorships, advertising, ticket sales and local hotel reimbursements. Over the past 25 years more than \$650,000 has been raised by the festival and donated to Kiwanis youth projects.

12. Describe the community need being met through the project. Was a community assessment completed to determine the need? How was the need discovered? [Please complete all questions using 200 words or less]

The Rochester Kiwanis clubs needed a project to raise funds for their numerous youth and literacy service projects. In addition, the Kiwanis Hockey Festival brings teams, families and fans into Rochester over a 3 to 4 day period, spending over \$400,000 at Rochester businesses between Christmas and New Year's when hotels have their lowest occupancy rates. Also, the Kiwanis Hockey Festival allows Rochester based hockey players and their families to remain in Rochester during the holiday period (instead of travelling to out of town Hockey events).

13. Describe the population being served by the project. Please be as specific as possible and define the age group served and number of people served or helped.

The funds raised by the Kiwanis Hockey Festival during the last 25 years have touched almost every family in the Rochester city. It has funded numerous Kiwanis service projects serving youth of all ages. In addition, the fundraising event itself provides a positive and professional event for high school hockey players, their families and spectators to participate in a competitive hockey tournament. Portions of the event are also geared towards younger hockey players who participate in scrimmages during breaks in the tournament.

14. How does the project benefit children?

The Kiwanis Hockey Festival has funded numerous Kiwanis service projects including community playgrounds, enhancements to youth sport facilities, reading, literacy, and student recognition programs, youth scholarships, SLP sponsorships, and food for needy youth and families. In addition, the fundraising event itself provides a positive and professional event for high school hockey players, their families and spectators to participate in a competitive hockey tournament. Portions of the event are also geared towards younger hockey players who participate in scrimmages during breaks in the tournament.

15. How many people attended the project?

The Kiwanis Hockey Festival attendance for the 2017 was reported at 4,220. This figure doesn't include youth hockey players that are admitted at no charge when they attend with a paid adult. In addition, over 500 Hockey players played Hockey games throughout the event.

16. How many people were served or helped?

In addition to providing a community event and entertainment for over 4,700 attendees and participants during the festival, the event proceeds are used by the Rochester clubs to fund youth projects. In 2017 the projects funded by the Kiwanis Hockey Festival include Kiwanis college scholarships for 8 high school students, approximately 1,200 students received Terrific Kids awards, Key Clubs were sponsored at 3 Rochester high schools and over 13,000 meals were funded as part of a Food 4 Kids food packaging event. The Juvenile Arthritis Foundation was also supported with proceeds from the event.

17. How many Kiwanis members participated?

Seven Kiwanis members work 10 months of the year recruiting teams, organizing primary sponsors and selling advertising for the festival. During the festival, 50 club members participate with ticket sales, tournament staffing, and game management activities.

18. Is the project recurring? If it was the first time, is it planned to be recurring? If so, describe its frequency (annual, monthly, every other year, etc.).

This is an annual project that was conducted for the 25th year in 2017. This event is planned to continue annually between Christmas and New Year's.

19. Are there Kiwanis partners involved in the project? If so, which partners and what is their role?

This event does not engage Kiwanis International's official partners. This event does engage numerous local partners.

20. Are there other partners (outside of Kiwanis International's official partners) involved in the project? If so, which partners and what is their role?

There were 61 corporate sponsors and advertisers involved with the Kiwanis Hockey Festival in 2017. The Premier partner for the event is Cambria USA. In addition to providing primary

financial support for the event, they are involved in planning, publicity for the event, ticket sales and operating of the “fan games” conducted during the event. Other partners provide support by donating advertising, printing, rink rental, and medical support. The local American Legion post also provides the color guard for the opening and championship games.

21. Describe how the Kiwanis brand is promoted throughout the project.

The Kiwanis brand is promoted through television and print advertising, and news coverage prior to the event and television and print news during the event. The event program utilizes the Kiwanis logo and provides information about Kiwanis, the Rochester Kiwanis clubs, our mission and impact on the Rochester community. Online web pages and event posters utilize the Kiwanis logo as well.

22. How is the project promoted?

Professionally designed posters are distributed to local business and other public advertising locations. A television commercial is produced and run on local television stations. Kiwanis members are interviewed about the event for community calendar segments of local television and radio news programs. Event website links are added to hockey related websites (local hockey clubs and participating high school supporters) A Facebook event and promotional material is attached to Kiwanis club and sponsor websites.

23. Describe the media coverage your project received.

The festival is a major holiday event for the city during the break between Christmas and New Year’s. The festival is previewed in the local newspaper and on local television stations. During the event articles covering the festival are included on local television and radio station news programs and newspapers.

24. How many social media shares were made?

While we don’t have exact numbers for the entire reach, the students engaged in the Kiwanis Hockey Festival event make extensive use of Facebook, Twitter, Instagram, and Snapchat. The event is shared on Kiwanis club and sponsor websites and Twitter is used to provide promotions and updates for the event. For example, the Facebook event had a “reach” of 7,672.

25. How does the project attract new members?

A significant segment of the Rochester population has been exposed to the Kiwanis brand through the Kiwanis Hockey Festival and associates Kiwanis with youth. Over the years, the project has attracted some new members to Kiwanis and it is a factor in retaining the portion of our Kiwanis membership that is aligned with hockey.

26. How many new members were gained through the project?

The number of new members gained due to the festival is approximately 5 per year.

27. What is the total cost of the project (if applicable).

Project cost in 2017 was \$31,678

28. What is the per-member cost of the project? (if applicable: total cost divided by total membership number).

\$240 per-member for all members of the 4 Rochester clubs, or \$633 per participating member.

29. What is the per-member amount of funds raised by the project? (if applicable: total profit divided by total membership number).

\$360 per-member for all members of the 4 Rochester clubs, or \$938 per participating member.

30. What are the total funds raised by the project (if applicable).

Project revenue in 2017 is approximately \$46,900

31. Did members of any Service Leadership Programs clubs participate?

SLP members did not participate in the festival in 2017, but in 2016, Key club members assisted with ticket sales and “fan games”.

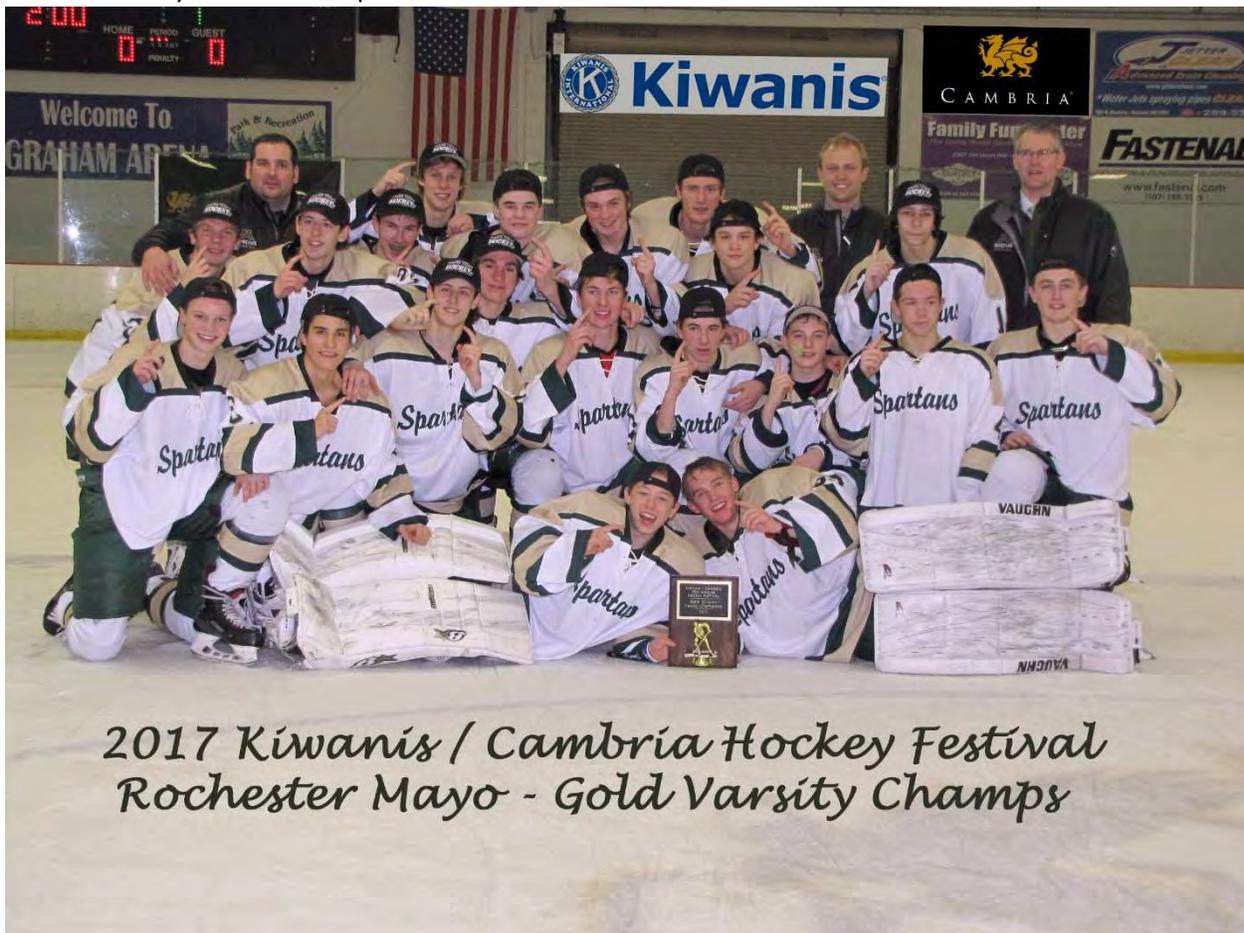
32. Please add any additional comments in support of the project.

Up to 5 supporting documents can be uploaded, including media coverage, event flyers, photographs, etc.

Television Advertisement <https://youtu.be/zTey0w2bVic>

Kiwanis Hockey Festival Website <http://www.kiwanisrochester.org/hockey/>

Kiwanis Hockey Festival Champions





CAMBRIA

The winning edge

25TH ANNUAL

ROCHESTER KIWANIS AND CAMBRIA®

HOCKEY FESTIVAL

DECEMBER 27TH, 28TH AND 29TH



For scores and schedules, go to
KiwanisRochester.org/Hockey

Tournament proceeds support
local youth projects



Luke Newman Rochester Lourdes, Nick Hackman Rochester John Marshall,
Ryan Malers Rochester Century, and Liam Clifton Rochester Mayo

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PLEASE SUPPORT THE
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 HOCKEY FESTIVAL AS A

SPONSOR

- ___ **GOLD** (\$1500)
- ___ **SILVER** (\$500)
- ___ **BRONZE** (\$250)
- ___ **OTHER SPONSORSHIP**

PROGRAM BOOK

- ___ **FULL PAGE AD** (\$225)
- ___ **HALF PAGE** (\$135)
- ___ **QUARTER PAGE** (\$100)

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 PROCEEDS SUPPORT
 LOCAL YOUTH PROJECTS.



Kiwanis
Bring Up
Grades

Kiwanis
Terrific
Kids



SPONSORSHIPS
PROMOTE YOUR BUSINESS

GOLD (\$1500)
 FULL PAGE PROGRAM AD
 PA ANNOUNCEMENTS - 6 SESSIONS
 SOCIAL MEDIA UPDATES
 WEB PAGE LINKS
 NEWSPAPER ACKNOWLEDGEMENT
 LARGE LOGO DISPLAY IN ARENA
 PROGRAM MENTION

SILVER (\$500)
 1/2 PAGE PROGRAM AD
 PA ANNOUNCEMENTS - 3 SESSIONS
 SOCIAL MEDIA UPDATES
 NEWSPAPER ACKNOWLEDGEMENT
 WEB PAGE LINKS
 SMALL LOGO DISPLAY IN ARENA
 PROGRAM MENTION

BRONZE (\$250)
 NEWSPAPER ACKNOWLEDGEMENT
 PA ANNOUNCEMENTS - 1 SESSION
 PROGRAM MENTION
 WEB PAGE LINKS

OTHER ARENA SPONSORSHIPS AVAILABLE

KIWANIS / CAMBRIA
HOCKEY FESTIVAL

- BUSINESS SPONSORSHIP EXPOSED TO THOUSANDS OF PARTICIPANTS.
- FESTIVAL VISITORS SPEND \$400K IN ROCHESTER BUSINESS.
- FESTIVAL PROCEEDS RAISED CONTRIBUTE TO LOCAL YOUTH AND SENIOR ORGANIZATIONS.
- ESTEEMED TOURNAMENT SINCE 1993.
- PARTICIPANTS INCLUDE LOCAL & REGIONAL HIGH SCHOOL HOCKEY TEAMS.
- LOCAL TEAMS COMPETE AGAINST HIGH QUALITY NON-LOCAL TEAMS.

