



MEMORANDUM

Date: November 19, 2012

To: HDCO Board of Directors, Alternates and Member Association
Executive Directors

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

Re: 2013 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, 2012** through to **January 31, 2013**. 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 19 sponsors are involved in this year's campaign, including The Messier Project who will once again sponsor the new Penalty Free Messier Leadership Award.

The program will be delivered without the support of a Title sponsor.

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

**BRAMPTON BATTALION OF THE OHL
CASCADE SPORTS / THE MESSIER PROJECT
HOCKEY HALL OF FAME
KARBON
KOBE SPORTSWEAR
LASER QUEST
MCDONALD'S RESTAURANTS OF CANADA
NHL PLAYERS' ASSOCIATION
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
VICEROY RUBBER & PLASTICS
WAYNE GRETZKY'S TORONTO
WINDSOR SPITFIRES OF THE OHL**

There will be a total of 64 teams who will be drawn as prizewinners.

GOVERNMENT OF ONTARIO

The HDCO would like to acknowledge the Ontario Ministry of Tourism, Culture & Sport for their continued support.

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.

2013 PENALTY FREE MESSIER PROJECT LEADERSHIP AWARD

As an added incentive and to further promote the Sweepstakes, we are pleased to have The Messier Project as an official sponsor of the new Messier Project Leadership Award, which will be held in conjunction with the Sweepstakes prize draw. The Messier Project is a public awareness and product development campaign designed by hockey icon Mark Messier and the head protection experts at Cascade Sports. The Messier Project shares the HDCO's mission to promote the values that are synonymous with the Sweepstakes initiative - skills, safety and sportsmanship – and, in the tradition of hockey icon Mark Messier and the Messier Project, exemplify strong leadership both on and off the ice. Eleven winners will be selected in a random draw and each will be presented with a certificate for a custom M11 PRO helmet courtesy of Cascade Sports and a special message from Mark Messier. In addition, winners will also receive a McDonald's Mac-a-Month Card and family pass to the Hockey Hall of Fame. 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

In order to facilitate the distribution of information to hockey coaches throughout Ontario, we will be initiating a direct mail campaign to coincide with the commencement of the contest. This mailing will consist of an Official Entry Form & Contest Details brochure. In addition, a Pizza Pizza promotional flyer will be included offering a chance to win a free team Pizza lunch.

PFS entry form will also be available online via our website in a fillable/printable format. Posters will be printed and distributed to all Ontario arenas. The HDCO will be distributing information to the following groups:

- Team Coaches/Contacts (provided by Member Associations)
- Ontario Arenas
- HDCO Member Associations
- Sponsors
- PFS Official Entry Form and MPL Award Ballot available online via the HDCO Web Site (www.hdco.on.ca)

PROMOTION

Information will be disseminated to media contacts via facsimile and electronic mail throughout the province. A media advisory will be released in November 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

The 2013 Penalty Free Sweepstakes Official Entry Form has been attached in the event you would like to forward this information electronically to your respective executive, affiliated associations, league and tournament convenors. In addition, a poster will be sent via mail that can be displayed in your office.

2013 MEMENTO

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

IMPORTANT DATES TO REMEMBER

DECEMBER 1, 2012	-	CONTEST PERIOD BEGINS
JANUARY 31, 2013	-	CONTEST PERIOD ENDS
FEBRUARY 4, 2013	-	DEADLINE FOR ENTRIES
FEBRUARY 8, 2013	-	SWEEPSTAKES PRIZE DRAW (HDCO OFFICE)