



CLUB GUIDE



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**OVER
500
CLUBS**

*Have hosted HockeyFest
since 2015*

**APPROX
35,000**

*People attended a
HockeyFest in 2017*

**OVER
1000**

*HockeyFest events have
taken place since it
began*

91%

*Of clubs who were part of
HockeyFest saw a positive
impact on their club*

Each club gains on average

**14 NEW
PLAYERS**

*By hosting a
HockeyFest
event*

96%

*Of players would like to
take part in a HockeyFest
event again*

WHAT IS HOCKEYFEST?

HockeyFest is an exciting 'Club Day' event hosted by clubs and supported by England Hockey. It launched back in 2015 and since then we have seen over 1000 events hosted with over 500 clubs involved across the country.

HockeyFest is a friendly and social event held over the summer. Designed to help clubs open their doors to new and existing players, bringing everyone together to have a great day.

The event can be big or small and with any format you like. Some clubs host mini tournaments, skills challenges and workshops for on pitch fun. You can have a BBQs, bake sales or picnics. You can use it as a fundraising event or as a welcome to the new season event. It's entirely up to you.

The event highlights the best aspects that the sport has to offer, including an equal split between men and women playing and being inclusive to all ages and abilities. With many clubs seeing a range of generations taking part, it really is a family affair.

Start planning your club's HockeyFest event and access a whole host of support materials, including a series of ready-made marketing templates.

#HOCKEYFEST HIGHLIGHTS

HockeyFest have hosted special events such as 'Tour De Sam' in 2017 with England & GB player Sam Ward., 'Your World Cup' in 2018 which ran alongside the 2018 Vitality Hockey Women's World Cup. Each year we see more new clubs and players participate. It's fantastic!



Nicky – Attended Plym Valley Ladies HockeyFest



HockeyFest at Old Williamsonians Hockey Club was a great success; we achieved exactly what we set out to do. We have really raised the profile of our club and received an influx of members

Old Williamsons Hockey Club

YOUR #HOCKEYFEST





WHAT MAKES A GREAT #HOCKEYFEST



Friendly



Activities for Kids –
bouncy castles etc



Small Sided Games



Sociable



Fun



Food – BBQ's
cakes etc



Easy Ways to Have
a Go at Hockey



Face Painting



Open to Local
Community



MUSIC



Family Friendly



Welcoming

PROMOTING YOUR CLUBS #HOCKEYFEST



Once you have planned your HockeyFest event, you need to make sure you promote it well to both new and existing players.

Firstly you need to be clear who it is you want to attract – Juniors, Families, Adults, lapsed players or all the categories.

Promoting is really important. This can be done via online and offline channels, public media such as a local newspaper or radio station and word of mouth.

KEY MESSAGES

When talking about your HockeyFest event there are generally four simple messages to relay:

1. Hockey is Social
2. Players will have fun
3. Hockey is a great way to keep active
4. Be part of the club, family and hockey community

WORD OF MOUTH

Time and time again, clubs feed back that the most effective way to promote themselves locally is through word of mouth. People are more likely to try a sport when they are invited to do so by a friend!

Make sure you make the most of your current members; they are your best advocates and are likely to talk positively about your club! Use them to get the word out to friends and family about your HockeyFest event. You could give them posters, flyers to give out, or ask them to share your clubs HockeyFest event details via social media.

TOOLS TO HELP WITH LOCAL PROMOTION

By signing up to HockeyFest you will be provided with access to promotional posters and items your club can use to promote their event across social media.

Remember - by focusing on your local community you are more likely to attract new players to your club. Go into local businesses and speak to them about putting a poster up, tell them about your session and ask them to promote it to their staff, customers and friends!



TOOLS TO HELP WITH ONLINE PROMOTION

Using the internet is a fantastic, quick and cost effective way to help you promote your HockeyFest event – here are some simple steps:

- Update your club website – think of this as your shop window and think especially about new players. Is it simple to find out how to join your club or attend your HockeyFest event? Make sure you're shouting about your HockeyFest event on your website – tell people what's happening on the day! Are you having a BBQ, cake sale or games? Remember to focus on the key messages of a sociable, friendly and welcoming event which is open to the whole community.
- Does your club have social media accounts? Utilise these to help your promotion. Posting an image or picture is more likely to catch attention, and remember to add a call to action as part of your posting. What do you want people to do after seeing it? Get in contact? Tell their friends? Etc.
- Link in with the national HockeyFest campaign by adding **#HockeyFest** in your social media posts.
- There are lots of online groups on social media which are local to your area. Reach out to groups such as: *Mother & toddler groups, other Sports Clubs, School PTA's.*

ON THE DAY

Be ready to welcome anybody new! Go and say hi, ask them how they heard about you and make sure they know how they can get involved in the day!





Share your #HockeyFest images and experiences with us and keep up to date with all the latest from England Hockey

#HOCKEYFEST