



HOCKEY HALL OF FAME EDUCATION PROGRAM



BUSINESS PRE-VISIT ACTIVITIES

Activity 1: Athletes and Superstars

Consider some of the qualities needed to give an individual, such as Sidney Crosby or James Duthie, a marketable image. In groups, select current individuals from the area of sports and entertainment. Determine what qualities make them a marketable commodity.

Activity 2: Logos

1. Examine the two logos in use by the Anaheim Ducks.



- a. What image does each design try to create?

- b. How does each relate to or complement the status of the Ducks' franchise?



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c. Which logo do you prefer and why?





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BUSINESS HALL-VISIT ACTIVITIES

Hint: To help you find the answers, use the guide map found at the back.

1. Travel through the Hockey Hall of Fame and note which sponsor is associated with each zone. Once you have explored, pick your two favourite zones:

- a. _____
- b. _____

2. What is the primary theme of the displays in the zones?

3. How does the sponsor attempt to blend with the theme of the exhibit?

4. What is the appeal for the corporate sponsor to associate their product with the game of hockey and the Hockey Hall of Fame?



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5. On your way out of the Hockey Hall of Fame, you will pass through the Spirit of Hockey Gift Store. Take note of how the displays and products are placed throughout. Identify three products you believe to be eye-catching.

6. Why did these products catch your eye? Consider possible marketing strategies in your answer.

7. Develop an additional product to sell in the Spirit of Hockey Gift Store and a strategy to market said product once launched.



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BUSINESS POST-VISIT ACTIVITIES

Activity 1: Planning Ahead

Create an outline of a marketing research plan for one of the following:

- **New NHL franchise**
- **An exhibit expansion at the Hockey Hall of Fame**



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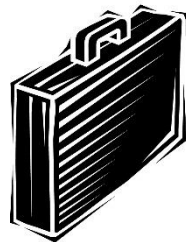
Activity 2: Needs vs. Wants

1. Now that you have toured and enjoyed the Hockey Hall of Fame, you have the tools to brainstorm on potential improvements. In groups, work to compile a list of needs vs. wants you were left with after visiting.

NEEDS	WANTS
• • • • • • • •	• • • • • • • •

2. How does your list (above) create opportunities for future business?

3. Compare and contrast ways that an Attraction and a Hockey franchise would address similar needs and wants. Is there a difference in approach? If so, why?

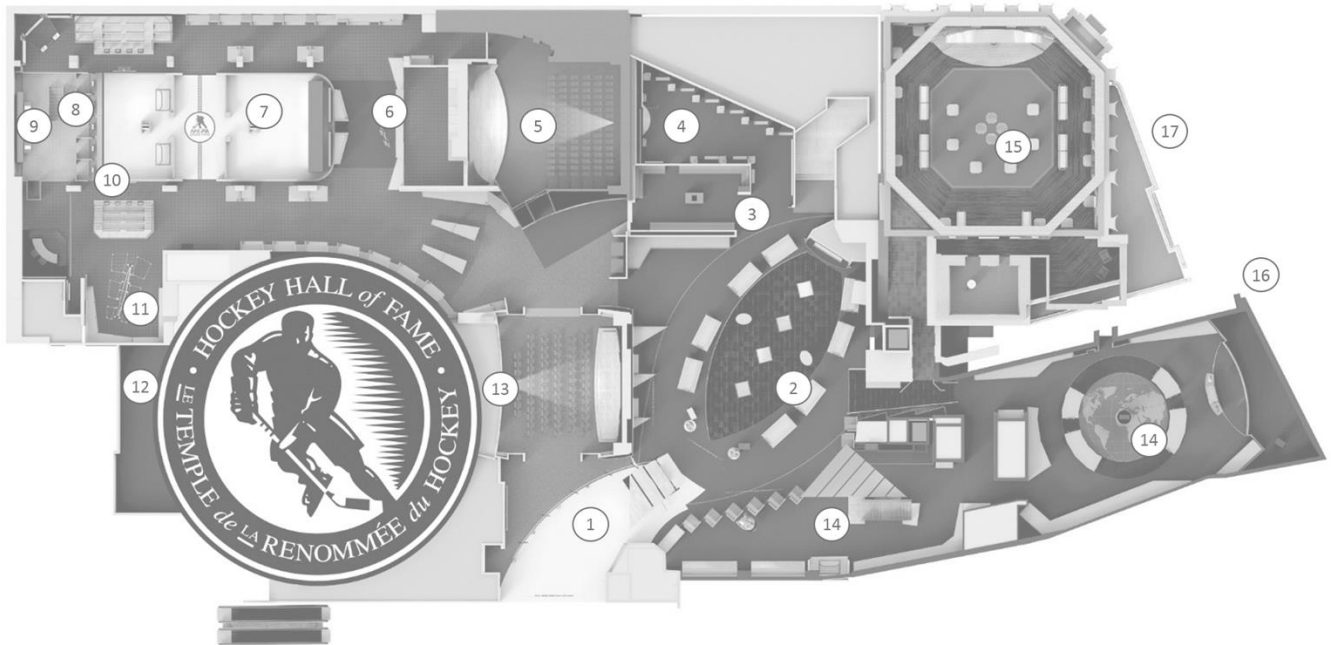




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HOCKEY HALL OF FAME GUIDE MAP



- | | |
|----------------------------|--|
| 3. Canadiens Dressing Room | 12. The Mask presented by Imports Dragon |
| 4. Stanley Cup Dynasties | 13. Tim Hortons Theatre |
| 5. TSN Theatre | 14. Tissot World of Hockey |
| 6. Hometown Hockey | 15. Esso Great Hall & NHL Trophies |
| 7. NHLPA Game Time | 16. Spirit of Hockey Retail Store |
| 8. TSN/RDS Broadcast Zone | 17. Exterior Sculptures |
| 9. Video Game Kiosks | |