RISE AS ONE STICKER PROJECT

– YEAR 2, 2026-2027

KEY PILLARS:

1. **Rise Together**
   Each sticker represents a step forward in the shared commitment to lift one another up, celebrate progress and grow the game collectively across the country — a reminder that every accomplishment contributes to a stronger, more united hockey community.

2. **See It. Be It.**
   Stickers create a visible bridge between players at every level and the heroes who inspire them — from local leaders to our National Team — showing girls who they are today and who they can become tomorrow. When girls can see themselves in the game, they believe they belong.

3. **From Pond to Podium to Professional**
   The program reinforces that greatness begins with participation. Whether it's a first goal, a coaching milestone, or a volunteer contribution, every moment matters — and every sticker symbolizes progress on the shared journey that shapes the legacy of Canadian hockey.

KEY MESSAGING: Membership & Association Communication – *Recommendation*.

The National Sticker Program celebrates the collective growth of women's and girls' hockey in Canada by creating a shared, visible symbol of belonging for every girl who plays the game. Worn proudly on helmets, water bottles, phones, laptops and more, each sticker represents a moment of pride and progress in the journey from Pond to Podium to Professional.

Subject Line: *Rise As One, Year 2 of the National Sticker Program for Women's & Girls' Hockey*

Body Copy: Hockey Canada is excited to continue with the Rise as One, National Sticker Program, an initiative designed to unite and inspire every girl who plays the game by celebrating their milestones, achievements, and progression throughout the season.

In the 2025-26 season, more than 115,000 stickers were shipped to local hockey associations across Canada, marking the beginning of a unifying symbol for women's and girls' hockey. From the grassroots level to the national stage with Canada's Senior Women's National Team, the sticker was proudly worn throughout the hockey community.

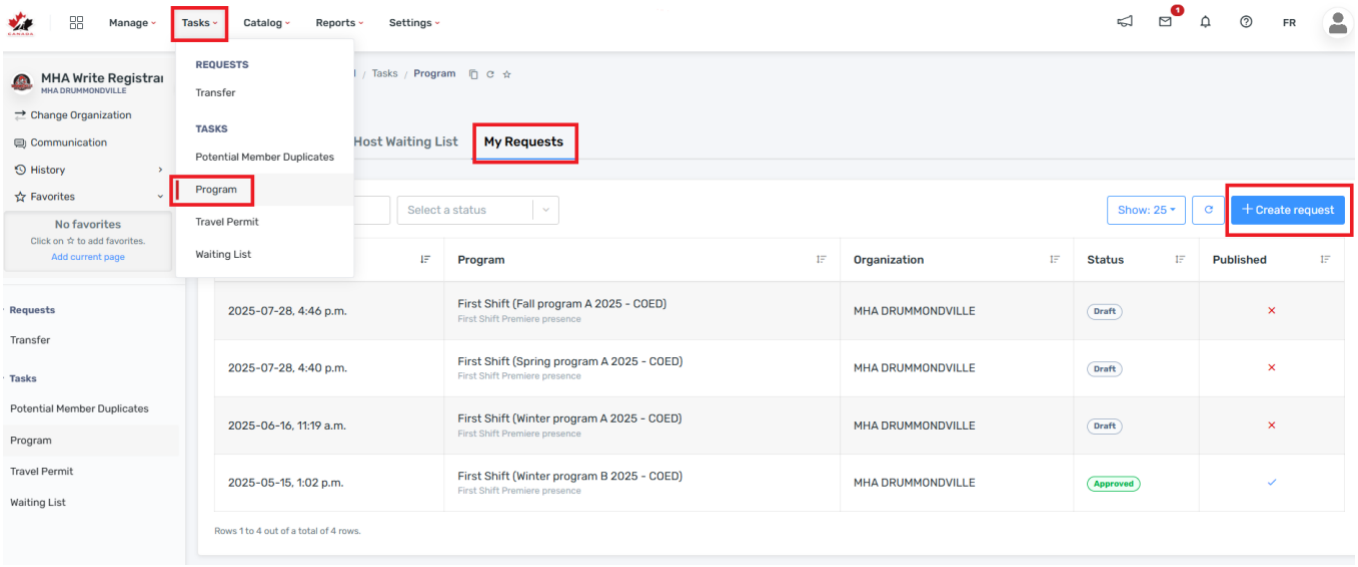
This season, we are excited to introduce the newest edition as part of our growing **collectible sticker series**. Each season will feature a new sticker, creating an opportunity to build the collection year after year while celebrating the continued growth, connection and momentum of women's and girls' hockey across Canada.

Registrars from each association across the country, will be able to order stickers as early as Wednesday, October 28th 2026 using the Hockey Canada Registry (HCR). These stickers will be produced and shipped at no cost to the association; as Hockey Canada will picking up all expenses associated with this program. On behalf of Hockey Canada, thank you for your leadership in bringing this movement to life across your association. With your support, we can help every girl in Canada see her place in the game — today and in the future.

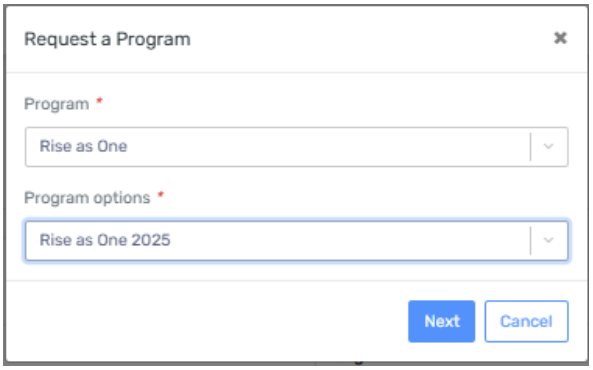
If there are any questions or concerns, please direct them to womengirlshockey@hockeycanada.ca

Step By Step Guide

Ordering Process (via Hockey Canada Registry – HCR) Steps to create and submit an order:



1. The Program Manager (registrar) can click the "Tasks" drop-down menu and select the "Program" option.
2. Under the "My Requests" tab, click the + Create request button.
3. In the "Request a Program" pop-up window, select "Rise as One" as the Program and "Rise as One 2026" as the Program Option and click the Next button.



4. Fill in the “Request a Program” form and click the Next button.
5. Please enter in your contact shipping, and order information and click Next.
    a. *Please note, we do not ship to PO Boxes*.
6. Select ‘Submit for Approval’ and click the Confirm button.

For more information, please review our documentation, here.

Sticker Specifications









Design: *Rise As One* theme, vibrant, uniquely women’s and girls’, in Hockey Canada colours (red, black, white)

Ordering Window: October 28, 2026 – *April 1, 2027.* Open to Members and associations through the HCR, see details below.

Fulfillment & Shipping: Orders will be shipped upon placement: goal to have all received by April 1, 2027

Marketing

The impact of the Rise as One sticker program grows when players see the sticker everywhere – on helmets, water bottles, phones, laptops and more – and recognize it as a shared symbol of women's and girls' hockey across Canada. Associations are encouraged to actively promote the program to players, families, coaches and volunteers and make the sticker collection a visible part of the season. Help drive participation by:

- Announce that the Rise as One stickers are returning and encourage players to watch for them (this can be communicated ahead of October 28 launch)
- Email Associations and Teams when the Rise as One stickers launch, encouraging them to use the instructions (above) to order stickers for their teams and athletes.
- Associations can order stickers and distribute them at practices, games, tournaments or team events (capture photos for social media and messaging afterwards)
- Encourage players and teams to share photos of where they put their sticker using association or team social channels.
- Feature players and coaches wearing or displaying their stickers and reinforce that every participant – first-time to national team athletes – is part of the same hockey community.

Sample Social Copy:

YOUR GAME. YOUR JOURNEY. YOUR STICKER. Rise as One is back for Year 2 celebrating girls' and women in hockey! Every player. Every coach. Every volunteer. One hockey community. Wear yours Proudly!

Frequently Asked Questions

Who can place an order?

- **Only** the association registrar can submit an order through the Hockey Canada Registry on behalf of the association and its teams.

Can boys' or co-ed associations order stickers?

- Yes. While the program celebrates women's and girls' hockey, any minor hockey association, including boys' or co-ed programs, may order stickers if they wish to participate.

How many sticker sheets can an association order?

- Each association may place one initial bulk order for all registered players. If additional stickers are required (e.g., for newly registered or missed players), the registrar may submit a second order within the ordering window.

Where can players place their stickers?

- Stickers can be placed on: Helmets (back or sides), Water bottles, Phone cases, Laptops, Notebooks, Equipment bags, any personal item players wish to customize

Is there a cost for associations, Members, or families?

- No. Stickers, packaging, and shipping are fully funded by Hockey Canada.

Are stickers mandatory?

- No. They are encouraged as a symbol of unity and pride to unite all women and girl hockey players in Canada; participation is encouraged but optional.

Can teams request customized stickers?

- No. Stickers are standardized nationwide to maintain the unified "Rise As One" identity.

How should associations estimate quantities?

- Plan for minimum, one and up to three stickers per player plus extras for coaches and volunteers. Hockey Canada recommends ordering slightly above registration numbers for replacements and new players.

Can associations track shipping or order status?

- Yes. Registrars will receive email confirmation through HCR once orders are processed and shipped.

Is the sticker safe for use on certified helmets?

- Yes. Stickers follow equipment-safe standards and will not compromise helmet integrity.

Order Fulfillment and Order Quantity: ***(3 stickers per 1 sheet, 1 sheet per player)***

a. Package options: 50 sheets (2 packages), 100 sheets (4 packages), 150 sheets (6 packages), 200 sheets (8 packages) etc..

b. Minimum order: 50 sheets (2 package)

c. Maximum order: 500 sheets (20 packages)

d. Approximately 2-5 days to receive stickers from order date.