



The Esso Fun Day program originated in 1998 and has grown to become Hockey Canada's largest female recruitment tool. Taking into consideration all the obstacles that can be faced when trying to enter the game, this program was designed to alleviate those barriers, and has helped thousands of first-time players step on the ice.

- introduces beginners to female hockey and its basic skills at no cost to the first-time participant
- can be delivered to females of all ages, youth or adult – NOTE: local associations may direct the program to a certain age group based on association needs
- attracts first-time players to register for female hockey programs, including the Hockey Canada Initiation Program, so they will enjoy the game of hockey for a lifetime
- enables participants to become contributing members of a team effort, to experience team spirit, develop self-confidence and experience a sense of achievement
- creates a fun, informative hockey program that establishes Esso as a lead supporter of female hockey programming and development.

As the game of female hockey has evolved, so too has the Esso Fun Day program. There are now nearly 80 events hosted coast to coast each year, equating to nearly 1,500 new females being introduced to the game. The program can also now be offered in a single day or six-week format, depending on what you feel is best for your situation. Reimbursement amounts are applicable for each version.



SINGLE-DAY EVENT

One hour of on-ice drills with basic skills and certified instructors, followed by a one-hour off

SIX-WEEK EVENT

The first day would be the same as a single-day event but five successive ice times would follow, one per week, ideally at the same time and location for the participants.

As an overall introduction to the game, the Esso Fun Day program includes both an on- and an off-ice component. Beyond making sure these components are included, an association can modify the event to fit its needs.

For the on-ice session, the focus would be on an introduction to skills:

- forward/backward skating
- stopping
- puck-handling
- passing
- shooting

The off-ice session would focus on aspects more important to the association:

- ice-breakers
- team-building activities
- warm-up/cool-down introduction
- stretching
- other sports/ importance of multi-sport
- presentation on association and female hockey

One of the keys to the program is making it a fun environment:

- pylons
- sports balls
- paint the ice
- music
- get creative!



WHAT SHOULD AN ESSO FUN DAY LOOK LIKE?

Example One-Day Event:

- 12:30–1:00** Check – In
- 1:00–2:00** Off-Ice Session focusing on team builders, icebreakers, and introduction to the basic rules and terminology of hockey
- 2:00–2:30** Snack (Optional – Guest Speaker)
- 2:30–3:00** Get dressed in equipment
- 3:00–4:00** On-Ice Session with a focus on basic skills and hockey concepts
- 4:00–4:30** Wrap-up in locker room. Ensure to provide contact information for your local minor hockey association

Example Six-Week Event:

Day 1

See One-Day Event Schedule

Plus an additional five on-ice sessions of 60 minutes with a continued focus on basic hockey skills. Team building, off-ice activities, guest speakers, etc. can also be included. At the end of the six-weeks, ensure to provide contact information for your local minor hockey association.

REQUIRED ELEMENTS

Equipment

The Esso Fun Day program aims to introduce female to the game in a safe and fun environment. In order to do this there are a few requirements for the protection of the participants. Some equipment for these events is required to be hockey-specific while others are open to interpretation (ie. roller-skating elbow pads).

The basic requirements for an Esso Fun Day are:

- CSA-certified hockey helmet
- BNQ-certified neck guard
- Hockey gloves
- Elbow protection
- Knee protection
- Skates
- Hockey stick

Additional optional equipment includes: hockey pants, socks, shoulder pads and jill.

It is understood that new players to the game may not have purchased equipment for this event. Here are a few suggestions on securing equipment for participants:

- Use the 'bring-a-buddy' theme: Have an established female hockey player bring a friend to the ice time and allow her to borrow the hockey equipment.
- Include a full hockey team lending their equipment for the day.
- Borrow equipment from a family member.
- Contact a local sports equipment bank to bring equipment for the event.
- Host a donation campaign leading into your event.

Instructors

Esso Fun Day success depends largely on the leadership and teaching abilities of the instructors. All lead instructors **must be** certified with minimum coach level.

This event can be used as a coach mentor or role model program to introduce new coaches to the game. These coaches would team up with and shadow more experienced coaches. New instructors learn how to run drills in a fun, supportive environment and implement one-on-one skill development for first-time hockey players. It is a great opportunity to introduce young females and teams to the coaching world while giving your players role models to look up to.

Options to have special guests:

- CWHL or Team Canada players
- college or university players
- local Midget and Bantam players
- local female athletes trying hockey as well
- moms and families included to try it out

Hockey Canada recommends a minimum instructor to student ratio of 1:5. A number of clinics have provided a 1:3 ratio in order to provide more individual feedback to the participants. (It is essential to ensure that every instructor is an active participant with the first-time players.) A maximum of 40 players per 75 minutes of ice time is suggested. Beyond 40 participants, the host should look at booking extra ice.



STEP 1: Visit

[HockeyCanada.ca/
Esso-Fun-Days](https://HockeyCanada.ca/Esso-Fun-Days)

HOSTING AN EVENT

An association or an individual can create an event that is eligible for Hockey Canada support as an Esso Fun Day. The process is very easy, and all information can be found at HockeyCanada.ca/Esso-Fun-Days.

STEP 2:

Fill out the registration information for your event; when you click 'Submit', it will be sent to Hockey Canada

STEP 4:

Begin marketing your event, including:

- book your ice time and off-ice venue
- create a registration template
- utilize media and local outlets to advertise
- recruit your instructors and role models

STEP 5:

As the event approaches, contact Hockey Canada approximately two weeks prior to finalize registration numbers and shipping information

STEP 3:

Within a week of submission, you will receive an email from Hockey Canada acknowledging the registration of your event. The email will include additional information, such as:

- a link to register the names of your participants
- a poster in English and French to help market your event
- links to video resources of skills and drills to run during an Esso Fun Day
- an Esso Fun Day manual and additional resources

STEP 6:

Hockey Canada will ship out the Esso Fun Day jerseys and any additional gifting available to the host to arrive a few days prior to your event. Then it's event day!

EVENT MEDIA

During your Esso Fun Day, we very much encourage everyone to utilize media to celebrate your event and share it with the world. Hockey Canada can be found on Facebook, Twitter and Instagram, so share your event photos with us throughout your day!

When utilizing social media here are the key accounts to include:



@HockeyCanada

@HC_Women

#EssoFunDays

Most hosts will be taking photos and videos during their event and we appreciate all forms of media tracking. We urge all hosts to share these photos with us in celebration of Esso Fun Days! You can submit them along with all of your wrap-up information post-event as well.

POST EVENT WRAP-UP EXPECTATIONS

Following your Esso Fun Day, there is information that must be submitted to Hockey Canada in order to receive your funding:

- Basic information about community and instructors
- Expenses incurred by the hosts
- Cheque sending information
- Receipt or invoices for all expenses (must be included)
- Photographs (optional)

A summary page is provided in the manual to help hosts with this process. Once Hockey Canada has received this information in full, a cheque will be issued for the expenses up to the maximum amount allotted for your event.

Single-day events – maximum of \$400

Six-week events – maximum of \$800

****Hockey Canada's fiscal year closes on June 30. If your wrap-up information is not received prior to this date within the season that you hosted, we will not be able to reimburse your expenses.****

Submitting your wrap-up information can be completed three ways:

1. Mailing in physical copies. All files can be sent to:
Hockey Canada
c/o Female Development
201-151 Canada Olympic Road SW
Calgary, AB, T3B6B7
2. Scan and email files to Mandi Duhamel, Manager of Female Development, at mduhamel@hockeycanada.ca
3. Fax files to Hockey Canada at 403-777-3635.

ESSO FUN DAY WRAP-UP FORM

Event Information

Event Length: Single-Day (max. \$400) 6-Week (max. \$800)

Community Lead:

Association:

Names of Instructors:

Female Team Involved?:

Expenses Summary

1. Ice
2. Off-Ice Venue
3. Food & Beverage
4. Marketing

TOTAL

Reimbursement Information

Cheque made out to:

Mailing address:

***Please enclose a copy of all receipts or invoices for each expense listed above*

***Expenses listed without proof of payment will not be available for reimbursement*