



The Esso Fun Day program originated in 1998 and has grown to become Hockey Canada's largest recruitment tool for women's hockey. The unique program was designed to help thousands of first-time players step on the ice and start their hockey journeys!

### The Esso Fun Day program:

- Introduces beginners to hockey and its basic skills at no cost to the first-time participant.
- Can be delivered to girls and women of all ages. (NOTE: Local associations may direct the program to a certain age group based on association needs and resources).
- Attracts first-time players to register for women's hockey programs, including Timbits U7, so they will enjoy the game for a lifetime.
- Enables participants to become contributing members of a team effort, 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 women's hockey programming and development.

As women's hockey has evolved, so too has the Esso Fun Day program. There are now nearly 100 programs hosted coast to coast to coast each year, equating to nearly 1,800 new players being introduced to the game. The program can be offered in single-day or six-week formats, on or off the ice, depending on the resources available to and recruitment goals of the host association. Reimbursement amounts are available for each version.



# PROGRAM FORMAT

As an overall introduction to the game, the Esso Fun Day program can include on- and off-ice components.

There are four formats the Esso Fun Day program can be run in:

## SINGLE-DAY PROGRAM WITH NO ICE SESSION:

- One hour with basic hockey skills and certified instructors.
- One hour focusing on games, team-building and/or fitness.
- Time allocated for providing information on how to register with your association.

## SINGLE-DAY PROGRAM WITH ICE SESSION:

- One hour on-ice with basic hockey skills and certified instructors.
- One hour off-ice focusing on games, team-building and/or fitness.
- Time allocated for providing information on how to register with your association.

## SIX-WEEK PROGRAM WITH LIMITED ICE SESSIONS:

### Week 1:

- One hour on-ice or off-ice with basic hockey skills and certified instructors.
- One hour off-ice focusing on games, team-building and/or fitness.

### Weeks 2-6:

- One hour of ice time per week, ideally at the same time and location.
- Sessions focus on hockey skill development and can be done in any combination of on-ice or off-ice depending on what is available in the community.
- Time allocated for providing information on how to register with your association.

## SIX-WEEK PROGRAM WITH SIX ICE SESSIONS:

### Week 1:

- One hour on-ice with basic hockey skills and certified instructors.
- One hour off-ice focusing on games, team-building and/or fitness.

### Weeks 2-6:

- One hour of ice time per week, ideally at the same time and location.
- Sessions focus on on-ice hockey skill development.
- Time allocated for providing information on how to register with your association.

**For the on-ice sessions, the focus is on introducing basic skills:**

- Skating
- Stopping
- Puck-handling
- Passing
- Shooting

**The off-ice sessions provide players time to create social bonds while having fun learning other important skills:**

- Icebreakers
- Team-building activities
- Warm-up/cool-down
- Stretching
- Other sports/importance of multi-sport
- Presentation on association and women's hockey

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

- Get creative with drills
- Use different sports balls or objects for targets
- Paint the ice
- Play music

Hosts can access drills and games by utilizing the *Hockey Canada Network* or the *Drill Hub section* of [HockeyCanada.ca](http://HockeyCanada.ca). Hosts will also receive an additional resource with off-ice skills and drills in their confirmation email.



# WHAT SHOULD AN ESSO FUN DAY LOOK LIKE?

Below are some samples of how to run your program. For specific lesson plans and drills, please refer to the resources in your confirmation email.

## EXAMPLE

### ONE-DAY PROGRAM WITH ICE SESSION:

- 1:00-1:15** Check-In
- 1:15-2:15** Off-ice session focusing on team builders, icebreakers, and introduction to the basic rules and terminology of hockey
- 2:15-2:30** Water break (participants must bring their own water bottles)
- 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, and provide contact information for your local hockey association

\* If your association and facility are requesting players come dressed to the arena, please alter schedule to best accommodate the experience.

## EXAMPLE

### SIX-WEEK PROGRAM:

#### Week 1:

- Can look like either of the above examples, depending on ice availability.

#### Weeks 2-6:

- An additional five On-ice session of 60 minutes with a continued focus on basic hockey skills can be run on or off the ice. The schedule for these days would be modified from the above formats. Team-building, off-ice activities, guest speakers, etc., may also be included. At the end of the six weeks, provide details for registration with your local hockey association.

## EXAMPLE

### ONE-DAY PROGRAM WITH NO ICE SESSION:

- 12:30-1:00** Check-In
- 1:00-2:00** Off-ice session with a focus on basic skills, hockey concepts and an introduction to the basic rules and terminology of hockey
- 2:00-2:30** Water break (participants must bring their own water bottles)
- 2:30-3:30** Off-ice session focusing on team-building, icebreakers and games
- 3:30-4:00** Wrap-up, and provide contact information for your local hockey association



# EQUIPMENT

The Esso Fun Day program aims to introduce girls and women to the game in a safe and fun environment. To do this, there are a few requirements for the protection of the participants. Some equipment is required to be hockey-specific, while other pieces are open to interpretation (i.e. roller-skating elbow pads).

## The basic requirements for an Esso Fun Day On-ice session are:

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

▶ Additional optional equipment may include hockey pants, socks, shoulder pads, and jill.

## Off-ice programs will require the following equipment, at minimum, depending on the scheduled activities:

- Running shoes
- Athletic clothing
- Eye protection – helmet with cage or protective eyewear such as goggles
- Hockey gloves
- Hockey stick



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

- Borrow equipment from a family member or trusted friend.
- Use the 'bring-a-buddy' theme: Have an established women's hockey player bring a friend to the ice time and allow her to borrow equipment.
- Include a full hockey team lending its equipment for the day.
- Contact a local sports equipment bank to bring equipment.
- Host an equipment donation campaign.

## Cleaning Equipment Minimums

- Follow manufacturer guidelines for cleaning
- Use antibacterial spray and wipes
- Hang dry everything – use a fan to dry
- If equipment is borrowed, allow appropriate time between uses to disinfect
- Do not use bleach

▶ Ensure that communal equipment is sanitized between each use (i.e. pucks, balls, etc.)

[Please follow all Hockey Canada health and safety guidelines for equipment use.](#)

# INSTRUCTORS

**The success of the Esso Fun Day program depends largely on the leadership and teaching abilities of the instructors.**

**All lead instructors must be NCCP-certified with minimum Coach Level I.**

This program 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 coaches 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 women to the coaching world while giving players role models to look up to.

**Options to have special guests:**

- Local U13 and U15 players
- College or university players
- Team Canada players
- Local athletes from other sports
- Moms

Hockey Canada recommends a minimum instructor to student ratio of 1:5. A number of clinics have provided a 1:3 ratio or offered the program to smaller group sizes 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.

**ALL ESSO FUN DAY GROUP SIZES MUST MEET PROVINCIAL GUIDELINES FOR HEALTH AND SAFETY.**

**Please keep the rules and regulations of your local facility in mind when establishing your group size.**

Where allowed, a maximum of 30 players per 75 minutes of ice time is suggested. Beyond 30 participants, the host should look at booking extra ice.







# HOSTING A PROGRAM

A local hockey association can create a program that is eligible for Hockey Canada as an Esso Fun Day. The process is very easy, and all information can be found at [hockeycanada.ca/essofunday](http://hockeycanada.ca/essofunday).

## STEP 1:

Visit [hockeycanada.ca/essofunday](http://hockeycanada.ca/essofunday) and apply to host your program!

## STEP 2:

Once you have received your program approval confirmation and host tool kit, begin your planning

- Book your ice time(s) and off-ice venue
- Recruit your instructors and on-ice mentors
- Advertise your program using the posters and ads in your host tool kit
- Plan your program day schedule(s)
- Follow local Member and provincial health and safety protocols when planning

## STEP 3:

Recruit your new-to-hockey players

- Distribute posters to local schools and community outlets
- Social media ads (digital ads would be for web use) – refer to the social media tool kit in your confirmation email
- Ask current players to spread the word to their friends outside of hockey

## STEP 4:

Register your players and order your jerseys

- Cross-reference all new-to-hockey players against the HCR
- Register all participants into the registration portal provided in your confirmation email
- Finalize your program numbers and contact Hockey Canada with your jersey needs at [essofunday@hockeycanada.ca](mailto:essofunday@hockeycanada.ca)

## STEP 5:

Run your Esso Fun Day

- Make sure the focus of your program is fun and inclusive, and provides players with a great first-time experience
- Don't forget to provide registration information so players can sign up for your association!

## Complete your wrap-up form

- Submit the wrap-up form, EFT transfer information and all receipts to [essofunday@hockeycanada.ca](mailto:essofunday@hockeycanada.ca) within 30 days from your first program date
  - Complete host survey

## STEP 6:

## 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 event!

When utilizing social media here are the key accounts to include



[facebook/EssoCanada](https://www.facebook.com/EssoCanada) [@HockeyCanada](https://twitter.com/HockeyCanada) [@HC\\_Women](https://twitter.com/HC_Women)

**#EssoFunDay**

Most hosts will take photos and videos during their program and we appreciate all forms of media tracking. We urge all hosts to share photos with us in celebration of Esso Fun Day! They can be submitted along with all your wrap-up information. Please ensure all participants in photos have signed the photo release.



# POST PROGRAM WRAP-UP

Following your Esso Fun Day, there is information that must be submitted to Hockey Canada to receive your subsidy for the program. Every participant, on-ice volunteer and coach must be entered into the registration portal prior to your first ice time and all completed wrap-up forms and supporting documents must be received by Hockey Canada within 30 days from the first program session.

Please scan and email your completed wrap-up information to **essofunday@hockeycanada.ca**.

**Note: All wrap-ups must be completed on this wrap-up form. Previous season forms will not be accepted.**

# ESSO FUN DAY WRAP-UP FORM

## Program Information

Program length: one-day six-week  
 Program date(s): \_\_\_\_\_ Community lead: \_\_\_\_\_  
 Association full name: \_\_\_\_\_  
 Total number of participants attended: \_\_\_\_\_  
 Total number of New-to-Hockey participants: \_\_\_\_\_

## Expenses Summary

### ONE-DAY Maximum \$400:

DESCRIPTION  
**Venue Rental & Supplies** ▶ \$350

- Ice rental
- Off-ice facility rental
- Cleaning supplies

**Marketing** ▶ \$50

**Total:** ▶ \$400

### SIX WEEK Maximum \$800:

DESCRIPTION  
**Venue Rental & Supplies** ▶ \$750

- Ice rental
- Off-ice facility rental
- Cleaning supplies

**Marketing** ▶ \$50

**Total:** ▶ \$800

### ACTUAL TOTAL:

DESCRIPTION  
**Venue Rental & Supplies** ▶

- Ice rental
- Off-ice facility rental
- Cleaning supplies

**Marketing** ▶

**Total:** ▶

NOTE: For Esso and Hockey Canada to support a growing number of programs, subsidy maximums will be provided as presented. If maximum allocation in one area is not spent, additional subsidy will not be provided for another expense (i.e. unspent marketing allocation will not be used to cover additional ice costs).

## Reimbursement Information

Hockey Canada can provide local hockey associations with electronic fund transfer (EFT)/direct deposit for subsidies. In order to receive EFT/direct deposit from Hockey Canada, please provide us with your banking information below:

Name (as it is registered at the bank): \_\_\_\_\_

Email for payment notification: \_\_\_\_\_

Financial institution name: \_\_\_\_\_

Financial institution no: \_\_\_\_\_

Bank account no: \_\_\_\_\_

Transit/branch number: \_\_\_\_\_

For confirmation purposes, please include a void cheque or document issued from your bank that shows your banking information.