

## BMO HOCKEY HEROES WEEKEND HELPS SAVE LIVES

Heart disease and stroke are a leading cause of death in Canada. Approximately 30% of deaths in Canada are attributable to cardiovascular disease. Fundraising for BMO Hockey Heroes Weekend supports important Heart and Stroke mission-related activities in our province.

Your support contributes to industry-leading research into heart disease and stroke. This enables the Foundation to deliver breakthrough medical advances, continued support and advocacy for health promotion and helps to provide quality patient care to New Brunswickers living with cardiovascular disease.

## CHAMPION YOUR TEAM'S FUNDRAISING EFFORTS

As a team captain, you can directly influence the success of your tournament by ensuring your teammates fundraise, either online or with the supplied pledge forms.

### HOW TO RAISE FUNDS ONLINE

Online fundraising is fast, easy and secure. When you register online, you will be provided with a personalized fundraising web page and user-friendly tools. In just a few minutes you can email friends, family, and co-workers to ask for support.

Here's how it works:

#### STEP 1

Register your team online. Your personal fundraising page is created and linked to your team page.

#### STEP 2

Log in and customize your personal fundraising page.

#### STEP 3

Using the email templates is a fast, easy way to get the support of friends, family and coworkers. Adding a personal message to the recipient will help yield greater results.

#### STEP 4

Visit your page regularly to track your progress in real time. Encourage your team to set-up their own personal fundraising pages to support your team's fundraising efforts!

Your sponsors will instantly receive an electronic tax receipt via email for their pledges.

## FUNDRAISING INCENTIVES

Playing with a hockey legend is a great motivator, but to help out even more, in exchange for achieving your \$1,000 per player minimum, we will be outfitting your team with BMO Hockey Heroes Weekend jerseys for the event. We will also have a prize for players who raise over \$2,000.

In addition, the top 12 fundraisers will have the privilege of playing in the Heroes Game alongside all of the NHL Alumni players.

If you have any questions about BMO Hockey Heroes Weekend, please contact: Kurtis Sisk by calling 1 800-663-3600 (in NB only) or (506) 634-1620 or by email at [ksisk@hsf.nb.ca](mailto:ksisk@hsf.nb.ca)



Presented by:  
**MEDAVIE BLUE CROSS**

# Captain's Guide



[BMOhockeyheroesweekend.ca](http://BMOhockeyheroesweekend.ca)

**THANK YOU.** As a team captain you can help ensure your teammates get the most out of their BMO Hockey Heroes Weekend experience. Please review this important information and share it with your team.

If you have any questions about BMO Hockey Heroes Weekend, please contact Kurtis Sisk (ksisk@hsf.nb.ca) or Terry Wagner (twagner@hsf.nb.ca) by calling 1 800-663-3600 (in NB only) or (506) 634-1620.

#### CAPTAIN'S CHECKLIST

- Register your team online at [BMOhockeyheroesweekend.ca](http://BMOhockeyheroesweekend.ca)
- Set your team's fundraising goal (minimum \$16,000 must be raised by May 24th)
- Attend regular Team Captain meetings and pass along exciting news as it becomes available to motivate fundraising efforts (Contact Terry Wagner [twagner@hsf.nb.ca](mailto:twagner@hsf.nb.ca) for meeting dates)
- Get your players to register ONLINE to be part of your team and set their fundraising goal
- Walk each team member through the online fundraising process
- Continually check in with your teammates to make sure their fundraising is going well so you get a higher draft pick in the draft and to ensure your team reaches the minimum of \$16,000 by May 24th

## What Your Team Members Need to Know

**By May 24th, 2013 (one week prior to the event!):**

Teams must have raised their complete commitment of \$16,000. If a team has not met the minimum commitment, only those players that reached the \$1,000 minimum will be eligible to play. Players who did not reach the minimum will not be eligible to play and will forfeit all of their pledges to the Heart and Stroke Foundation of New Brunswick.

**By April 5th, 2013 (Eight weeks prior to the event!):**

It is recommended that teams have fundraised a minimum of \$8,000 by this point.

- Players must set-up their personal fundraising page at [BMOhockeyheroesweekend.ca](http://BMOhockeyheroesweekend.ca) and agree to the event waiver which is included as part of the registration process
- Fundraising tips can be found online at [BMOhockeyheroesweekend.ca](http://BMOhockeyheroesweekend.ca)



## Frequently Asked Questions

### How much money do I need to raise?

If you are part of a team, your team as a whole is committed to raise a minimum of \$16,000 by May 24th or \$1,000 per player. Your draft pick is determined by your team's fundraising amount so the more you raise the better your pick.

### When should I begin fundraising?

It is encouraged that all players and teams begin fundraising efforts as soon as they sign up, to avoid the last-minute crunch and to maximize your fundraising potential. All teams and players will have a key contact from the Heart and Stroke Foundation who will provide support with fundraising ideas.

### How are pledges collected?

Pledges will be collected through an online donor portal at [BMOhockeyheroesweekend.ca](http://BMOhockeyheroesweekend.ca). Offline donations will be processed by printing off a pledge form from the website and collecting money. The team captain is responsible for turning all pledge forms in to the Heart and Stroke Foundation office by May 24th, 2013.

### When will the game schedule be determined?

A game schedule will be distributed two weeks prior to the event.

### Do I need to sign a waiver?

Yes, the waiver will be easily submitted with the click of a box as part of the online player registration form. This must be confirmed to complete your registration.

### What are the tournament rules and format?

Tournament rules will be released to the Team Captains by mid-February. The format is divisions of 4 teams playing a round robin (3 games min. per team) followed by one division final.

### How are the divisions determined?

BMO Hockey Heroes Weekend will have a committee that determines which team plays in which division. They will divide teams based on skill, placing the top four skilled teams in one division, the next four in another and so on.

### How many people will participate in the weekend?

A total of 16 teams will be secured as part of BMO Hockey Heroes Weekend. Each team will consist of up to 16 players.

### Tournament Format

**Day 1 - Friday, May 31st, 2013**  
BMO Hockey Heroes Weekend Draft:  
Hosted at the Casino New Brunswick, the draft will include players, NHL Alumni, Sponsors and special guests for an evening reception that will set the tone for the whole weekend. The team that raised the most money (minimum of \$16,000) will have the first draft pick, the team that raised the second most will pick second and so on.

**Day 2 - Saturday, June 1st, 2013**  
BMO Hockey Heroes Weekend Qualifier Games:  
Each team will play three round robin games at the Red Ball Internet Centre.

**Day 3 - Sunday, June 2nd, 2013**  
BMO Hockey Heroes Weekend Championship Games and Celebration  
Friends, family members and eliminated teams will have the opportunity to watch the remaining teams compete in the Division Championships. Following the Division Championships, will be an All-star game featuring NHL Alumni and the top 12 individual fundraisers and 4 major sponsors.