



Grand Prize Submission

Straits Minor Hockey Association

STRAITS

Rifters



Canadian Company Proudly Supporting Canada's Game





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Tell us about your hockey association.

The Mission of Straits Minor Hockey is to: Promote, encourage, develop, and govern hockey players registered in Straits Minor Hockey in both minor and female divisions. Protect and support each team, player, and coach affiliated with the Association. Teach all players respect for the concepts of sportsmanship and fair play towards fans, opponents, coaches, and officials. To both win and lose graciously and to love the game above the prize. Vision & Beliefs : Promote hockey as a means of providing an enjoyable and rewarding learning experience for players; and to overall improve, develop, and maintain their physical, mental, and social health and well being. Provide opportunities for players to learn the fundamental skills of hockey and acquired sport skills that will be the cornerstone of their future athletic development. Promote and develop sportsmanship, fair play, pride, self-worth and confidence and learn life skills by participating in an organized team sport activity. Promote female hockey. Straits Minor Hockey is committed to creating opportunities for females to become more involved in hockey. Ensure all players have an equal opportunity to participate, play and develop their skills; and Establish and enforce policies, procedures and rules governing the operations of all minor hockey.

How would you describe your community?

Our hockey 'community' consists of 27 small communities on the beautiful great northern peninsula of Newfoundland. Our local hockey arena is in the middle of this area and is a place that brings us all together! The people in our communities love to help each other out and they certainly love hockey! Our hockey family is amazing, from our players, to our parents, grandparents, local sponsors, refs, our volunteers, our cheering section and everyone in between. So many close friendships have been forged and many will last a lifetime! 'Come as friends, leave as family' is a phrase that comes to mind when I think of our hockey community! Whether it be a friend catching a ride to practice, Parents and grandparents volunteering in the arena canteen together, watching some of our older players help coach our younger groups, sitting together in the stands cheering on our players, seeing our players sit in the stands watching the upcoming competition and cheering on their friends on opposing teams. We couldn't ask for a better community than our Straits Rifiers community!

What role does hockey play in your community?

Hockey plays a pretty big role in our communities. It is the only extracurricular sport offered in our small towns. It keeps our kids active and gives them a sense of belonging in their communities. It builds new friendships, as our players attend two different schools. It helps our players learn independence, responsibility, teamwork, good sportsmanship, kindness, and other important life skills. When we host hockey tournaments at our home arena our community members fill the stands to cheer teams on. When our association hosts a provincial tournament, some of the local businesses donate money, snacks or items that help make it a successful tournament. It's amazing to see our communities come together to support each other, whether we win or lose! To us hockey families, hockey is an important part of our players childhoods! Giving them and us, great memories to look back on. A lot of our amazing local businesses sponsored our new jersey program this season, to help make it a success and give our players the gear they need. Our players wear their business names on their jerseys proudly! Most of our coaching staff played hockey right here in these communities. They loved it so much, that they now coach our teams, and teach the important life skills that they learned on the ice! We are so happy to be part of this wonderful hockey community!!



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What challenges exist in your community that keep kids from playing hockey?

-Hockey is an Expensive sport with having to buy all the gear and travel up to 40 minutes to arena for practices and traveling to get skates sharpened as well. This can be a big challenge for families, especially for families with multiple children playing. Another expensive issue we have is that in most cases to be able to play any games our kids must travel. Our association is in a very rural area and we have a very hard time getting teams to travel here to play games or tournaments. Our 2 closest neighboring associations are about 1.5 to 2 hours drive away for some of our families, and some seasons they don't have teams in every division as they are also smaller associations.so travel gets even further.

-Having enough certified coaches and referees is another issue in our area that has made it difficult for our teams over the years.

What is your hockey association currently doing to overcome these challenges?

Unfortunately, we can't help solve all the challenges our players face but we do everything we can to help our families deal with the financial restraints they face. Currently we have tiered registration fees (1st full price, 2nd \$60 less, 3rd + \$120 less) for families with multiple kids or multiple registrations in the case our female players. We also offer a 2-payment option instead of having to have the entirety of registration costs at the beginning of the season. We require a portion of the payment before the season begins and the remainder on a selected date in January. If there are families that need a little extra time to make that payment, they reach out to our registrar, and we work with them to get it figured out and keep their players on the ice.

We are currently doing our jersey program to supply players in our association with the 2 jerseys, they need to participate. Jerseys are not cheap, and we don't want our families having that added expense on top of registration, gear and sticks and then travel expenses for the season too.

Our association has some very dedicated volunteers, who help do lots of fundraising throughout our season, so that we can keep costs as low as possible for our families.

Our association is combating or coach shortage by helping cover their costs to become certified. We reimburse course fees after proof of completion. We also help cover costs when attending their in-person courses, especially seeing as most of the courses are offered a minimum of a 4+ hour drive away. We pay a big portion of accommodations, fuel and meals needed. We give them this money in advance, so that they can pay it towards costs while attending.



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Please share the association's vision for using the \$75,000 Grand Prize to encourage more kids to play hockey by developing solutions that look to remove barriers in the game of hockey and make the game more accessible, inclusive and equitable for everyone?

- **Our jersey program, including female jerseys.** We would like to purchase some extra minor jerseys as we have no extras in a couple different sizes, and 3 sets of female jerseys. Our female programs are growing more by the day and a lot of these female players are already paying two registrations as most play minor as well. Currently our female players are purchasing their own jerseys as our association doesn't even have enough older female jerseys to outfit a team. We want to make sure that none of our players, Minor or female have an added cost of buying jerseys on top of registration costs.
- **Our goalie gear program** we purchased goalie gear and In doing so we have given kids the chance to try something they are interested in and we've ended up with four new young goalies this season because of it! They love being goalie, and we love that we've given them the chance to realize that! These kids are welcome to use the goalie, gear, as long as they need to, until they are able to purchase their own set if they decide that goalie is where they want to be! Our sets that we purchased were sized around the u9 and u11 age groups and we need different sizes for others to try. We also want to start some new programs and initiatives to help our association grow and do great things for the kids in our area!
- **Free used hockey equipment program-** we want to purchase two industrial bins to put at our local arena and get players, parents, and community members to drop off any unwanted and too small gear, that is still in good shape, so that kids don't always have to purchase new gear! The cost of hockey gear can get expensive, and we want to make sure that kids in our area can play without it being a financial burden!!
- **Free initiation to hockey/ skating program.** 6 week program for u9 and under. 6 week program for U11 and up (this gives the kids in u11 and up the chance to decide if they want to join the hockey team and have time to be part of the rep team, so that they can play tournaments and provincials)
- **Free power skating program** We want to help our players gain all the skill, they can! (2 groups u11- u13 and u9-under) ten sessions of power skating each throughout the season, with some of our amazingly skilled coaches! We want the players in our small association to get all the same chances as the players in bigger centers!!
- **Free one hour weekly practice for our u15 and u18 groups.** We want our older players to continue building their skills too! Giving them extra ice time is exactly what they need to keep improving! Our skilled coaches well have them running drills and strategizing game play to keep them busy on the ice!
- **Convenient skate sharpening** Right now a lot of our players are having to drive 30- 40+ minutes to get their skates sharpened by a couple different local men in neighboring communities. We want to purchase a skate sharpening machine and place it at our local arena so that they no longer have to travel wasting time and money. This way they can get them done during one of their trips for practice or games.
- **Free goalie Registration** Goalies have such a huge added expense. We want to help lighten the load! This way our goalie families worry a little less about the expensive season ahead. Especially our female goalies who currently all play on 2 or 3 teams! Hopefully this also gives those parents wavering about their child being goalie and the added expense, the extra reason to let them in the net!!
- **Referee incentive program!** Our association struggles to get enough refs to host tournaments. Any family member (parent, grandparent, aunt, uncle or sibling) willing to become a certified Referee and help us ref some minor hockey games/ tournaments, will have their course fees reimbursed and get \$50 put towards the registration of the player of their choice. Any minor hockey player of required age, registered in our association willing to become a certified Referee and help us ref some younger divisions games/ tournaments, will have their course fees reimbursed and get \$50 put towards their own registration fees.



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Kruger Big Assist Grand Prize Proposal

We are really excited about these programs and have been talking about them for quite a while. We would love the chance to implement these programs!

- **Jerseys program-** Ordered by November 2025
 - Estimated cost: \$22,500
 - Half payment on order date, Half payment on delivery date
- **Goalie gear program-** Have gear purchased for November 2025
 - Estimated cost: \$5000.
- **Free Used gear program-** Order 2 bins in early fall (September 2025) to have them placed in arena at season start date.
 - Estimated cost: \$2000, Payment at time of ordering
- **Free Initiation to hockey/skating-** Fall Of 2025 and fall of 2026 to see how successful it is at recruiting more kids to the game of hockey.
 - Estimated cost: \$1480 per season, Overall cost estimate: \$ 2960
- **Free power skating-** fall of 2025 and fall of 2026.
 - Estimate it cost: \$7800 per season, Overall cost estimate: \$15,600
- **Free weekly practice for our u15 and u18 divisions-** Start at beginning of season of 2025 and 2026
 - Estimated cost: \$5520 per season, Overall estimated cost: \$11,040
- **Convenient skate sharpening-** Would like to purchase spark sharpener and have placed by season start in fall 2025. This way our executive and any coaches willing, can learn how it works so that players can get skates sharpened when ever needed
 - Estimated cost: \$2500
- **Free goalie registration-** Start when registration opens in fall of 2025. Offer this program for 2 seasons to see how successful it is in possibly recruiting new goalies.
 - Estimated cost: \$3000-\$5000 seasonally, Overall cost estimate: \$6,000-\$10,000
- **Referee incentive program-** We would like to put the post out on our of Facebook page letting the people in their community know that we would be starting this program as soon as ref clinics open in 2025 -2026 season start. Hopefully we would get at least 10 to 12 referees per season for seasons 2025-2026 and 2026-2027
 - Estimated cost: \$185 per referee, Overall cost estimate \$4500- \$6000 over 2 seasons.

This is a total of top end estimate of \$77,600.



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	Fall / Winter 2025	Fall / Winter 2026	Total
Jersey / Goalie Program			
Jerseys	\$22,500		\$22,500
Goalie Gear	\$5,000		\$5,000
Free Initiation Program			
Free Used Gear	\$2,000		\$2,000
Free Initiation to Hockey	\$1,480	\$1,480	\$2,960
Free Power Skating	\$7,800	\$7,800	\$15,600
Free Weekly Practices	\$5,520	\$5,520	\$11,040
Free Goalie Registration	\$5,000	\$5,000	\$10,000
Other Programs			
Skate Sharpening	\$2,500		\$2,500
Referee Incentive	\$3,000	\$3,000	\$6,000
TOTAL	\$54,800	\$22,800	\$77,600



Kruger
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WE'VE COMMITTED OVER
\$1 MILLION
TO GIVE MORE KIDS
ACCESS TO HOCKEY



 **CANADIAN COMPANY PROUDLY**
SUPPORTING CANADA'S GAME