



**USA**  
FIELD HOCKEY

# USA Field Hockey Marketing and Communications February 2011



*Where Olympic Journeys Begin*



# USA Field Hockey

*Membership 2011*  
*Sponsorship*  
*Sanctioning*  
*Communications*



*Where Olympic Journeys Begin*



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# Membership 2011

	Lifetime	Coach	Umpire	Youth U12	U19	Adult	Club
<b>Cost</b>	<b>\$750</b>	\$85	<b>\$85</b>	\$25	<b>\$50</b>	\$50	\$295
<b>Field Hockey News</b>	x	x	x	x	x	x	
<b>Participate in USAFH events</b>	x	x	x	x	x	x	x
<b>Membership cards</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	
<b>Rule Book</b>		<b>x</b>	<b>x</b>				
<b>Insurance</b>	<b>PA/GL</b>	<b>PA/GL*</b>	<b>PA/GL**</b>	<b>PA/GL</b>	<b>PA/GL</b>	<b>PA/GL</b>	<b>PA/GL***</b>
<b>Background check</b>	<b>option</b>	x	x				
<b>Education</b>							
Skills from the Top		x	x				
Turf Tykes		x	x				
Stick Starz							<b>x</b>
<b>Website promotion</b>							x



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	Lifetime	Coach	Umpire	Youth U12	U19	Adult	Club
<b>Cost</b>	<b>\$750</b>	\$85	<b>\$85</b>	\$25	<b>\$50</b>	\$50	\$295
<b>Field Hockey Life</b>	x	x	x	x	x	x	
<b>Participate in USAFH events</b>	x	x	x	x	x	x	x
<b>Membership cards</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	
<b>Rule Book</b>	<b>option</b>	<b>x</b>	<b>x</b>				
<b>Insurance</b>	<b>PA/GL</b>	<b>PA/GL</b>	<b>PA/GL</b>	<b>PA/GL</b>	<b>PA/GL</b>	<b>PA/GL</b>	<b>PA/GL</b>
<b>Background check</b>	<b>option</b>	x	x				
<b>Education</b>							
Skills from the Top		x	x				
Turf Tykes		x	x				
Stick Starz							<b>x</b>
<b>Website promotion</b>							x



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# Membership 2011





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# Membership 2011

- Insurance
  - ESIX website
  - Coach purchase 24/7 coverage
  - Extend coverage for camps
- Club members to be USAFH members





# Sponsorship

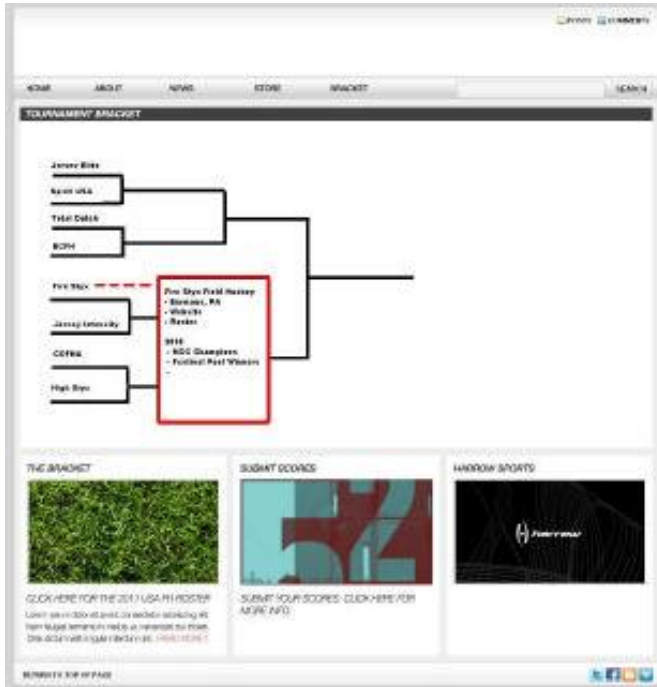
## National Club Championship

presented by Harrow Sports



# Sponsorship

## Brackets/ Team Profiles



Highlight current club field hockey events



Link to club team database

Blog





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# Sanctioning

## SANCTIONING

- A well-planned and documented local tournament that has been approved by USA Field Hockey as a legitimate and safe playing environment
- Proper insurance coverage, including general liability and athlete excess medical, is in place.
- All participants (players, coaches, and umpires) will be members of USA Field Hockey
- All Officials will be USA Field Hockey Certified Umpires
- USA Field Hockey Rules of Hockey must be followed

## BENEFITS

- An affordable, comprehensive insurance program to protect the event organizer, event volunteers, athletes, and sponsors
- A safe playing environment as all participants are members of USA Field Hockey and background checked where appropriate (ie Coaches, Umpires, Organizers)
- Participants will recognize the event as a fair and credible tournament
- Exposure to the event on the USA Field Hockey Calendar of Events at [www.usafielddhockey.com](http://www.usafielddhockey.com)

## TYPES OF SANCTIONING

- Local Tournaments corresponding to USA Field Hockey National Events
  - Regional Club Championships and National Indoor Tournament
  - Must adhere to all requirements of USA Field Hockey Sanctioned Events
  - All registrations will be handled by and come through USA Field Hockey
- Private Sector Events unrelated to USA Field Hockey National Events
  - Big Apple, Cal Cup, Keystone State Games, etc.
  - Must adhere to all requirements of USA Field Hockey Sanctioned Events
  - All registrations will be handled by the local event director

## REQUIREMENTS

### USA Field Hockey Membership requirements

- All event directors, coaches, umpires, and athletes must be USA Field hockey members
- This is to ensure that all event directors, coaches, and umpires have met the background screening requirements of USA Field Hockey to provide a safe playing environment.
- This also ensures that all participating members of USA Field Hockey are covered by the insurance that is provided to them as a member of USA Field Hockey

### Financial Requirements

- There is a Sanctioning Fee of \$\$\$. This covers the cost of the branding, advertising, and additional insurance needed for the execution of the event.

### Technical Requirements

- All Umpires must be certified by USA Field Hockey
- All field and competition requirements must strictly follow USA Field Hockey's Rules of Hockey which will be provided to the event director. The appropriate Rules must be followed for either Indoor or Outdoor events.

### Venue Management

- All sites must have certified medical trainers on hand for the entirety of the event
- The environment must be one that is safe and secure for all participants
- All medical trainers and additional volunteers that will be on site during the event must sign and turn in the Event Waiver and pass USA Field Hockey's background screening. This list of medical trainers and volunteers must be turned into and approved by USA Field Hockey before any measures (background screenings, etc.) are taken.

### Marketing, Sponsorship, Advertising, Media and Presentation

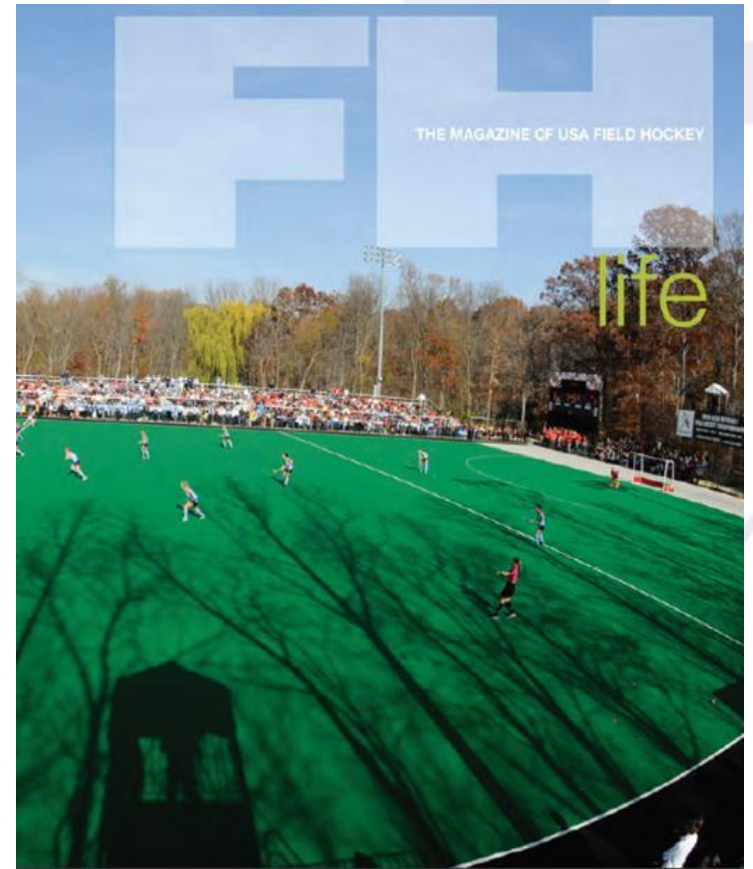
- All events may advertise as a USA Field Hockey Sanctioned Event and can use the USA Field Hockey Logo on promotional material
- All sites will be provided with one USA Field Hockey branded sign and which must appear in a prime location at the event.
- USA Field Hockey will post the Sanctioned Event on the Calendar of Events on the official website of USA Field Hockey.
- All sites must be the standards of USA Field Hockey; they must be clean and safe environments for all participants.



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# Communications

- FH Life
- [www.usafieldhockey.com](http://www.usafieldhockey.com)
- International Teams coverage





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# Communications

## USA Field Hockey Media Protocols for National Team Competitions

### Press Releases

It is the Communications Manager responsibility to contact local media for publicity and coverage of events.

Prior to all National Team tournaments, the Manager on tour will meet with the Communication Manager to discuss media coverage and responsibilities for the event.

It is the responsibility of the Communications Manager OR the Manager on tour to construct and post a comprehensive press release to the USA Field Hockey website no longer than 2 - 4 hours following the completion of a match.

The press release will be posted as a "feature" on the website and will include a photograph(s) of the event or a generic photograph of the team.

The press release is to be structured around the following:

- Game Statistics
- Final score
- Halftime score
- Scorers (including full name and hometown)
- Description of goal(s)
- Scoring opportunities
- Corners
- Interesting facets
- Special Cap recognition
- Player(s) performances
- Quotes
- Coach
- Player
- Opponents player/coach
- Schedule
- Announce upcoming matches
- Roster
- To be included at the bottom of release (with full names and hometowns)

### Social Media

- Around the same time the results are posted to the website, they are to be posted to USA Field Hockey's Facebook account. It is up to the Manager on tour to determine whether they will tweet about the status of the matches during competition.

### Caps

- The Manager on tour will confirm which players on the official roster receive an international cap and report that to the Communications Manager. The Communications Manager will keep the caps updated in the National Office and on the website.

### Photo Gallery

- Given there is an assigned photographer from USA Field Hockey to take photos, the Manager on tour will be responsible for uploading all match photos to the site as a new photo gallery. If a professional photographer is contracted out by the Communications Manager, photos will be sent directly to the National Office and will be the responsibility of the Communications Manager to post to the website.

### Videos

- Video footage will be posted to the website by the Manager on tour.

### Blogs

- National Team athletes, coaches and managers are encouraged to blog about their experience while on tour. Blogs are to be submitted to the Communications Manager in an email or Word document and will be posted to the website within 24 hours.