



THE CAPTAINS GUIDE

SUPPORT VILLANOVA COLLEGE THROUGH YOUR LOVE OF HOCKEY

THANK YOU

As a team captain, you can help ensure your teammates get the most out of their Villanova College Celebrity Hockey Classic experience. Please review this information and share with your team members.

CHAMPION YOUR TEAM'S FUNDRAISING EFFORTS

As a team captain, you can directly influence the success of your tournament by ensuring your teammates fundraise online.

CAPTAINS CHECKLIST

- ✓ Register your team online at www.villanovacollegecelebrityclassic.ca
- ✓ Set your team fundraising goal (Min \$7,500-15 players- \$500 minimum each player)
- ✓ Watch for regular Team Captain updates and pass along all the exciting news as it becomes available to motivate fundraising efforts
- ✓ Get your players to register **ONLINE** to be part of your team and set their personal fundraising goal (\$500 minimum)
- ✓ Walk each team member through the fundraising process
- ✓ Continually check in with your teammates to make sure their fundraising is going well.
- ✓ **REMEMBER THE HIGHER THE FUNDRAISING THE HIGHER THE DRAFT PICK**

WHAT YOUR TEAM MEMBERS NEED TO KNOW

By the Draft Party all players must have met the minimum commitment of \$500 in order to be eligible to play and attend the draft party. Players who do not reach the minimum will not be eligible to play and will forfeit all pledges to Villanova College.

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 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 even more, in exchange for achieving your \$500 per player minimum, we will be outfitting your team with Villanova College Celebrity Hockey Classic jerseys for the event. The top fundraisers from the tournament will have the privilege of playing in the All-Star Game alongside all of the NHL Alumni players.

FREQUENTLY ASKED QUESTIONS

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.

How are pledges collected?

Pledges will be collected through online donor portal located on the tournament website.

When will the game schedule be determined?

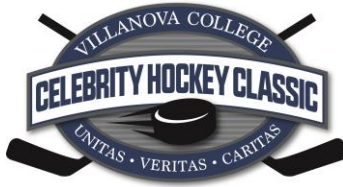
A game schedule will be distributed one week prior to the event.

What are the tournament rules and format?

Tournament rules can be found on the website. Each team plays 2 games followed by an All-Star Game between top fundraisers and NHL Alumni.

How many people will participate in the tournament?

A total of 8 teams will be secured as part of the Villanova College Celebrity Hockey Classic. Each team will consist of a minimum of 15 players maximum 18.



How much money do I need to raise?

Each player is required to raise a minimum of \$500 in order to be eligible to play. All dollars raised will go towards your teams' total. Your draft pick will be determined by your team's fundraising amount, so the more you raise the better you pick.

TOURNAMENT FORMAT

DAY 1- VIP draft party – April 19th, 2018 - TBD

The draft will include players, NHL Alumni, Sponsors and special guests for an evening reception that will set the tone for the tournament. The team that raised the most will be awarded the first draft pick, the team that raised the second most will pick second and so on.

DAY 2- Tournament day- April 20th, 2018 at The Sports Village

Located: 2600 Rutherford Rd, Vaughan ON L4K 5R1

Each team will play 2 games at Aurora Community Centre followed by an All-Star game at the end of the day where the top fundraisers will play vs. NHL Alumni.