**2/2/22 Agenda**

1. UPDATES FROM JOEY/STEVEN
   1. Hello!
      1. Hello Gilbert!
      2. Congrats Joey on promotion! : )
   2. Financials
      1. Review of the expenses so far for the tournament.
   3. Refresh on pillars
      1. Education
      2. Opportunities
      3. Inclusiveness
2. UPDATES ON BYLAW WORK RANDY/ALEXIS
   1. Confirm process for review
      1. Will book specific meeting to review the bylaws as it’s own meeting
   2. How do we make progress between now & March meeting?
      1. Randy will start email thread for Alexis/Randy/Gilbert
      2. Team Bylaws will make a calendar/schedule for getting the bylaws in place
      3. Timing:
         1. Goal for becoming 501c3 (currently c7): January 2023
         2. Bylaws in place by July 1st (6 months to get everything in place for 501c3)
            1. As our main event is in June – makes the most sense to to have our fiscal be a calendar year
3. 4/9 PRIDE NIGHT
   1. Joey/Kraken call, updates on events
      1. Kraken are brainstorming different elements that will be involved in the event (pre-game, etc.)
      2. They will be doing a specific jersey giveaway
      3. Inviting us to the table for that brainstorming
      4. They are approaching it in a similar way like they did the indigenous people event back in the fall
      5. Symmetra will be the sponsor ; )
      6. Symmetra wants to do an event in the armory pre-game (**ASKED US TO HELP BRAINSTORM**)
      7. **How can we capture the energy /marketing from the event towards the SPHA, and take the momentum with us from there (point people to our sites/the tournament/etc.)**
      8. Kraken will be aiming to share in their socials/reach out to their local networks, etc. sub-group will update at first meeting – plan will be in place in 2-3 weeks (by 2/25)
   2. Schedule brainstorm meeting (Randy + Steven L.)
      1. Will pick date/time at the end of the call:
4. SEATTLE PRIDE CLASSIC 2022 (SPC22)

Tournament Communications (Alexis, Steven L., & Joey)

* + 1. Save the Date & Registration
* Rollout plan: launch, messaging, social, press, etc.
* Registration considerations: LGBTQ registration, Kraken ticket giveaway
* Timing (reference below)
* **ACTION: Everyone review the copy in the links below for the save the date – due by 2/17**
* We fully support doing an early live LGTBQ registration
* The comms WILL BE crystal clear on why and what we’ll be doing
* Will have waiting list setup from the initial team

Game Operations (Steven T.)

* + 1. KCI Updates & Logistics (game times, ice, tourney setup)
       1. Questions:
          1. Hotel for out of town players?
       2. Updates:
          1. Luke P. (recently came out in the WHL) has been invited to come out and play in the tournament (texting with Steven T
       3. Details:
          1. Review of tournament schedule

Player & Fan Experience (Randy & Gavin)

* + 1. Coordination of Kraken ticket giveaway (during registration)
       1. Will have 20 tickets for the giveaway
       2. Raffle/giveaway during registration for the tournament
       3. Everyone who registers is eledgble to win
       4. Then will do drawing and release winners on say 3/31, etc. for a game before end of the year
       5. Copy will be directed as a bonus to “thanks for registering”
          1. Will be a part of the “Registration now open!” email, not in the save the date
       6. Potential of Breakdown of timing:
          1. 4 tickets who register in the first week, 4 tickets by deadline, 4 tickets by end of registration, etc. etc.
          2. OR
          3. Anyone who registers by deadline gets two tickets (giveaway is 10 pairs of tickets)
    2. Pride open skate
       1. Scratched, will not be happening (can’t get the other sheet of ice)
    3. Additional events/ideas
       1. Steven T in contact with other LGBTQ Hockey orgs about the tournament
       2. Potential events/hang outs at other locations (Cap Hill, etc.)
       3. **TO DO: GAVIN/RANDY WILL CONNECT AND BRAINSTORM EVENTS**

Branding & Partnerships (Joey)

* + 1. All Stars of Pride Game – messaging
       1. All Star Game is for media, Fitz, etc, our most celebrated/marketed “pinnacle” of the tournament. Messaging will be developed around that
    2. Branding
       1. Potential different logo for the All Star Game/event (Joey still debating)
       2. Color palette almost done (Joey), will be shared so all socials are in the same branding
    3. Sponsorship Look Book
       1. Symmetra will 99% be the presenting sponsor (will be asking for double the investment from the 2021 classic)
       2. Kraken will be shopping around other potential sponsors who do their own internal LGBTQ programs (Starbucks, Alaska Airlines, etc.)
    4. Save the Date graphics/postings/social
       1. **TO DO: Joey and Becca will connect on sharing assets**
    5. Partners
       1. Hockey Wolf will be buying scoreboard sponsor, will help lower jersey cost, etc. (may buy all-star game sponsor)

Social, PR & Story Telling (Rebecca)

* + 1. Save the date messaging plan
    2. Registration messaging plan
       1. **NEED TO SET SCHEDULE SO BECCA HAS AS MUCH HEADS UP TIME AS POSSIBLE**
          1. Need a more detailed plan than last year with set expecations

Budget & Finance (Steven’s)

* 1. Player fee updates
     1. Player fee may go up to $175 - $195 (Steven T. still debating)
     2. Will have copy that will explain the details of why the fee has gone up since last year (kraken ice, more giveaways, more jersey’s, etc.)
     3. Will be doing a “free or reduced” spots from certain sponsor donations who will cover the costs of the spots
     4. Can add element of optional additional donation for those who want to contribute more during registration
     5. 2021 Classic we broke even, and the sponsor dollars (Symmtra, leftover from HockeyWolf, etc.) is what is left in the bank
     6. ACTION ITEM: Develop breakdown of potential future plans/funds to know how our cashflow needs to be setup for the 2022 Classic

ii. Overall budget update

**TO DO: STEVENS TO CONNECT AND REVIEW BUDGET**

**Pride night Call: SL/RC/JG: 2/9 @ 4:30p**

**Bylaws: AH/RC/GV: 2/21 @ 8p**

**PR/Socials: JG/BM: 2/17 @ 8p**

**Save the Date & Registration Timing**

Week of 1/31 meet with comms team to review progress

Week of 2/7 update board, review website copy, confirm registration thinking

Week of 2/14 website dev/review, social graphics dev/review, press release dev/review

Week of 2/21 save the date goes live, press release out, email list, social postings

Week of 2/28 social messaging, email comms, word of mouth, direct messages

Week of XX/XX LGBTQ registration live

Week of 3/14 all participant registration live

**Save the date/registration landing page**

https://writer.zoho.com/writer/open/pze383d8deab150a841ca9362150d391ea7bd

**Registration Form**

https://writer.zoho.com/writer/open/pze38aab8ce5b8f274767916db07157de8143