



# HOCKEY HALL OF FAME EDUCATION PROGRAM



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## BUSINESS PRE-VISIT ACTIVITIES

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### Activity 1: Athletes and Superstars

Consider some of the qualities needed to give an individual, such as Sidney Crosby or Don Cherry, a marketable image. In groups, select current individuals from the area of sports and entertainment. Determine what qualities make them a marketable commodity.

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### Activity 2: Logos

Examine the two logos in use by the Anaheim Ducks.



1. What image does each design try to create?

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2. How does each relate to or complement the status of the Ducks' franchise?

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3. Which do you prefer and why?

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## BUSINESS HALL-VISIT ACTIVITIES

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**Hint:** To help you find the answers, use the guide map found at the end of the Business section.

1. Travel through the Hockey Hall of Fame and note which sponsor is associated with each zone. Once you have explored, pick your two favourite zones to concentrate on:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_

2. What is the primary theme of the displays in the zones?

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3. How does the sponsor attempt to blend with the theme of the exhibit?

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4. What is the appeal for the corporate sponsor to associate their product with the game of hockey and the Hockey Hall of Fame?

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5. On your way out of the Hockey Hall of Fame, you will pass through the Spirit of Hockey Gift Store. Take note of how the displays and products are placed throughout. Identify three products you believe to be eye-catching.

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6. Why did these products catch your eye? Consider the four P's of marketing when analyzing.

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7. Develop an additional product to sell in the Spirit of Hockey Gift Store and a strategy to market said product once launched.

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## Activity 2: Needs vs. Wants

1. Now that you have toured and enjoyed the Hockey Hall of Fame, you have the tools to brainstorm on potential improvements. In groups, work to compile a list of needs vs. wants you were left with after visiting.

NEEDS	WANTS
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.

2. How does your list (above) create opportunities for future business?

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3. Compare and contrast ways that an Attraction and a Hockey franchise would address similar needs and wants. Is there a difference in approach? If so, why?

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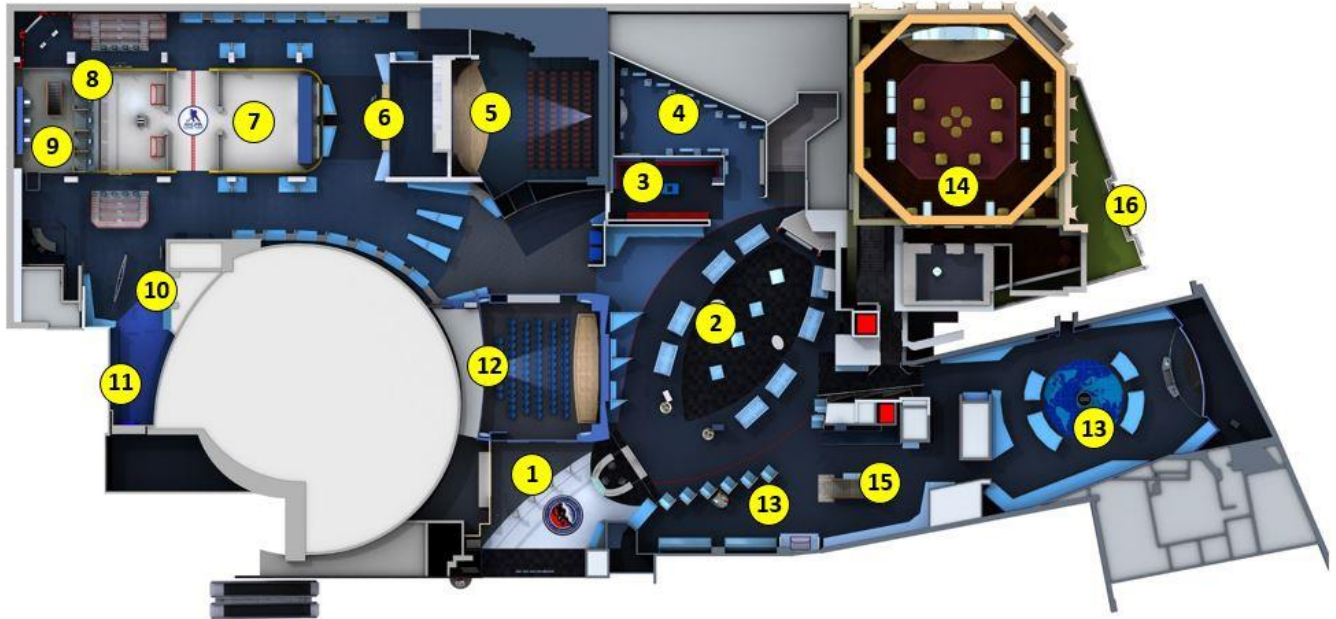
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## HOCKEY HALL OF FAME GUIDE MAP



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|----------------------------|--|
| 1. Entrance Foyer Displays | 9. Video Game Kiosks                     |
| 2. Hyundai NHL Zone        | 10. Upper Deck Collectors' Corner        |
| 3. Canadiens Dressing Room | 11. The Mask presented by Imports Dragon |
| 4. Stanley Cup Dynasties   | 12. Tim Hortons Theatre                  |
| 5. TSN Theatre             | 13. World of Hockey                      |
| 6. Hometown Hockey         | 14. Esso Great Hall & NHL Trophies       |
| 7. NHLPA Game Time         | 15. Spirit of Hockey Retail Store        |
| 8. TSN/RDS Broadcast Zone  | 16. Exterior Sculptures                  |