



# Try Hockey for Free and More WAHA Conference Forum August, 2021

Andy Bradford -  
WAHA 8U Section Director and Grassroots Chairperson  
abradford@depere.k12.wi.us  
920-676-8812

# Try Hockey and More



## Purpose:

Increase participation in USA Hockey Try Hockey For Free Events.  
Increase retention of Try Hockey participants into transition Learn to Skate or Learn to Play programs.

## Rationale:

In an effort to provide opportunities for players new to hockey and continue their involvement beyond an initial Try Hockey event, a 6 week Learn to Play/Learn to Skate framework will be established for associations to implement for the 2021-22 season. Retention of 6U players is one of the Growth Initiatives identified by USA Hockey.





## **WAHA Support:**

**Associations that implement the Return to the Rink - Try Hockey and More Promotion program will be eligible for reimbursement for ice, promotion and marketing, and equipment of \$1000. Associations that did not participate in Try Hockey in 2019 or 2020 will be the first associations eligible for the program. 4 associations per region or 24 total associations will be eligible for reimbursement. Additionally, WAHA will promote their Try Hockey for Free event through Facebook paid marketing within a geographic boundary of their rink/association.**

---



## Requirements:

- Available to Associations and/or Ice Rinks
- Use the USA Hockey Try Hockey Registration Portal and offer a Try Hockey for Free Event on or near the National dates: November 6, 2021 or March 5, 2022
- Promote your event using marketing and promotional materials and/or social media (in addition to WAHA promotions)
- Use the WAHA framework provided to transition Try Hockey participants into a 6-8 week Learn to Play or Learn to Skate program
- Track participation of program participants and complete a report for WAHA Grassroots Committee by January 15 (for November program) or May 15th (for March program).

## **Resources:**

USA Hockey Try Hockey for Free Portal

[https://www.usahockey.com/page/show/4965656?referrer\\_id=](https://www.usahockey.com/page/show/4965656?referrer_id=)

THFF Toolkit Resources

[Overview](#)

[Event Manager User Manual](#)

## **How to Apply:**

Complete the Grant Submission Form on the WAHA Website

<https://forms.gle/adTChrHg7xDiVUWr8>

