



HOCKEY HALL OF FAME EDUCATION PROGRAM



BUSINESS PRE-VISIT ACTIVITIES

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.

Activity 2: Logos

Examine the two logos ~~below. The one on the left is the original logo for the Mighty Ducks of Anaheim (their name at the time) while the one on the right is the current design for their 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?

3. Which do you prefer and why?





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BUSINESS HALL-VISIT ACTIVITIES

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?

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

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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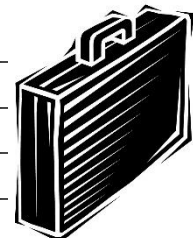
Activity 2: Needs vs. Wants

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
• • • • • • • • •	• • • • • • • • •

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

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?

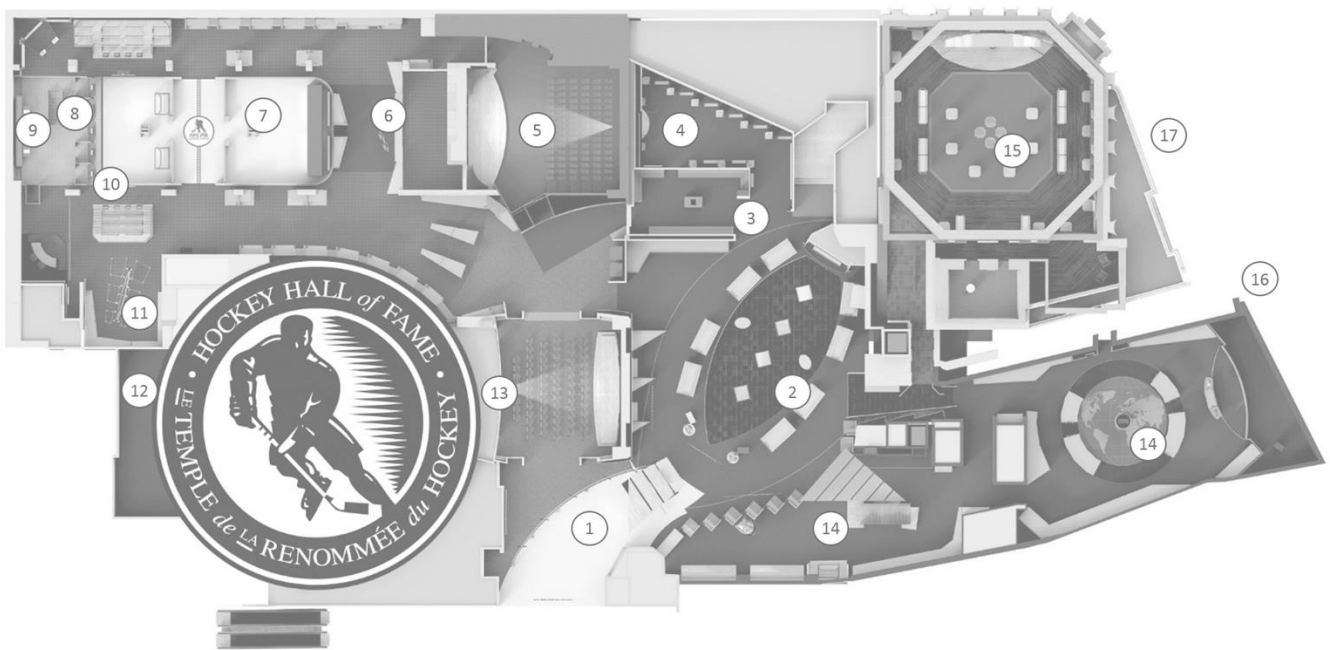




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HOCKEY HALL OF FAME GUIDE MAP



- | | |
|--|--|
| 1. Entrance Foyer Displays | 10. Shoot for a Cure Slapshot Trivia |
| 2. Honda NHL Zone | 11. Upper Deck Collectors' Corner |
| 3. Canadiens Dressing Room | 12. The Mask presented by Imports Dragon |
| 4. Via Rail Stanley Cup Dynasties | 13. Tim Hortons Theatre |
| 5. TSN Theatre | 14. Tissot World of Hockey |
| 6. Hometown Hockey | 15. Esso Great Hall & NHL Trophies |
| 7. NHLPA Game Time | 16. Spirit of Hockey Retail Store |



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TV / RDS Broadcast Zone
17 - Extern - Sculptures
EA Sports NHL 18 / PS4 Game Kiosks

