

THE HOME TEAM BOOK FUNDRAISER

SPONSORED BY:



HOCKEY CALGARY

Every hockey game has a story. Every hockey fan has a favourite NHL team. We're putting that love of the game together in this year's fundraiser for the Novice players on your team. The HOME Team books are NHL licensed. They tell the story of three boys and a girl who dream of playing for their favourite NHL team. The children learn lessons about how to play like a team, do their best, never give up and the value of honesty. In the books they go on a journey where they meet their favourite player and mascot. Every book has a happy ending that celebrates the passion for the game! There are 10 team books plus an NHL Mascots book for sale. Please see below for the important details:

How it works:

Each Novice team will receive a variety of HOME Team books, the books will then be distributed so that each player on the team will have one book to carry door to door with them as a sample (the player may keep this book for themselves after the fundraiser at no cost), they will also have a customer order sheet, sell sheet and a script containing a few words for the player to say to customers. The player will note that there are multiple books to choose from, the buyer will view the sample book and then choose what team they are interested in and the quantity. Each book is \$15. Please collect payment at the door of the customer.

How you make money:

Each book sells for \$15

Your team keeps \$8 for each book sold.

Hockey Calgary receives \$1 for each book sold that is donated to the Flames Even Strength Foundation to financially support kids who cannot afford to play.

What you do:

Give all completed **Manager Order Sheets** with payment of \$7 per book to **Hockey Calgary** (1111 Barlow Trail SE) by **Monday, November 7**. Pick up your customer orders at Hockey Calgary the week of **Monday, December 5**.

Distribute the books to the customers.

The HOME Team books available are:

The HOME Team Calgary Flames, Edmonton Oilers, Vancouver Canucks, Toronto Maple Leafs (Hard Cover), Montreal Canadiens (bilingual) Chicago Blackhawks, New York Rangers, Boston Bruins, Pittsburgh Penguins, Nashville Predators, Ottawa Senators (bilingual) and NHL Mascots & Friends.

PRIZING:

The Calgary Flames have graciously provided the following prizing options for the top 3 individuals and top 3 teams who sell the most books. Hockey Calgary will notify you if you have won one of the following prizing options.

Top 3 individual sellers will receive:

- Dinner for two in the Chrysler Club and lower bowl tickets to the New Jersey Devils vs. Calgary Flames game on Friday, January 13.

Top 3 teams to sell the most books will receive: *Date to be mutually agreed upon and must be redeemed by March 1, 2017*

- Watch a Flames practice from the lower bowl and receive a Flames piece of merchandise!

OR

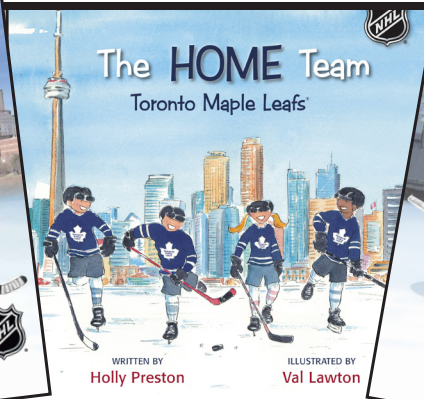
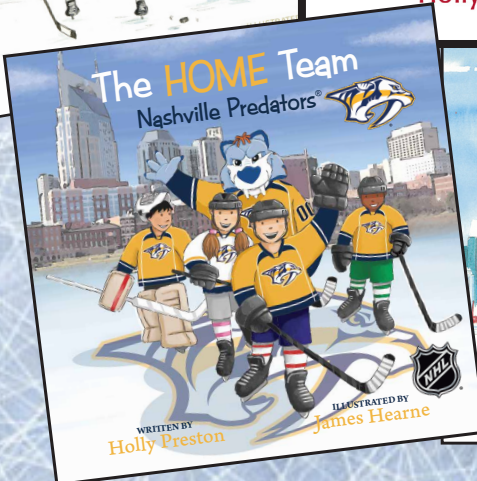
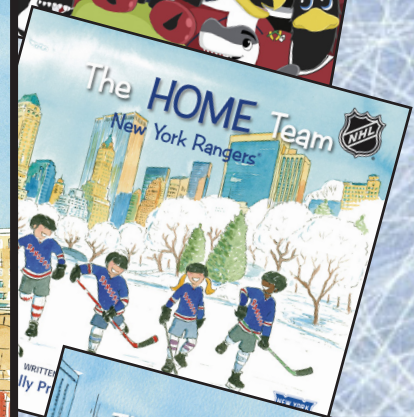
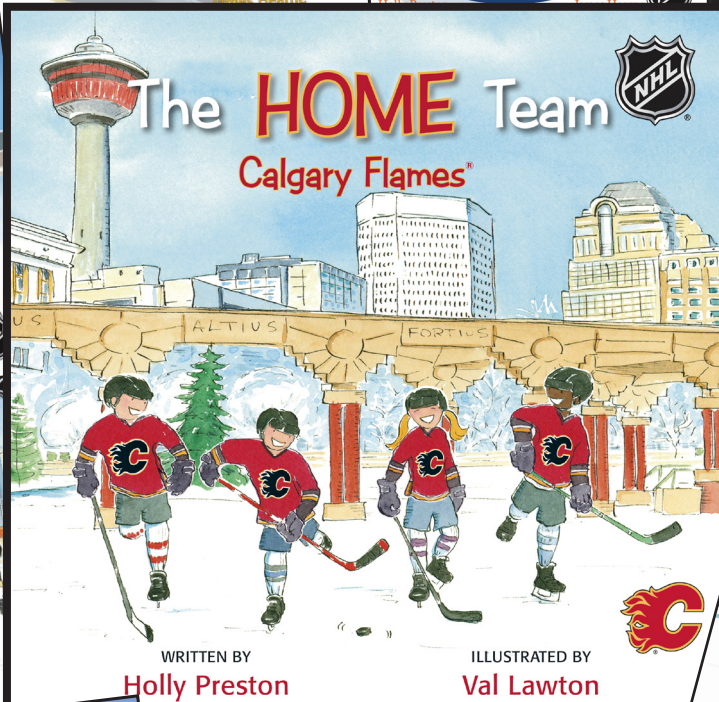
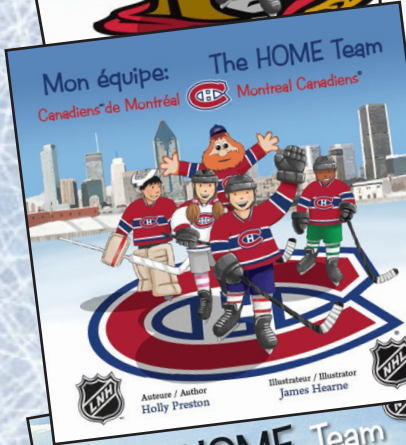
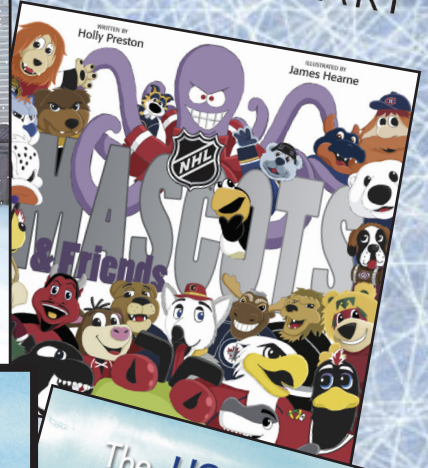
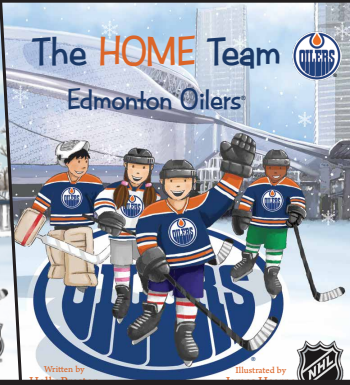
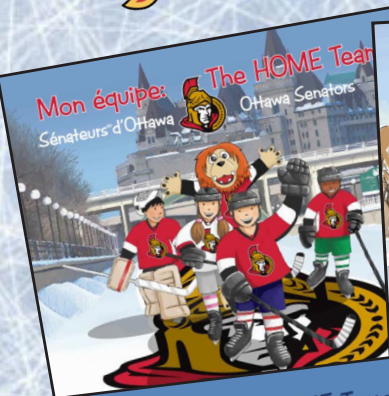
- Get an exclusive "behind the scenes" tour of the Saddledome!



THE HOME TEAM BOOK FUNDRAISER



HOCKEY CALGARY



HELP SUPPORT OUR NOVICE TEAM!

ONE OR MORE OF THESE BOOKS COULD BE YOURS FOR \$15

PLEASE VISIT WWW.AFANFORLIFE.COM FOR MORE INFORMATION ON THE HOME TEAM BOOKS!



THE HOME TEAM BOOK
FUNDRAISER
SELLER SCRIPT



HOCKEY CALGARY

Hello, my name is _____ and I play for the **(Association)** Novice **(Team Name)**, I am here today to raise money for my hockey team by doing a book fundraiser.

May I have a moment of your time? **(Customer says YES)**

I would like to show you this **Home Team Book**. This book is great for children who like hockey. They will learn valuable lessons about how to play like a team, do their best, never give up on what they believe in and how to achieve their dreams based on hard work.

I have a sample of the book here that I would like to show you if you are interested in learning more. (Give book to customer to look at)

My favourite part of the book is _____. Let me show you. (Find your favourite page in the book to show the customer).

If you do not want a Calgary Flames book there are 11 other NHL teams to choose from and an NHL mascots book! They all have a similar story to this one. **(Show visual page to customer)**

The price of the books are \$15 each. This money will go back to my team and \$1 goes back to the Flames Even Strength foundation to help fund kids in need of financial assistance to play hockey.

Would you like to order any books today?

Customer says Yes! - Thank you very much! Can I have your information please? **(Get contact information)** Can you please let me know which books you would like to purchase? **(Write down the number of books on the Customer Order sheet)** Collect their money. I will contact you when the book/s are ready and will deliver your order to you December 5. Thank you again for supporting my team.

Customer says No - Thank you very much for your time. Have a nice day!