



2019 ATOM “AA” MINOR PROVINCIAL CHAMPIONSHIP QUICKSTART INVITE PACKAGE

Trails West Hockey Association

Calgary, Alberta

Feb 13, 2019

TABLE OF CONTENTS

Contents

| | |
|--|---|
| WELCOME TO THE 2019 PROVINCIALS!..... | 3 |
| COMMUNITY OVERVIEW | 4 |
| WEEKEND SCHEDULE | 4 |
| Coaches Meeting | 4 |
| Opening ceremonies | 4 |
| Game Schedule | 4 |
| COMMUNITY ACCESS FEE..... | 6 |
| YOUR HOTEL OPTIONS | 5 |
| PROVINCIALS MERCHANDISE | 6 |
| Online | 6 |
| At the Event | 6 |
| Sponsorship & Advertising | 7 |
| Marketing & Media | 7 |
| ARENA FACILITIES..... | 7 |



WELCOME TO THE 2019 ATOM AA MINOR PROVINCIALS!

The Trails West Atom 2 Red team and the Trails West Hockey Association (Trails West) are very pleased and excited to welcome your team to the 2018/19 Alberta Atom AA Minor Hockey Provincial Championships, to be held March 14-17, 2019. The Host



Committee is hard at work completing our preparations so that our tournament will be remembered by players, parents, coaches, officials, and fans of hockey as a lifelong memory.

The primary venue for the tournament is the Flames Community Arenas (FCA), supplemented by the City of Calgary Optimist/George Blundun (OGB) twin arena facility. FCA provides an ideal tournament venue with three ice surfaces, dedicated dressing rooms for each team and other conveniences for participants and fans, including top quality viewing as well as a restaurant and pro shop. OGB is located 4kms away from FCB, as the crow flies and is a supporting venue, that will see at most 2 games.

PLEASE TAKE THE TIME TO READ THIS INVITE PACKAGE IN DETAIL.

This initial information package provides you all the information you need to make immediate decisions for your team, including scheduling, booking hotels, tournament passes, etc. A final package will be sent out in the coming weeks as the tournament schedule is finalized.

We look forward to hosting your team; providing a fun, memorable, and competitive event for your athletes to showcase their skills. We are available any time at the numbers below if you need assistance. See you in Calgary!



Tara Mastromonaco
Co-Chairperson
Team Manager, TW Atom 2 Red
(403) 829-3313



Yvan Champagne
Co-Chairperson
Head Coach, TW Atom 2 Red
(647) 408-9122



COMMUNITY OVERVIEW

Calgary is known for its friendly hospitality and spectacular outdoor scenery. It is also known for its sporting culture, which is evidenced in the rich volunteer culture supporting hockey events in the city and the welcoming atmosphere for all hockey participants. Flames Community Arenas is in one of Calgary's premier neighborhoods which offers many local amenities and convenient access to major transportation routes. Our host committee will ensure all visiting teams have complete and comprehensive information about the City of Calgary, and specifically the neighbourhood around the key venues including amenities, transportation, facilities, and maps.

WEEKEND SCHEDULE

The tournament game schedule is still being optimized and should be finalized on February 20th. However, we can confirm the following:

Coaches Meeting

The coaches and managers meeting will be held at Flames Community Arena in the Stew Fairbanks meeting room, Thursday March 14 from 2:30pm-3:30pm. Each team must have a team official (preferably head coach and manager) present at this meeting (Hockey Alberta requirement).

Opening ceremonies

Opening Ceremonies will be held at Flames Community Arena on the RED ice surface, March 15th from 4:00-4:30pm. All coaches and participants must be present at the facility 15 minutes prior to the start of opening ceremonies. Details will be provided to your manager. 4 teams will be playing immediately after the opening ceremonies, including the Host team, Zone 2, Zone 4 and Zone 6. As such each of these teams will need to be fully dressed for the opening ceremonies.

Game Schedule

The final schedule will be available in the coming days. However, we can confirm the following for planning purposes:

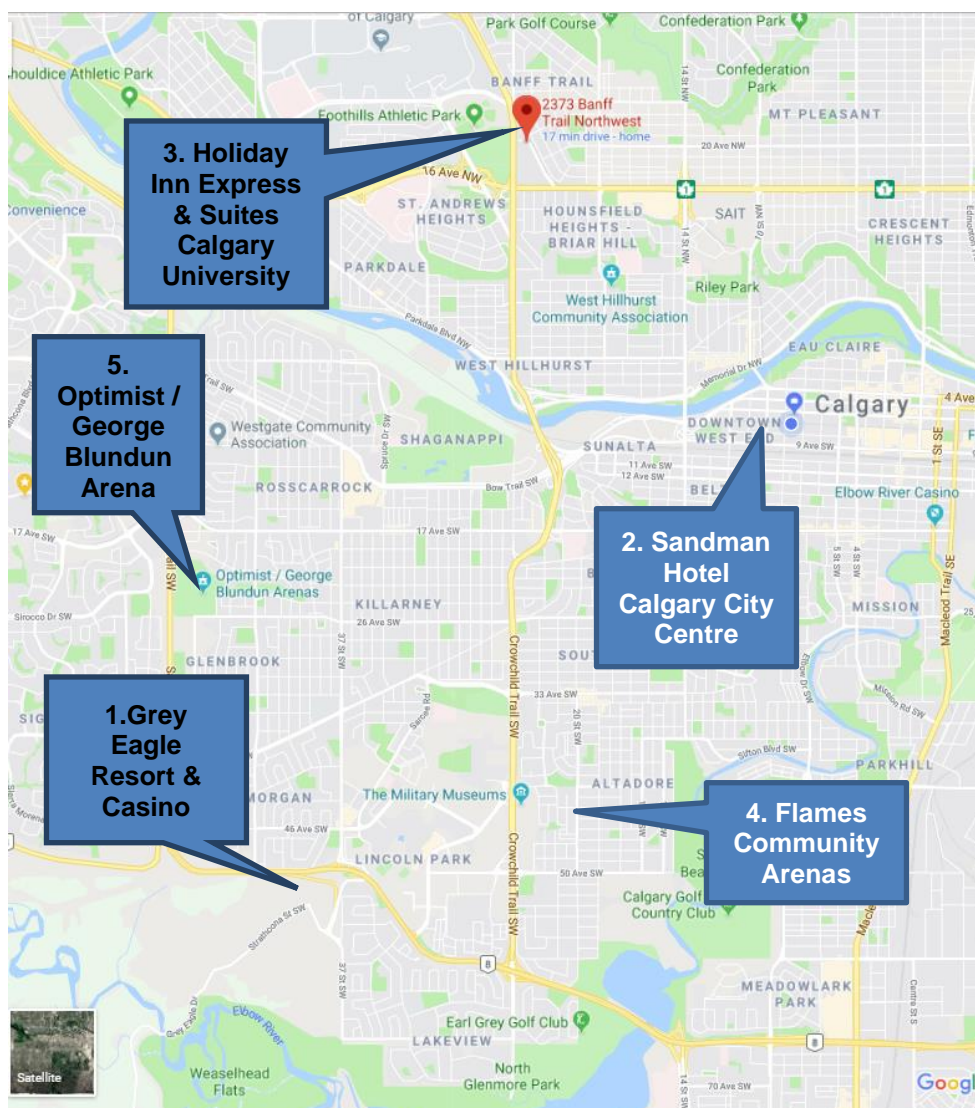
- No team will play earlier than 4pm on Thursday, March 14
- The last round robin game ends on March 16 at 7:15pm
- Semi finals for the top 4 teams (top 2 in each pool) will take place on Sunday, March 17 at 7:45am and 8:00am respectively.
- The final will take place at 12 noon on March 17, concluding prior to 3pm



YOUR HOTEL OPTIONS

We have negotiated preferred rates and hotel packages for all incoming teams. We have taken into account hotel availability, amenities, proximity to the tournament facilities, price, and quality when selecting hotels for all of our teams. Our (3) hotel partners that are all within 8kms of our primary arena.

2019 Atom AA Minor Provincials Hotel and Arena Location Map



1. Grey Eagle Casino and Resort. 5.2 kms from FCA, 8 minutes by car (3777 Grey Eagle Drive SW)
2. Sandman Hotel Calgary City Centre. 6.8kms from FCA, 10 minutes by car (888 - 7 Ave SW)
3. Holiday Inn Express & Suites Calgary University. 7.9kms from FCA, 11 minutes by car (2373 Banff Trail NW)
4. Flames Community Arenas (2390 - 47 Ave SW)
5. Optimist/George Blundun Arena (5020 26 Ave SW)

Grey Eagle Resort and Casino

3779 Grey Eagle Drive Calgary, AB, T3E 3X8

Booking can be made by calling 1-844-719-8777 or email jmitchell@greyeaglecasino.ca

Please see attached file for more booking information.

Holiday Inn Express & Suites Calgary University

2373 Banff Trail NW Calgary, AB T2M 4L2

Direct website Booking link:

<https://www.hiexpress.com/redirect?path=hd&brandCode=EX&localeCode=en®ionCode=1&hotelCode=yycbt&PMID=99801505&GPC=aat&viewfullsite=true>

Group code if calling into the hotel to book directly is: AAT

Sandman Hotel Calgary City Centre

888 Seventh Avenue SW Calgary, AB T2P 3J3

Booking can be made by calling 403-513-2546 or email corpsales_calgary@sandman.ca and quoting group number 908343

Please see attached file for more booking information.

COMMUNITY ACCESS FEE

The tournament committee has elected to avoid charging gate admission daily at the event and has instead elected to charge each team a **\$700 COMMUNITY ACCESS FEE**. This fee helps provide a cost-effective, all-inclusive pass to your entire team's families, friends and relatives. Your team will be issued an invoice, which is payable through email transfer or major credit card. Our goal as a Host Committee is to deliver a memorable tournament for players, coaches and families alike, with an emphasis on respect for opponents and officials, fair competition, and positive memories. We aim for the tournament to be a highlight of their minor hockey careers to date.

PROVINCIALS MERCHANDISE

Online

We are currently working with our supplier to finalize the merchandise list. Teams will be able to place orders online to have merchandise available for pick-up on March 14th.

At the Event

Our merchandise vendor will be available on site to take orders, for teams wishing to grab extra provincials gear, or spectators who wish to show their support for the event. **NOTE:** The number of items available at the event may be limited.



Sponsorship & Advertising

Should any of your community, team or association sponsors like to help sponsor the tournament, there are a limited number of sponsorship slots still available. Additionally, they are also welcome to advertise in the official tournament program. Please reach out if you have a sponsor who would like to participate.

Marketing & Media

Trails West plans to harness the full power of social and traditional media to build excitement for the event including live Instagram and Facebook updates, and regular website updates. We invite you to follow our tournament Instagram [@tw_atomaa_minor_provincials](#) and our Facebook page [Atom AA Minor Provincials 2019](#) and visit the official tournament website at <https://minoratomaa.haprovincials.ca/home/>. **We would also like your team manager to submit team logos (high res preferable), team pictures and confirmation of the official team name as soon as possible to: trailswestprovincials@gmail.com.**

ARENA FACILITIES

One of the premier ice facilities in the City of Calgary, and one of three venues for the annual Mac's AAA Midget Tournament, Flames Community Arenas is currently slated as the primary venue for the event. The Red Arena, built in 2011, is an NHL size ice surface (200' x 85') with warm wood bench seating for 250 spectators as well as abundant room for standing spectators. The arena will be the primary venue for the event, with up to 2 games on the Friday also being held at our second venue.



The Red Viewing/Conference Room will act as “Central Headquarters” and is reserved for the duration of the tournament. The spacious Red foyer provides ample space for merchandising and schedule results. On site pro shop *Pro Edge* ensures that equipment needs can be quickly addressed. For the comfort and convenience of family members and general spectators, the *Olympic's Restaurant & Lounge* offers full meal service and proudly presents some of the best burgers in the city.

