

KRUGER BIG ASSIST

TASA MINOR HOCKEY



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M A R C H 2 0 2 4



COMMUNITY VIGNETTE SHOOT

The :60s community vignettes will shine a spotlight on the winning hockey associations.

The spots will be carried by sound bites from the community's nominator, a parent/coach, and two young hockey players.

The tone will be uplifting and inspiring.

Each spot will start by introducing the hockey association. Why they nominated themselves for the Kruger Big Assist. The spots will end with a reflection on how each community would feel to win the additional \$75,000 and what they plan to do with the donation.



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:60 TASA MINOR HOCKEY SAMPLE SCRIPT - *SHOOT DATE MARCH 23*

We open with community shots of Timberlea, Tantallon, and St Margaret's Bay. We see an exterior shot of the St Margaret's Centre Arena. We see the kids arrive to the arena.

Nominator: TASA Minor Hockey represents the communities of St. Margaret's Bay, Tantallon, Hubble, Timberlea, and Hammonds Plains. Our hockey association fosters an inclusive and respectful environment where all kids can play hockey no matter their gender, race, skill level or financial circumstances.

We see the nominator being interviewed, then cut to parents tying up kids' skates, other teammates helping each other with their helmets.

Nominator: I nominated TASA Minor Hockey for the Kruger Big Assist because we're already doing work in our community that aligns with Kruger's values that all children deserve access to hockey.

We see the parent/coach being interviewed. Cut to videos and photos from community members that shows the wildfire.

Parent/Coach: Last May and June, our community faced a devastating wildfire that evacuated over 16,000 people and destroyed over 150 homes. It was an event that tested our resiliency and unity, but our community really came together to support each other because that's what we do.

We see the nominator on screen. We see the kids walk out onto the ice. We see the kids play hockey. Cut to an assist and a goal. We see a celebration.

Nominator: After the wildfires, with the help of sponsors, we were able to outfit the victims of the fires with new hockey gear and covered their registrations fees for the season. If we were to win the Kruger Big Assist \$75,000 grand prize, we would use that money to further assist those with financial assistance needs and would actively recruit all kids, regardless of economic status, to try the game of hockey.

We see the young girl on the ice being interviewed.

Young girl player: An assist means helping my teammate.

We see our interviewee on camera, then cut to the team group shot with the winning banner. The spot ends with the Kruger Big Assist end frame with voting URL.

Parent/Coach: With everything this community has been through this past year, the Kruger Big Assist would be an amazing win for our hockey families.

TASA KEY POINTS

- The community suffered from wildfires last May and June which evacuated 16,000 people and destroyed 150 homes
- The hockey association united together and covered registration fees of the affected families and outfitted the kids with new gear who lost their equipment in the wildfires
- With the grand prize they want to further assist families who need financial assistance and create diversity and inclusion initiatives to reach more kids in their community

Nominator interview

- By the rink, kids on the ice in the background.

Parent/Coach interview

- In the stands, crowd in the background.

Kids interviews

- On the ice

***Interview locations are subject to change based on availability and camera optics. TSN to ensure no empty arena shots.**



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MANDATORY SHOT LIST

MANDATORY REQUIRED SHOTS

- Medium close-up framing for the interviews, must ensure no empty arena in background. If the interview can be around other community members or seeing kids playing on ice.
- Kids being interviewed should represent the diversity of the league
 - girls
 - kids of diverse backgrounds
- Showcase the sense of community
 - Slow motion cheering/clapping from parents
 - Capture the parents arriving with the kids
- Required group team shot on the ice with winning banner (see page 7)
 - One option with just the team, one option with the Regional Captain (Corwin)



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SHOOT DETAILS

Mock Schedule - to be confirmed with the hockey association lead

8:00 am – TSN Crew to arrive on location and set up for first interview

9:00 am – First interviewee to arrive (nominator) as well as 6 kids with their hockey equipment

9:30 – 10:00 am first interview by the glass, kids playing in the background

10:00 – 10:30 am reposition the camera on the ice

10:30 – 11:00 am interview a couple of the kids on the ice with their teammates

11:00 – 12:00 pm camera crew to break for lunch with the kids

12:00 pm remaining kids to arrive with parents/community members

12:00 – 12:30 pm capture the kids with their parents entering arena

12:30 – 1:00 pm capture dressing room shots

1:00 – 1:30 pm staged hockey shots

1:30 - 2:30 pm capture a scrimmage on ice with the kids, TSN BarDown Captain to interact and film with the kids.

2:30 – 3:00 pm coach/parent interview

3:00 – 4:00 pm TSN to wrap and load out

4:00 - 6:00 pm community shots of Arena, Timberlea, Tantallon, and St Margaret's Bay



**12 Westwood Blvd, Upper
Tantallon, NS B4Z 1H3**



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EXTERNAL ADVERTISING/BRANDING NOTES

- Black hockey tape to cover prominent branding as much as possible. Ex. CCM or Bauer on helmets or hockey pants
- Interviewees should wear clothing with ideally no logos.
- Arena rink board branding to be covered on one side of ice to shoot towards one end. If there are wider shots it's fine as long as not in focus. Working with the camera crews to facilitate.
- Kruger to send branded merch on page 7. Kids on ice should be wearing Kruger Big Assist jerseys.
- When referencing the program always use “Kruger Big Assist” and “\$75,000 Kruger Big Assist Grand Prize”



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On Site Branding



CINEMATIC STYLE



The cinematic style of the community vignettes will be bright and clean, reflecting the celebratory and uplifting tone of the pieces. Action shots on the ice will be captured in both real-time and slow-motion. Slow-motion footage of goals and player celebrations will evoke emotions in the audience and help convey the inspiring messaging.



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INTERVIEW QUESTIONS

Nominator

1. Why did you nominate your hockey association for the Kruger Big Assist?
2. Why do you think your hockey association deserves the \$25,000 Kruger Big Assist donation?
3. Can you describe how you felt when you heard that you won the Kruger Big Assist \$25,000 donation?
4. Tell me more about how you will use the \$25,000 Kruger Big Assist donation.
5. How will this donation impact the community?
6. What opportunity is the Kruger Big Assist program giving communities by awarding \$25,000 to hockey associations across Canada?
7. 1 in 5 regional finalists will win the Kruger Big Assist grand prize of an additional \$75,000. If you were to win, how will your hockey association use the \$75,000 grand prize?
8. What values does your hockey association share with the Kruger Big Assist program?
9. Can you share your hockey associations current diversity and inclusion initiatives?
10. Why should Canadians vote for your hockey association to win the Kruger Big Assist \$75,000 grand prize?
11. Why is the Kruger Big Assist program important?
12. Why is hockey important to your community?
13. What does hockey mean to the kids who play in the league?
14. What makes your community unique?

When referencing the program always use “Kruger Big Assist” and “\$75,000 Kruger Big Assist Grand Prize”



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INTERVIEW QUESTIONS

Parent/Coach

1. The Kruger Big Assist program is about helping all Canadian youth have the chance to play hockey. How does your hockey association eliminate barriers so that all kids can play?
2. Can you tell me why the Kruger Big Assist program is important?
3. Why do you think your hockey association deserves the \$25,000 donation?
4. Tell me more about how you will use the \$25,000 donation.
5. What does this donation mean to the children on the team?
6. How will this donation impact the community?
7. What opportunity is the Kruger Big Assist Program giving communities by awarding \$25,000 to hockey associations across Canada?
8. Why is hockey important to your community?
9. What makes you want to coach these kids? (If you're interviewing a coach)
10. What values does hockey teach kids?

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INTERVIEW QUESTIONS

Kids/Teammates

1. What do you love about hockey?
2. Describe what it is like being on the ice.
3. What do you love about your team?
4. What makes your team special?
5. How will the Kruger Big Assist donation of \$25,000 help your team?
6. What does an assist mean to you?
7. Why is it important to assist those around you?
8. Can you say “Every Assist Counts!”

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BRAND INTEGRATION



The Kruger Big Assist logo will be present throughout the spot with KBA jerseys, KBA toques, big cheques, and/or KBA trophies. All community vignettes will end with the Kruger Big Assist end frame. The sound bites from the nominators, parents, and/or coaches will tie in the Kruger Big Assist messaging authentically, as they discuss how their minor hockey association's mission to remove barriers for all children to access hockey aligns with the values of the Kruger Big Assist program.



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CAPTAINS' SOCIAL VIDEOS

Deliverables: :30 - :60 video in 1x1 and 9x16

Each EN regional captain will create a video that will live on their socials. The video will be a celebratory spot highlighting the winning hockey association in each region. The regional captain will open the spot with a selfie-style introduction. They will introduce themselves and reveal their regional finalist. For visuals, the regional captain will capture content on location, sharing sound bites from the kids and filming with them on the ice. TSN will capture the regional captain in the group team shot. The spot will close with a selfie-style outro directing the audience to vote for the \$75,000 grand prize.



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CORWIN MCCALLUM - HALIFAX - SAMPLE SCRIPT

We open with Corwin playing in a scrimmage with kids from TASA Minor Hockey.

Cut to Corwin on the ice as kids play ice hockey in the background.

Corwin: Hi! I'm Corwin McCallum, and I'm here at the St Margaret's Centre to celebrate TASA Minor Hockey being one of the five regional winners for the Kruger Big Assist!

We then cut to footage of the TASA kids having fun while playing hockey.

Corwin VO: They will use the \$25,000 to support families in their community by investing in diversity and inclusion hockey outreach programs while also providing financial assistance to players in need.

Corwin begins interviewing kids on the ice.

Corwin: What would you do for your community if you had \$25,000?

Kid: (example) buy new hockey jerseys for everyone!

Corwin: *Reacts to idea*

Corwin: Who's your favourite hockey player?

Kid: (example) Auston Matthews!

Cut to highlights of the kids having fun on the ice and playing hockey.

Corwin VO: This year, Canadians can vote for one regional winner to win the \$75,000 Kruger Big Assist grand prize. If TASA Minor Hockey were to win the grand prize they plan to further assist those with financial assistance needs and would actively recruit all kids, regardless of economic status, to try the game of hockey.

We then return to an interview of Corwin and another kid.

Corwin: Dream even bigger! What would you do for your community with \$75,000?

Kid: (example) Fly everyone out to a real hockey game in Toronto!

Corwin: WHOA *big reaction*

Cut to Corwin taking a selfie video while skating with kids playing in the background again.

Corwin: From April 9th to 11th, Canadians can vote for one of the five regional winners for the \$75,000 Kruger Big Assist grand prize. LET'S GO Eastern Canada! Tell your neighbours, tell your friends, and let's vote for TASA Minor Hockey!