



THE HALL OF FAME FOR STRATEGIC CONNECTIONS

JEFF SAUVÉ, FIELD HOCKEY CANADA

INTRODUCTIONS

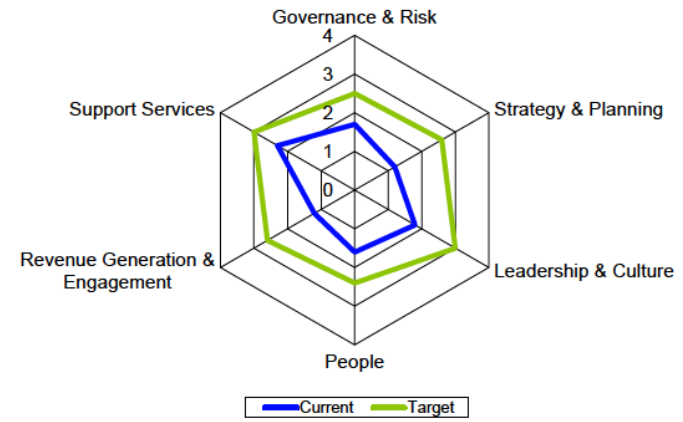


- Jeff Sauvé has served as the Chief Executive Officer of Field Hockey Canada for just over 2 years. Prior to this, Jeff worked in rugby both provincially and with Rugby Canada. In fact since graduating with a Masters in Human Kinetics, Jeff has always worked in sport - including a TV production role with 2016 Stanley Cup Champions, the Toronto Maple Leafs.

OUR PROBLEM



- Income diversification – Deloitte assessment
- Engagement strategy – Alumni focus



OUR SOLUTION



- OneTeam Strategy – Engagement as strategic priority
- Events to engage alumni:
 - Field Hockey Canada Hall of Fame
 - Field Hockey Canada House (domestic games)
- 3rd party credibility:
 - Investment – Canadian Olympic Foundation
 - Recruit the Alumni Champion
- Canadian Olympic Committee NSF EI funds

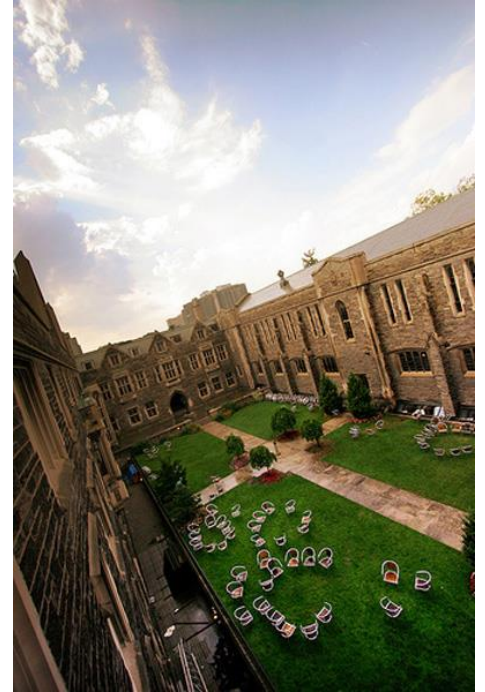
OUR SOLUTION



THE CHALLENGE



- Ready to launch - 500 or 5?
- When to ask?



THE OUTCOME



- Canadian Sports Hall of Fame – honour
- Community champions – benevolence
- The South Africa solution – call to action

THE TAKEAWAY



- If identified as a priority, make it a priority
- Face-to-face opportunities (hosting)
- Credibility through partnership
- Win

