



Thunderbird Hockey Tier 1 Super Series

www.tbirdhockey.org

Agenda

- ▶ T-bird Background
- ▶ Recap of the 2009–10 season
- ▶ Tier 1 Elite League
- ▶ Tier 1 Super Series
- ▶ 2010–11 T-Bird AAA Teams and Coaching Staff
- ▶ 2010 T-Bird Spring Development Program
- ▶ What makes us Different
- ▶ Q and A

Tier 1 Elite League



- ▶ The TIER 1 ELITE HOCKEY is the premiere AAA Tier I developmental hockey association in the United States!
 - Maximum player development through a rigorous competitive schedule
 - Highest Player Exposure by exposing the players to the scouting personal that will move them to the next level
 - Each showcase weekend averages a minimum of 20 pro, junior, and college scouts
- ▶ T-Bird's U18 and U16 teams participate in the Tier 1 Elite League
- ▶ Colorado Thunderbird AAA Hockey is the *elite* Colorado program in the Tier 1 Elite league



Tier 1 Super Series – Background

- ▶ **A typical out of town tournament is too expensive and the competition is risky**
 - Some of the hard costs include gate fees per game and hotel kickbacks to the organization
 - Some of the soft costs include the minimal guarantee on the number of games (4), limit on length of game and mixed competitiveness of the games.
 - very expensive weekend and high cost per game to the point of making such an endeavor unaffordable

- ▶ **Multiple AAA organizations at the 98 level partnered together and established a series of 6–game hockey tournaments called “Super98” series around the country**
 - completely different than any other tournament as they attempt to minimize costs and maximize number of games and competition = ROI

- ▶ Originally targeted organizations that are hockey “islands” like St. Louis, Florida, LA and Colorado
 - Need to travel
- ▶ The 6–game, 17min period, competitive format became so popular that Top 20 teams including teams from Detroit, Chicago, Boston and NJ are now active participants
- ▶ As a result, we have our very own Tier 1 Elite League at the lower age levels (Bantam–Major to Squirt Major)
- ▶ Maximize games and competition = ROI
 - 4 Super Series trips = 24x17min period games and all competitive games
 - VERSUS**
 - 6 tourney trips = 24x12min periods games with some easy games

Tier 1 Super Series – Policy/Procedures

▶ Minimize the overall cost

- @Cost entrance fee – ice/ref/timekeeper costs spread evenly across the teams
- Maximum \$250/game per team (\$1200–\$1500 for 6 game tourney)
- NO hotel kickbacks
- NO gate fees
- NO overhead costs – Keep the format simple (6 teams)
- Hotels < \$80/night (dependent on location – lowest negotiated rate as possible i.e. \$60)

▶ Maximize efficiency

- 2 games per day (versus 1 in some tournaments)
- Schedule series on holidays and 1st games early afternoon allows for morning arrivals

▶ **Maximize playing time**

- Maximize number of games (guarantee 6)
- Maximize the length of the game (15–17 min periods vs. 12 min)

▶ **Maximize Competition**

- Highly competitive games against the top teams in the US/Canada – all competitive vs. 1–2 blowout games typically experienced in tournaments
- Maintain a competitive or Tournament atmosphere
- Only Top 20 teams allowed in the Tier 1 Super Series as determined by “myrankings”

Tier 1 Super Series – T-Birds

- ▶ Dallas Stars Elite Hockey Club are the founders & commissioners of this series at each age group
- ▶ T-Birds Bantam Major (96) to Pee Wee Minor (99) will participate in the newly formed Tier 1 Super Series
 - Super Series is our Tier 1 Elite league
- ▶ T-Birds are the exclusive Colorado program in the Tier 1 Super Series



Resources

2010 – 2011 Teams

<http://www.tier1elitehockeyleague.com/page/show/23217-meet-the-boys-teams>

Super Series Home

<http://sites.google.com/site/superseriesorg/>