



## Supporting Atom Hockey Across Canada

atoMc® Hockey builds upon McDonald's over 25-year relationship with Hockey Canada. The goal of this program is to provide support to Atom teams across the country, excluding the Province of Quebec. atoMc® Hockey goes above and beyond a traditional sponsorship by providing participating teams a full set of pro-style jerseys and socks. The jerseys feature the Hockey Canada logo. All atoMc® teams will receive a comprehensive team kit including:

- Full-sets of pro-style jerseys and socks
- atoMc® jerseys are available in 15 standard colour options
- Official Hockey Canada Atom coaching material
- McDonald's coupons for teams redeemable at participating restaurants in Canada
- Golden Moment jersey
- And more

Participating minor hockey associations can register their entire Atom division, or any number of Atom teams, in atoMc® Hockey. **Act quickly – a limited number of sponsorship opportunities are available for the 2014-15 hockey season. Registration opened up on Monday, January 20, 2014.**

### Who is Eligible?

House league Atom teams in all provinces and territories, excluding the Province of Quebec, are eligible for atoMc® Hockey. Please note, rep teams are not eligible for this program. If you are in Quebec you are eligible for the McDo program for Bantam divisions.

### Is this Program open to both boys and girls minor hockey teams?

The atoMc® Hockey program is available to boys, girls, and co-ed Atom teams.

### Are both Minor Atom and Major Atom teams eligible to participate?

Yes, all levels of House League Atom Hockey are eligible to participate in atoMc® hockey.

### Can Quebec-based associations participate in atoMc® hockey?

McDonald's Canada is proud to support hockey at the Bantam level in the Province of Quebec through the ÉquipeMcDo<sup>MD</sup> program. Please visit [www.hockeycanada.ca/McDo](http://www.hockeycanada.ca/McDo) for the opportunity to get involved in this program.



### Who can register a division/team?

With the consent of their minor hockey association president, executives, sponsorship representatives and coaches can all register for *atoMc*® Hockey. Having the association president apply on behalf of all House league Atom teams in the organization is the most seamless way to register.

### Is there a cost to minor hockey associations to participate in the *atoMc*® program?

There is no cost to associations to participate in *atoMc*® Hockey when using the standard *atoMc*® Hockey jersey (see Style #1 below).

### What styles are available in the jerseys?

There are two styles of jerseys and 15 standard colour options.



The standard *atoMc*® Hockey jersey (see Style #1) comes with the *atoMc*® Hockey logo on the front center chest, your association logo on the upper left side, the Hockey Canada logo and player number at no cost to the association. For those associations who require their association logo on the front center chest (see Style #2), the associations will be responsible for the cost to affix or screen print their association logo. Style #2 will also come with the *atoMc*® Hockey logo, the Hockey Canada logo and player number, at no cost to the associations. All participating teams will be provided with Style #1 unless requested otherwise at the time the jersey order is placed.

Associations will be responsible for any incremental costs associated with the placement of additional non-competing sponsor logos and name bars on the jerseys.



**How many colour options are available for atoMc® hockey jerseys and socks?**

atoMc® Hockey jerseys and socks are available in 15 standard colour combos

**Can you include other sponsor logos on atoMc® jerseys?**

Yes, non-competing sponsor logos can be added to atoMc® Hockey jerseys in a less prominent location. Competing sponsors include all food-service establishments. The atoMc® Hockey, Hockey Canada or Golden Arches logos cannot be obstructed by any other logos.

**How should you refer to your teams participating in the atoMc® Program?**

All participating teams should be referred to as atoMc® Hockey (team colour) in league schedules, websites and all printed materials (e.g. atoMc® Red, atoMc® Black, etc.).

**When will I hear if our minor hockey association has been accepted into the atoMc® program?**

You will be contacted directly by atoMc® Hockey program managers within four weeks of registration to confirm your registration into atoMc® Hockey program.

The atoMc® Hockey program has a limited number of sponsorship opportunities available for the 2014-15 hockey season, and spaces will be filled on a first-come, first-serve basis. Please note that the number of available sponsorship opportunities varies according to provincial allocation. McDonald's Canada may, in its sole discretion, change the provincial allocation based on provincial response.

**When will your atoMc® jerseys, socks and team kits arrive?**

Jerseys, socks and team kits will be shipped to participating minor hockey associations in September 2014.

**How long does this sponsorship last?**

The atoMc® Hockey sponsorship is for the 2014-15 minor hockey season. Registration will re-open in early 2015 for the 2015-16 season.



### Do you have to reuse the jerseys and socks or do the players keep them?

At the end of every season, each child will keep their jersey and socks. The atoMc<sup>®</sup> hockey program is designed to offer this as a memento of the season. A new set of jerseys and socks will be provided to participating teams each season. Minor hockey associations will be required to renew for the opportunity to participate in the atoMc<sup>®</sup> Hockey program in a subsequent season if they have already participated in the atoMc<sup>®</sup> Hockey program.

### Can you order home and away jerseys?

Home and away jerseys are available for teams to order **only** if their league requires teams to have two sets. If this is the case, teams can order a "home and away" set **once**. One set will be given to the players at the end of the year, and the second set will be retained by the association for the following year. The following year the association will only order one set per team, alternating the jerseys each year so kids can take them home and the association has a 1 year old set on hand.

### Additional benefits/New Opportunities

McDonald's owners will reach out to various teams to invite them into their restaurants for team meals. Lucky atoMc<sup>®</sup> members will get to participate in the opening of every National Event game and the World Junior Championships in Toronto and Montreal, as well as Women's Worlds in 2016 as **atoMc<sup>®</sup> In the Lineup** Participants. Participants will also get a ticket for a parent to attend the game with them. There are also a number of very exciting contests that will enable lucky atoMc<sup>®</sup> members to experience "Once in a lifetime" experiences including:

**2015 World Juniors (Montreal):** atoMc<sup>®</sup> Team gets to skate on the Bell Centre ice, and attend a Team Canada game

**2016 Women's Worlds (Canada):** Female atoMc<sup>®</sup> team gets to skate on the ice and attend a Team Canada game. (There will be two experiences at the Women's Worlds)

**2017 World Juniors (Toronto):** atoMc<sup>®</sup> Team gets to skate on the Air Canada Centre ice, and attend a Team Canada game

**2017 World Juniors (Montreal):** atoMc<sup>®</sup> Team gets to skate on the Bell Centre ice, and attend a Team Canada game





**For more information on *atoMc*® Hockey Please Contact:**

Hockey Canada  
Laurie Block  
Manager, Business Development & Partnerships  
lblock@hockeycanada.ca  
403-777-4580

**Visit [Hockeycanada.ca](http://www.hockeycanada.ca) for more information:**

<http://www.hockeycanada.ca/en-ca/Hockey-Programs/Players/atoMc.aspx> ENGLISH

<http://www.hockeycanada.ca/fr-ca/hockey-programs/players/atomc.aspx> FRANCAIS

**Equipe McDo:**

<http://www.hockeycanada.ca/en-ca/Hockey-Programs/Players/McDo> ENGLISH

<http://www.hockeycanada.ca/fr-ca/hockey-programs/players/mcdo> FRANCAIS



**COLOUR CHART**  
**STYLE 1**  
**2014**





**COLOUR CHART**  
**STYLE 2**  
**2014**





# 2014/15 Team Set Sizing Options



## Option 1:

### Standard Set (16 players)

- 3 x Youth Large (#2, 3, 4)
- 6 x Youth Extra Large (#5, 6, 7, 8, 9, 10)
- 5 x Adult Small (#11, 12, 14, 15, 16)
- 1 x Adult Medium (#17)
- 1 x Adult Medium (#29 Goalie)

### Socks

- 16 x Intermediate

### Additional Players

- Goalie – Adult Medium (#1)
- Players – Adult Small (#18, 19, etc)
- Socks - Intermediate

## Option 2:

### Minor Set (16 players)

- 4 x Youth Large (#2, 3, 4, 5)
- 7 x Youth Extra Large (#6, 7, 8, 9, 10, 11, 12)
- 4 x Adult Small (#14, 15, 16, 17)
- 1 x Adult Medium (#29 Goalie)

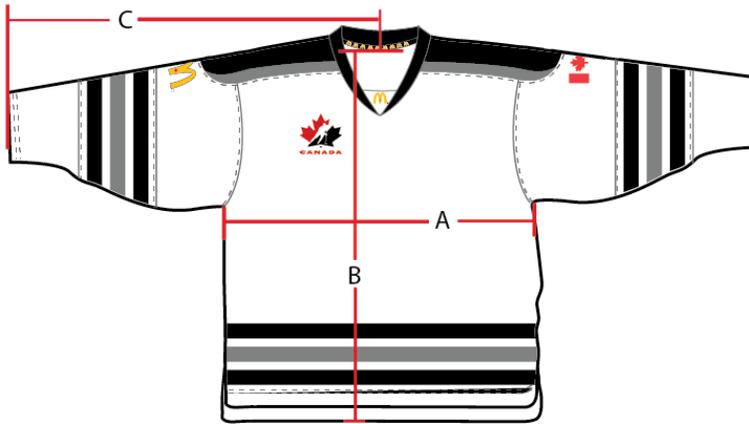
### Socks

- 4 x Junior
- 12 x Intermediate

### Additional Players

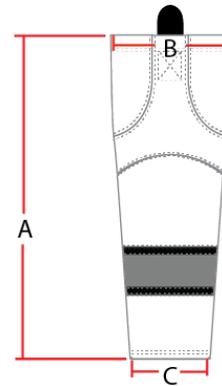
- Goalie – Adult Medium (#1)
- Players – Youth Extra Large (#18, 19, etc)
- Socks – Intermediate

\*\* 2012/13 Sizing – STANDARD SET



All measurements: CM / flat

		YL	YXL	AS	AM
A	CHEST	57	58.5	61.5	65
B	BODY LENGTH	68.5	72	76	79
C	SLEEVE LENGTH	66	72	79	82



		JR	INT
A	LENGTH	58	66
B	THIGH	19	21.5
C	ANKLE	9.5	11