

Using Social Media to promote the sport in a country

HK Lev Slaný

Club in Czechia

- Won the social competition „Pucks Helping“ by using social media to share their story with the public
- People were buying in supermarket chain and received a puck after their purchase. Each puck they could have given to one of the regional clubs
- The HK Lev Slany received the biggest support in their region





Social competition „Pucks Helping“

Using social media to spread the message



WHY



Supermarket chain partnered up with Czech hockey

Decided to distribute 10,000,000 KC (400 000€) among youth hockey clubs across the country

Divided it into 27 regions



HOW

Preparation:

- Concept (look and design, we want everything our own, not from Hypermarket chain - **WE WILL BE ORIGINAL**)
 - Schedule: 6 weeks of competition
 - Add a post and video every week
 - Add social inclusion - people posting
 - Add payed adds
 - Actors - children from club and the mascot for the filming / photo shoot
 - Budget for payed campaigns
- ❖ Arrange cooperation with extra-league Kladno - we vote for Kladno on the internet, they in store for us



TARGET GROUP



Public in region

People going to supermarkets

Region of 5 supermarkets



Content



Start
13.9.

How to
do it
18.9.

3 weeks
Connect
4.10.

Last
week
20.10.



15.9.
Kladno
support

26.9.
1 month
Kladno support

12.10.
Connect
2 weeks

24.10.
END

Roadmap





Let's win it together



HRAJ ZA LVIY

PODPOŘIT NAŠE LVÍČATA MŮŽE KAŽDÝ Z VÁS!

HRAJ ZA LVIY

POMOZTE NÁM VYHRÁT HODNOTNÉ CENY PRO NAŠE LVÍČATA.
Kaufland se rozhodl rozdělit ceny v celkové hodnotě 10 000 000 Kč mládežnickým hokejovým klubům po celé ČR.

Podpořte HK LEV Slaný na prodejních Kaufland:
Slaný, Kladno, Mělník, Mladá Boleslav a Brandýs nad Labem

JAK NÁŠ MŮŽETE PODPOŘIT?



VÝHERNÍ CENY

- 1. Dresy nebo hokejové vybavení v hodnotě 50 000 Kč
- 2. Dvoudenní turnaj mezi regiony včetně přednášek pro trenéry a rodiče. Příspěvek na trenéra v hodnotě 120 000 Kč. Tréninkové dresy
- 3. Sportovní výživa v hodnotě 25 000 Kč



13.9.2023. 15€

PUK PRO HK LEV #PUKPROHKLEV

**LEV SLANÝ
PRO MĚ
JASNÁ VOLBA**

HK LEV SLANÝ

**Did you already
dropped the puck for
our little Lions?**

14.9.2023.





LIONS IN SHOPS KNIGHTS ON WEB

LVI NA PRODEJNĚ RYTÍŘI NA WEBU

Na internetu můžete **hlasovat** pro
extraligové mládežnické kluby.

HK LEV Slaný už dlouhodobě **spolupracuje** s Rytíři Kladno a rádi
naše kamarády **podpoříme** v soutěži mezi extraligovými týmy!

Hlasuj na prodejnách pro HK LEV
a pro Rytíře na internetu

Zaregistrujte se na www.kaufland.cz/pukypomahaji
po registraci vložte kód z účtenky a uschovejte si jí

Dej hlas extraligovým
Rytířům Kladno

Registrací a účastí v soutěži
můžete vyhrát i vůz **Škoda Kamiq**



15.9.2023. - 12€





**So you already went
to throw it for our
little Lions?**

40€ 18.9.2023.



One month until the end of the competition. Let's put it out there, to the top!



26.9.2023





mladirytiri

Podpořte hokejovou mládež v našem klubu.

Hlasujte pukem za nákup v Kauflandu a pomozte nám k hlavní výhře.



VÍCE O SOUTĚŽI ZDE →



Koukni na to 🏒



mladirytiri a rytíř



3.10.2023.





Pucks helping!
Vote for @hklevslany at
Kaufland stores and for
Rytíř Kladno on the
@kauflandcesko website!

3.10.2023.





We are in the third week of the competition and there are still three left. The tube is almost half full. Let's put it out there to the top! Everyone from us can throw it there.

4.10.2023.



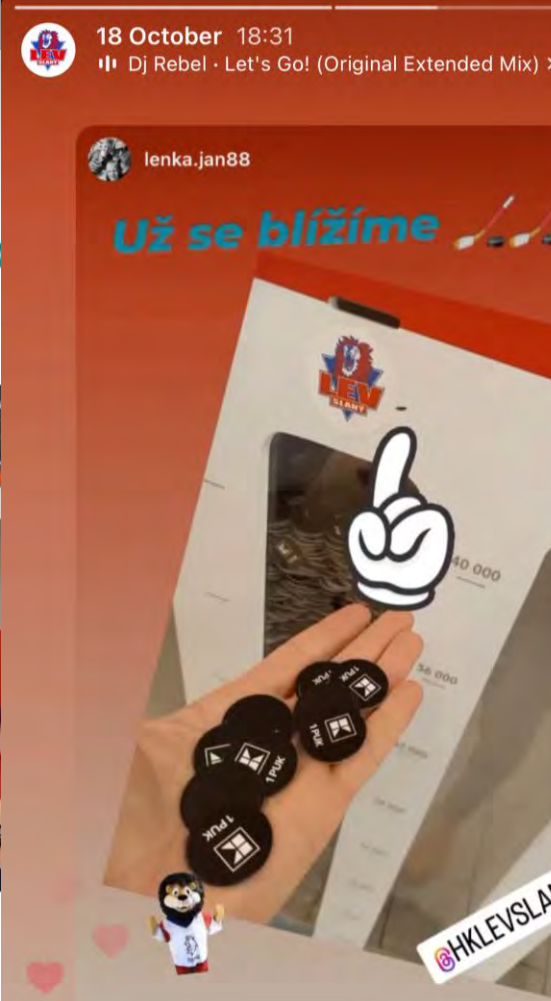
feryyyy_16



@kauflandcesko
Lvíčata
Jděte si pro puk
Vyfoťte se
Pošlete nám fotku do zpráv
A zbytek nechte na nás
Vátek 13. uvidíš výsled



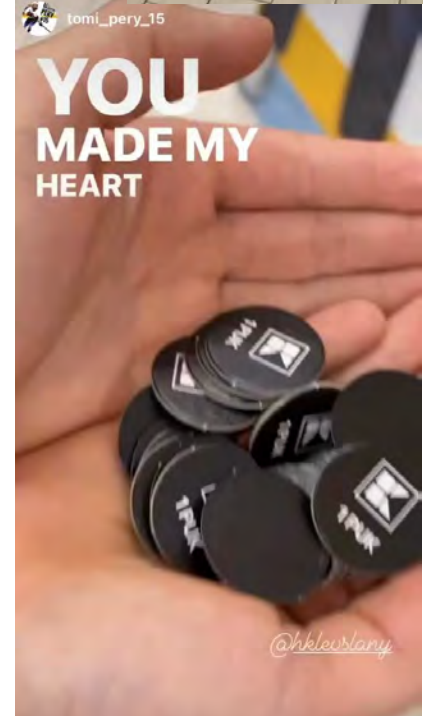
lenka.jan88
Slaný i Kladno = ve




@HKLEVSLANY

@HKLEVSLANY

@HKLEVSLANY





We are going to the finish line 
Less than two weeks before the end of the competition.

13.10.2023





Its getting full!
Last week starts 🏁

20.10.2023.



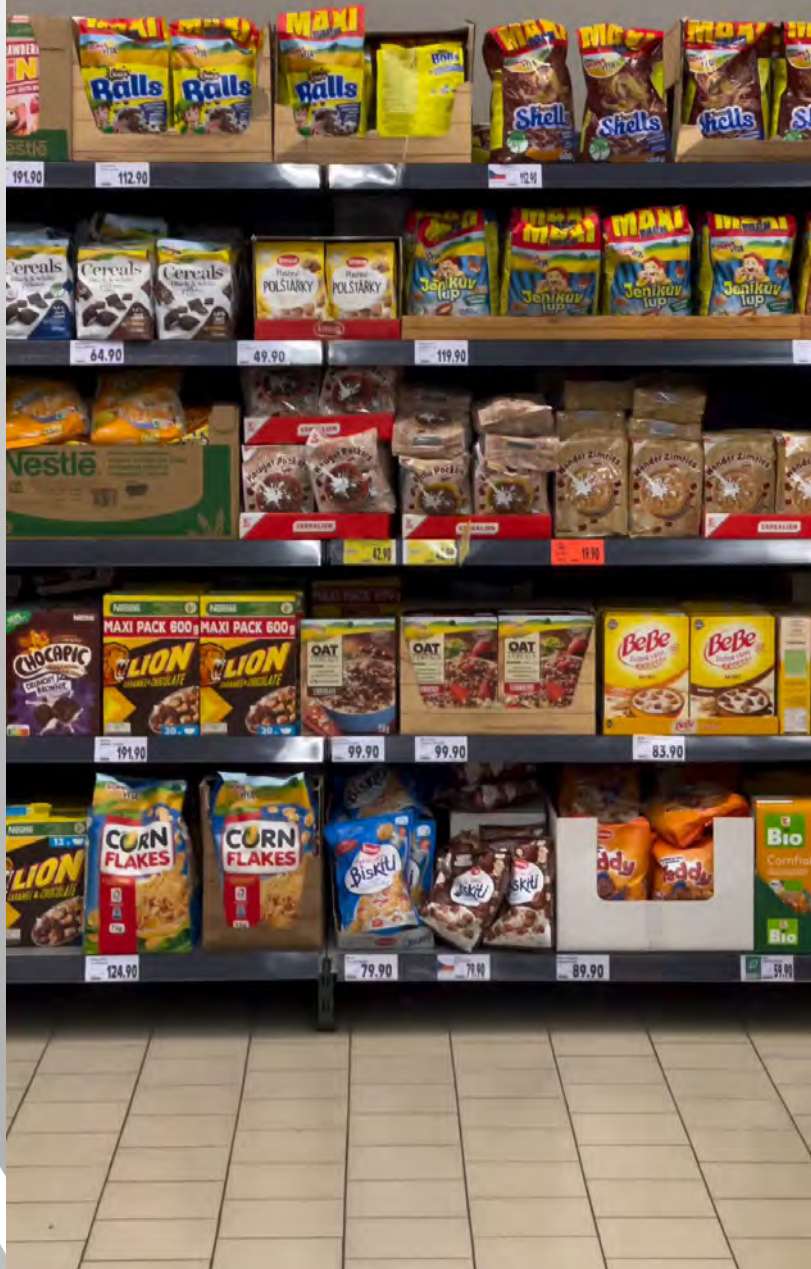


**If one tube is not enough,
create another one.**

Let's go into photo-finish 🏁

23.10.2023.





24.10. ^{END} ← the big competition with @kauflandcesko ends today and we can't wait for the results. We want to thank everyone who constantly supported us during the six weeks of the competition and helped us reach the maximum even outside the ice. Thank you once again, HK LEV Slaný.

24.10.2023.

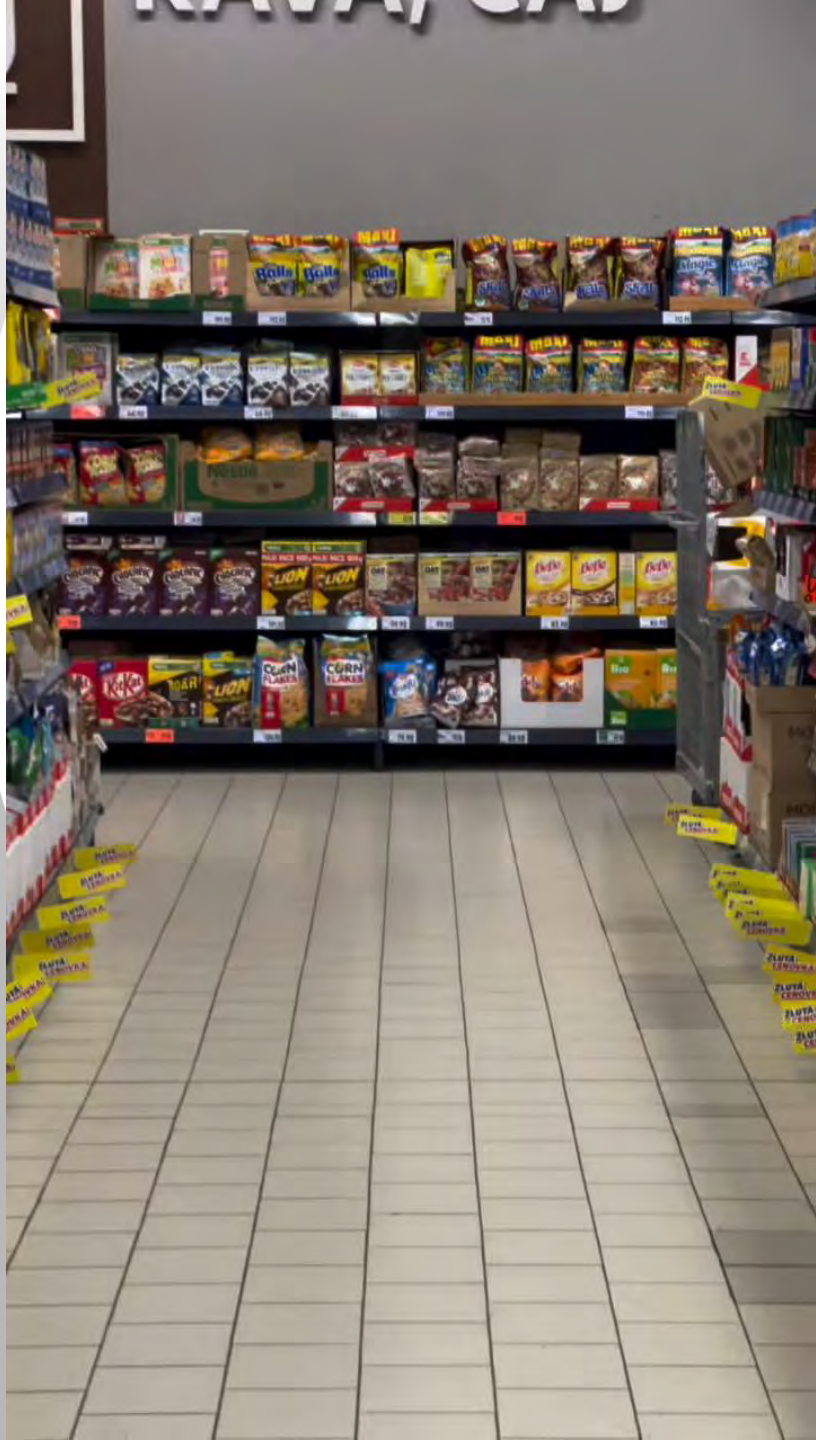


On our F&I story



30.11.2023.





AND we won it! 🔥

30.11.2023.

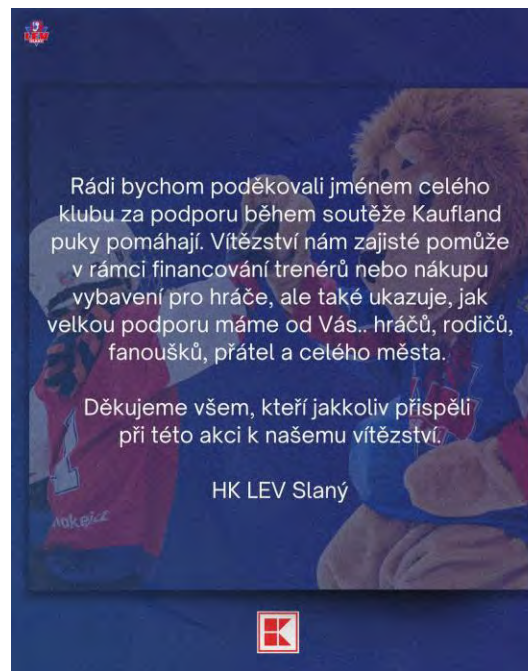




10€ 30.11.2023.

We would like to thank you on behalf of the whole Club for the support during the Kaufland - Puck Helping. Victory will certainly help us in terms of financing coaches and buying equipment for youth players. But it also shows how much support we have from you: players, parents, fans, friends, and the whole city and region.

We thank everyone who contributed in any way to our victory during this event





Enjoying to the max.

In addition to receiving the check, the third-graders also received jerseys for the tournament for the winners of the Pucks Help competition and can look forward to going to Chomutov in April.

1.12.2023.



Puky pomáhají!



Lev Slaný

1. místo v regionu číslo 17

A great reward for all our youth.
Thanks again to everyone for their
help with the pucks help event
with @kauflandcesko

7.12.2023.



TOOLS FOR SUCCESS



Be authentic



Know your demographics



Be realistic



Experiment

