

9/23/09

I am starting to get excited and anxious about opening night.

I am excited because ticket sales are going very well for opening night on Friday, October 16th. To be honest, we were a bit worried about opening on a Friday this season because of the fact that Saturdays are our busiest nights. The last time we opened on a Friday night was in 1997, ironically that was also a year in which we raised a banner. To date we have sold over 1,500 group tickets for opening night which is way more than we had a year ago at this time. We have had great success attracting businesses to purchase tickets to be distributed to military personnel for Opening night. We are also having a Scout sleepover that night which is increasing our scout numbers. This year the upper bowl curtains make our capacity just 6,700, so we are already having trouble finding tickets for groups together in the upper bowl. Because of this we are already pointing certain groups to join us on Saturday, October 17th. I can't wait to see the atmosphere in the Coliseum with the new cozy confines.

I am anxious to see how Cail does as our new Head Coach. I remember how nervous I was for Jared when he opened his first season as Head Coach; I can imagine the emotions will be the same. It's a long season and I know our team is going to be very competitive and hopefully win a bunch, but you always want to see a new Coach and new team get that first win. As those that have dealt with Cail can imagine, he has been a pleasure to work with for us all here in the front office and I know everyone in the organization, including our owners, want to see him succeed.

The next three weeks are going to be very busy getting everything set for the season; it will be here before we know it and, ready or not, the puck drops at 7:05.

We will be ready...Hockey, Hockey, Hockey!

9/4/09

Hockey is almost here and things are getting really busy around the office; the next month will be spent wrapping up corporate sponsorship sales, selling a ton of ticket packages and getting ready for all our theme nights. This year I am especially excited about three specific nights: Opening Night, Green Night, and Pink in the Rink night. The group sales staff has been working the entire off season on all our theme nights, but these three have gotten extra attention.

Opening night should be a lot of fun for Stingrays fans because of the fact that we will raise (or lower) another Kelly Cup Banner before the game begins. What is exciting is we will be packed on opening night with Military personnel and Scout Troops. This summer we have worked hard finding sponsors to donate tickets to military personnel. To date we have had over 1,000 tickets purchased by companies and people to be donated to young men and women in the armed forces. Many of these tickets have been purchased and donated to Marines by companies and people in the Beaufort and Hilton Head area. If you know of any companies or individuals that would like to support the troops on Opening Night or our mid winter Military appreciation night, please let us know. The Boy Scouts are excited about Opening night because we are inviting all the troops to sleep over after the game! We would like to thank Ed Riggs at the North Charleston Convention Center for providing an indoor campground.

Green Night is on Saturday, November 14th. This year we are very excited to actually help the environment as we play hockey, by purchasing Carbon Credits to offset the emissions of the game! We are inviting companies to set up on the concourse to show our fans how they can reduce energy consumption in their lives. Being Green is a hot topic right now and we want to take advantage of our ability to spread the word about worthy causes.

Speaking of worthy causes, Pink in the Rink is scheduled for Saturday, February 20th. Last year we raised nearly \$20,000 in the fight against cancer. This season, we have teamed up with the Susan G Komen Foundation to battle breast cancer. We have set a goal to raise \$30,000 for the cause in one night. We can do it, but we need the help of all of our fans and sponsors to spread the word. We will have a pink table on the concourse for the entire season to promote the game selling pink packs and tickets, signing up women for hockey 101 and raising awareness. The first year the team wore Pink Jerseys, last year we added pink ice, this season, look for pink sticks!

The best way to support these and other initiatives is to help us spread the word. We are not limited to Green and Pink, we also support a number of other charities and schools throughout the season like Children's Miracle Network, Habitat for Humanity, Police, Fire and countless others. Get involved by spreading the word, as it is a very tough time right now for many of these non profits.

Opening Night October 16th! Hockey, Hockey, Hockey!