



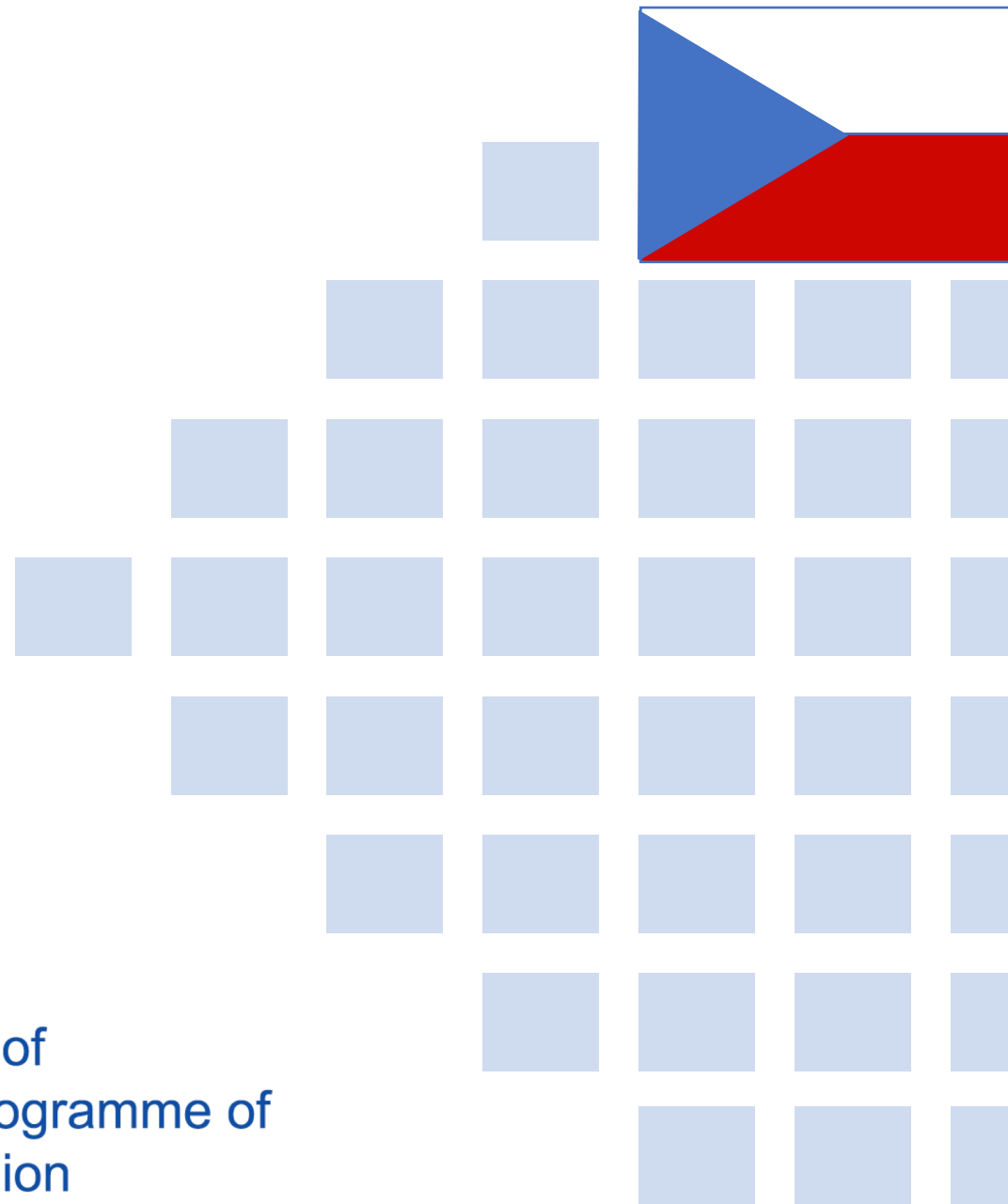
Welcome

SUMMARY

- Brno introduction
- Hockey in Brno
- Cavaliers Brno
- Dual Carrier opportunities



With the support of
the Erasmus+ programme of
the European Union



Brno

Second largest city in the Czech with about 400.000 inh.

12 Universities (Private and public):

- 34 faculties
- aprox 70.000 students

Largest universities:

- Brno University of Technology,
- Mendel University,
- Masaryk University,
- University of defence



HC Kometa Brno



Most popular senior hockey team

Visitors per match

- 7400

Winner of Czech League

- 2017, 2018 - Master
- Most succesfull team in Czech history
- 13 times winner of Czech League

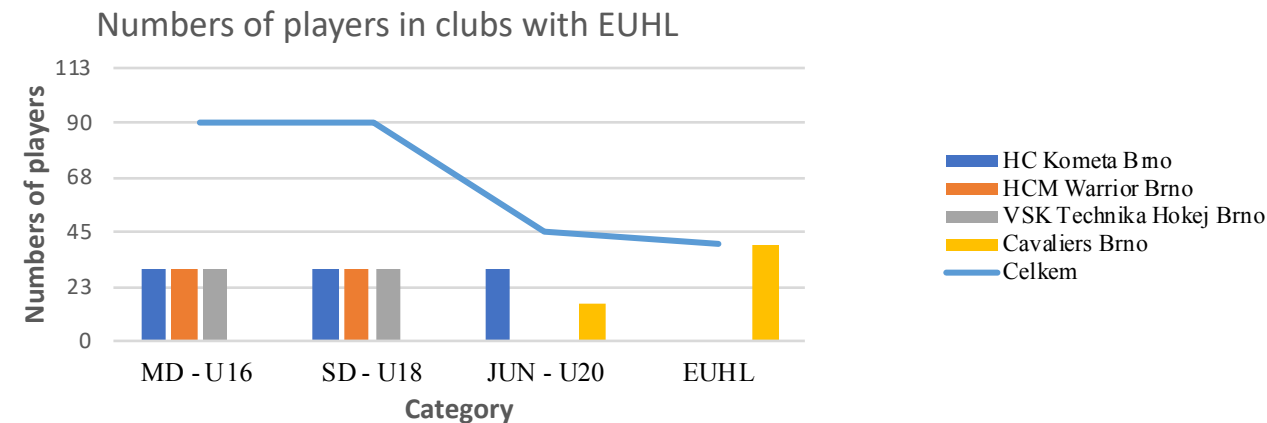
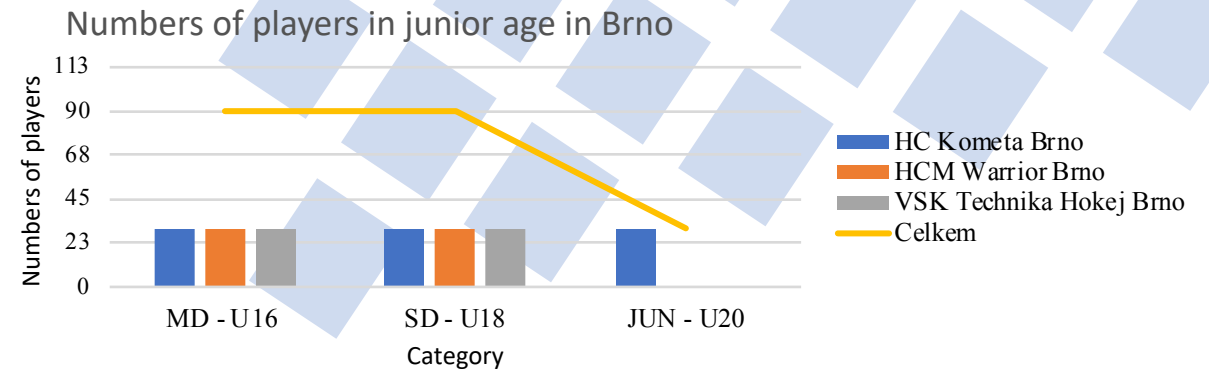
Hockey in Brno

Hockey clubs in Brno

- HC Kometa Group
- VSK Technika Hokej Brno
- HCM Warrior Brno

Numbers of players in junior age

- 210 active players



Hockey in Brno

"Souboj Univerzít" (University Challenge)

- 1 time per year / 5 years history
- Masaryk University vs. Vysoké Učení technické

Each match was sold out

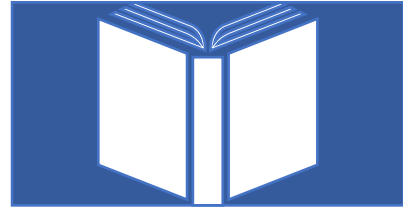
- Aprox 7700 visitors
- accompanying program

Technika Brno

- Until 2016 - only university club in 2nd Czech League



New Generation



Two new teams in EUHL

- Cavaliers Brno
- HC Masaryk University

Since 2017

Dual Carrier development

- Over 60 players
- Over 40 staff (off-ice)



Cavaliers Brno



Logo

- Rider
- Helmet

B | R | N | O

Colors

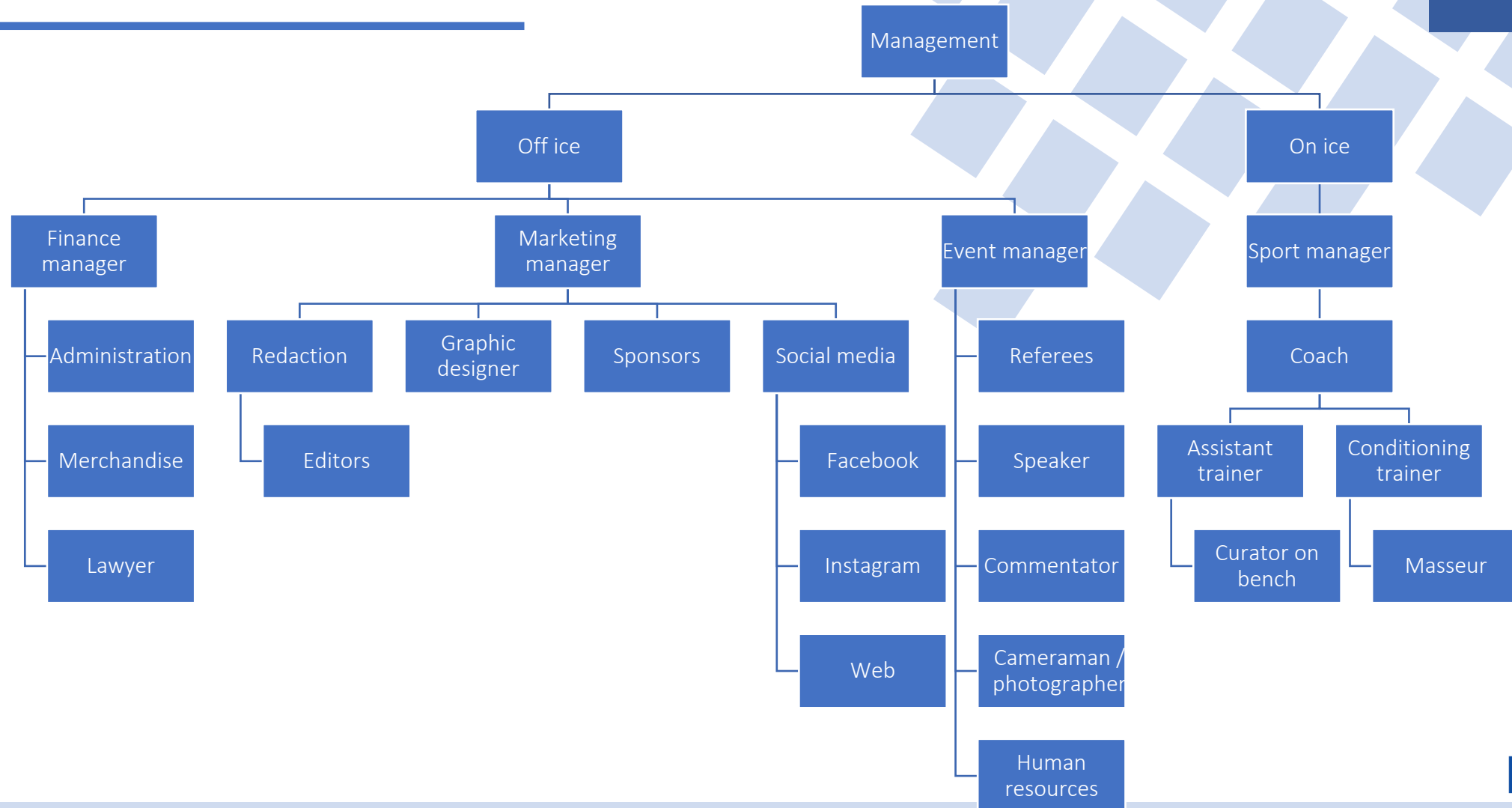
- White – City colour
- Black – Elegance
- Orange – Optimism, youth

Codex for Cavaliers players and members.

- Diligence
- Persistence
- Devotion
- Courage
- Cohesion
- Honesty
- Tradition
- Pride



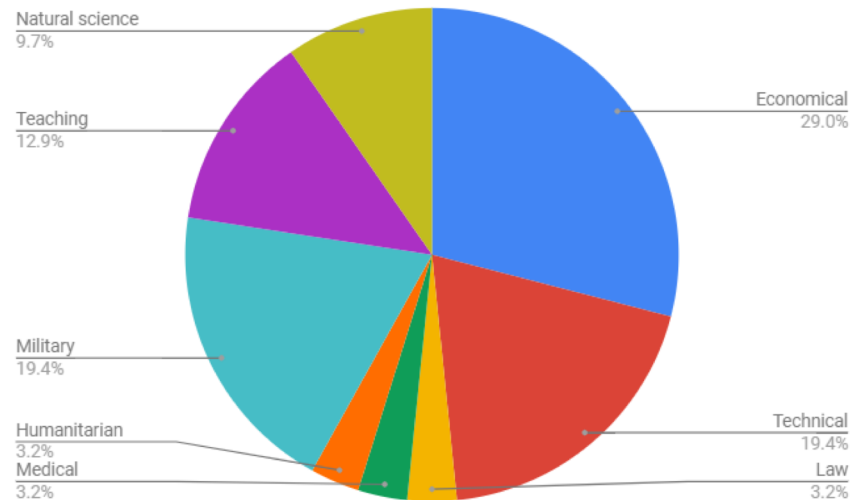
Dual Carrier



On ice

31 players from 8 Universities

- 21 players < 23 year and 9 older > 23 years
- 2 players graduated bachelor programme
- 2 players graduated master programme
- 1 player in EUHL select for Word cup of college hockey

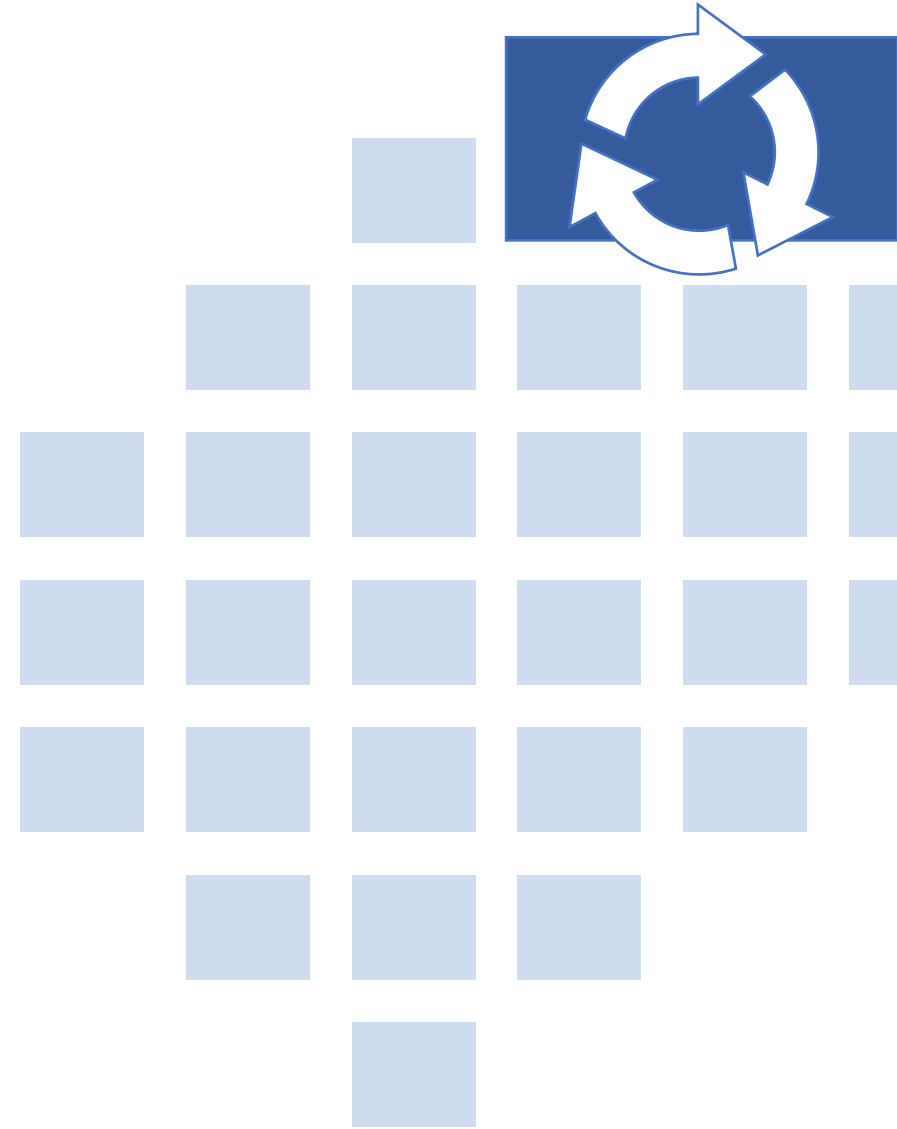


Season 2017/2018

Established by;

Daniel Jochman, Filip Vojáček, Pavel Pospíšil,
Tomáš Hyben and Ivan Čuňočka

- **11. place in first season**
 - 5x win, 12x loss, 1 won over time
- **Second in penalty minutes (252),**
 - 84% penalty killing percentage
- **20% powerplay**



Collaborating with senior

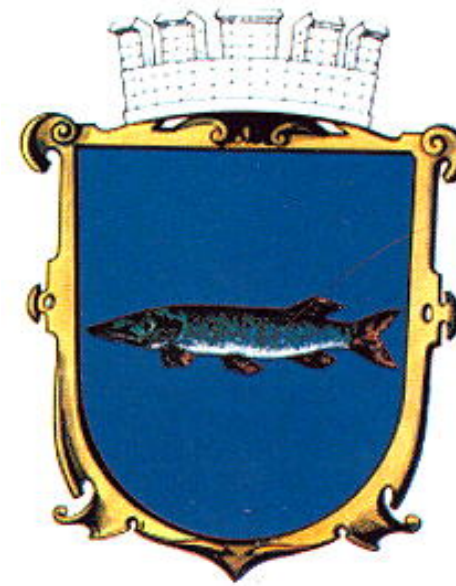


HC Štika Rosice

- South-Moravian Hockey League
- Core team shared (60%)
- Additional trainings (3 times a week)
- Gaining experience
- 26 additional matches in League

Rosice City

- 15 km from Brno city center



Off ice

Dual carier possibilities in:

- Management (3)
- Off ice manager
- Redaction (1 edit in chief, 4 editors)
- Main trainer
- Conditioning trainer
- Masseur
- Marketing manager
- Designer – web support

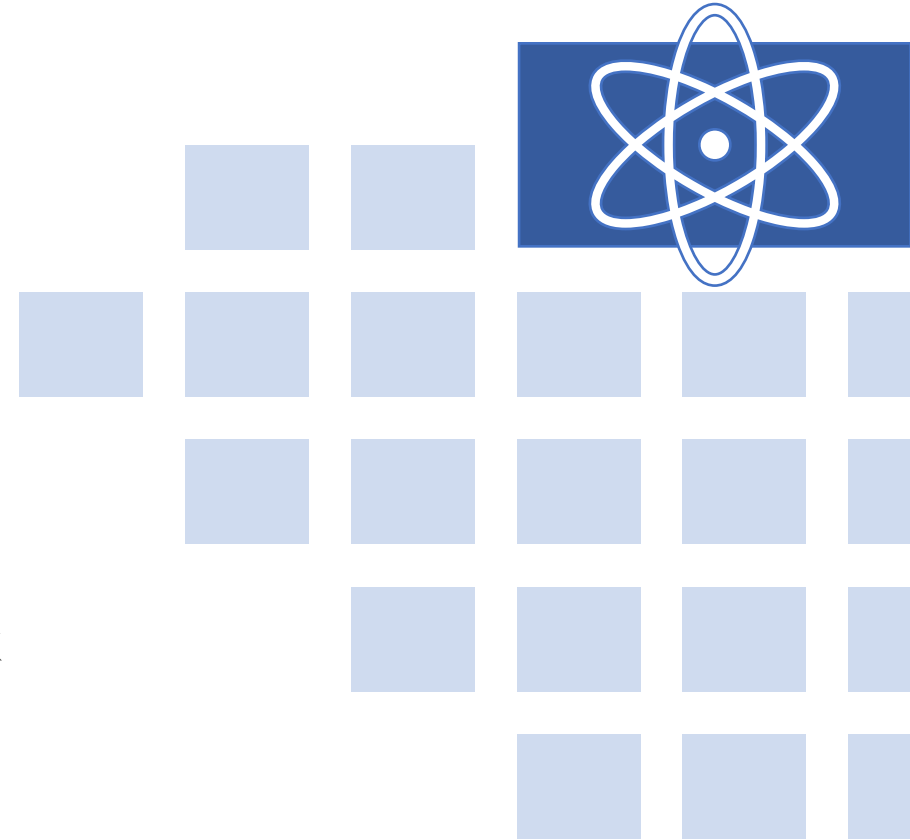


Marketing

1. [Web](#)
2. [Facebook](#) Cavaliers – 765 likes
 - Facebook Newton College - 4523 likes
 - Facebook University of defence - 5658 likes
 - Together cca 11 000 likes / reach on Facebook
3. [Instagram](#) – 309 followers
 - Instagram Newton College -1005 followers
 - Instagram University of defence - 1789 followers
 - Together reach 3103 followers

Ultimate [event](#) – Bitva o Štatl (Cavaliers Brno vs Hc Masaryk University)

- Cca 400 visitors



Collaborating universities

Newton College

- 855 students
- Economics, Management and Psychology
- Cooperation with marketing
- Scholarship for players

University of Defense

- 1746 students
- Military technology, dentistry, pharmacy and general medicine
- Cooperation with sports facilities
 - *Gym, sport hall, swimming pool, workout constructions*





Break time



With the support of
the Erasmus+ programme of
the European Union

Season 2018/2019



Expectations

- Providing better conditions for players
- Set-up proper workflow for off-ice team
- Delegate minimum of 3 players for World cup of college hockey (Canada)
- One „great“ match in DRFG Arena
- On-board another university (VUT, Mendel)
- Active participation in Play-off
- Established fan club

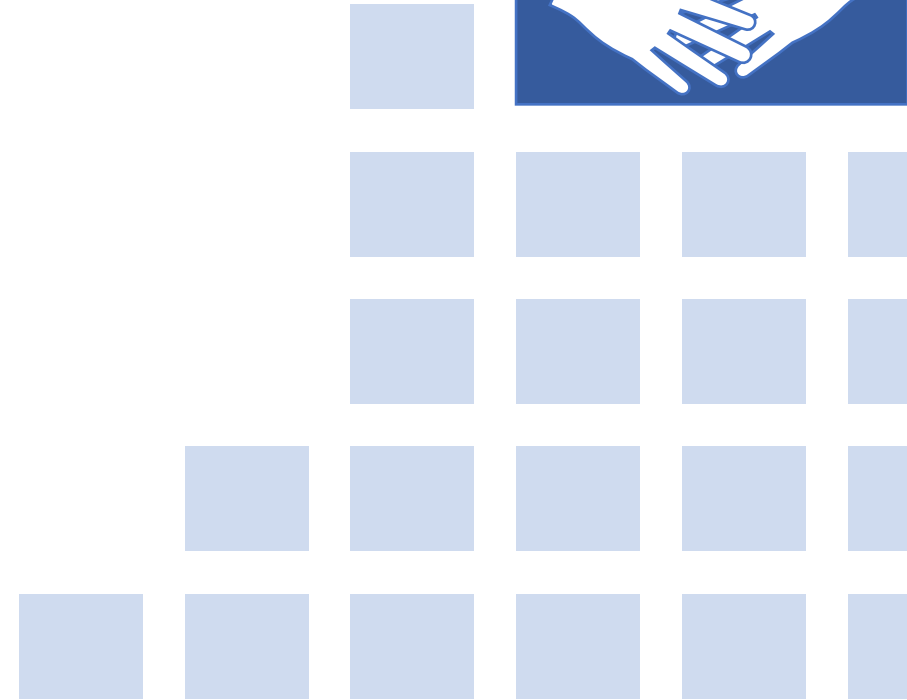
Sponsors and partners

Sponsorship

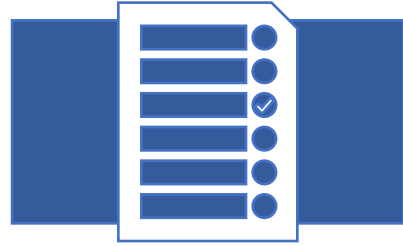
- Afit
- Salon č.4
- Frujo
- U 3 Čertu
- Bastilla Club
- Okna hned
- Aqualand Moravia

Partners

- EUHA
- Universities
- Erasmus +



Challenges



Ice rink – arena

- Brno has only 3 ice stadiums (4 ice rinks) for 400 000 habitants

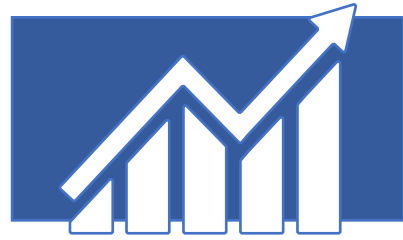
Off ice team

- Cavaliers need to enlarge off ice team

League

- Funding – without proper system supporting sports
- General sponsor for league W.A.N.T.E.D.
- Reinforce marketing department

Long term plan



- Create brand Cavaliers
- Cooperation with all universities in Brno
- Build new ice stadium „Cavaliers Arena“

Thank you!



With the support of
the Erasmus+ programme of
the European Union