



Un circuit crédible

QUÉBEC MIDGET AAA DEVELOPMENT HOCKEY LEAGUE ...



... STABILITY AND CREDIBILITY.



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Become a partner of the Quebec Midget AAA League and contribute to the development of 15, 16 and 17 years old hockey players within a Sports-Study Program while giving your enterprise accrued visibility.

A LITTLE BIT OF HISTORY...

A Dream Became Reality!

Years have gone by. Administrators have changed. On the other hand, the aims have always remained the same! This, in a few words, resume the latest years of the **Quebec Midget AAA Development Hockey League**. Established in 1976, the founding President Mr. Jimmy Ferrari and the pioneers at the time had been dreaming for many years to create a most competitive league that would allow the most talented young Quebec players to play in an elite league while offering them to pursue their schooling. In its inaugural season, the League included five teams. Since the Fall of 1976, many organizations throughout the province are proud to be part and make out this great family of Quebec's Midget hockey. As a result, since the very first game, close to 10,000 regular season games and more that 1300 playoff games have been played. Spectators number over 2 million while nearly 6000 players have played on a team in the Midget AAA League.



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A THREE-PRONGED DEVELOPMENT MISSION

Development of hockey players;

Development of successful education;

Development of individuals.

Development of hockey players

The Midget AAA League gathers the best 15, 16 and 17 years old in the Province of Quebec. Thus, the **Midget AAA Hockey League** offers Quebecers the highest possible level of Midget hockey. Players in each of the organizations benefit from the best possible framework to upgrade and refine their abilities, their physical qualities, their attitude and their performances at the tactical and mental levels. Through the Sports-Studies Program, these young players can hit the ice every day and live through training sessions during which they are stimulated to further develop their hockey abilities. Each organization emphasizes the quality and efficiencies of the interventions and occasion during which the hockey play can get better.

Along with Head-Coaches, the entire group of Assistants (Assistant Coach, Goaltender Coach) must possess the required qualifications to lead a team. In addition, and in each organization, the personnel includes a conditioning coach who ensures that each youngster knows how to adequately worry about his physical condition, a physiotherapist and, with many teams, a psychologist who periodically intervenes with the players, either on an individual basis or at the team level. To ensure a follow-up on the development of the young hockey player, teams benefit from the services of a statistician and the 'Steva' Program which makes use of videos in order that the athletes can progressively adapt to playing patterns and systems. The Midget AAA League authorities establishes strict regulations with regards to the equitable development of each player. For example, both goaltenders on each team have a guaranteed minimum of ice time during the regular season. Finally, a foster police officer is assigned to each team to support the organization for the players' well-being.



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Since its creation, the League has contributed to the development of more than 6000 youngsters. Amongst these, more than 300 have reach professional levels and have played in the NHL. Here is a brief list of our top alumni:

Mario Lemieux, Vincent Damphousse, Martin Brodeur, Luc Robitaille,

Patrick Roy, Pierre Turgeon, José Théodore, Martin St-Louis,

Jocelyn Thibault, Claude Lemieux, Félix Potvin, Marc Denis,

Martin Lapointe, Daniel Brière, Mike Ribeiro, Roberto Luongo,

Éric Desjardins, Patrick Lalime, Kristopher Letang, Simon Gagné,

Philippe Boucher, Pierre-Marc Bouchard, Corey Crawford,

and many others...

Development of Educational Success

At the core of the concerns of the League authorities, school success has always been a priority. According to the philosophy of the Department of Education, Leisure and Sports in its Sports-Studies program, the player involved in the Midget AAA League is considered a **student-athlete** (note the use of the word 'student' in front of 'athlete'). Aged 15, 16 and 17, the totality of players has the obligation of attending school and various incentive measures such as attitudes and work methods fostering taking charge of school success. Therefore, each organization includes in its personnel a pedagogical counsellor who is responsible to supervise and assist the student-athlete in his academic progression. At the very beginning of the year, he takes the time to meet each of the athletes in order to establish and offer a timetable that perfectly corresponds to their needs and expectations.

When a player comes from far-away location, the counsellor also has the responsibility to accompany such player in order to facilitate his social integration within his new surroundings. To recognize and encourage its players' educational success, the League award no less than \$75,000.00 in bursaries. Many are handed out to students who combine schooling performance, culture and personality. A very special recognition is awarded to the player who has demonstrated the most significant academic improvement compared to the



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previous year results. Finally, a special presentation is made to the organization whose players have maintained the best average throughout the academic calendar.

Development of Individuals

The regular practice of hockey by young players as advocated by the Quebec Midget AAA League aims at contributing to the development of these young individuals in their physical health as well as the entire personality through the betterment and the maintenance of good physical and mental health, by developing of the following characteristics:

- a positive response to stress and an accrued tolerance to the stressful situations;
- development of important characteristics in the growth of youngsters: perseverance, discipline, improved self-esteem, human relations and sense of responsibilities;
- incidence on the collectivity such as social integration, sense of sharing, and the sense of belonging;
- accrued sense of relaxation, pleasure and satisfaction;
- positive effect on channelling energies and aggressiveness;
- and, preventive measure against crime, delinquency and suicide.

League authorities establish rules et oversee their application with regards to the appropriate climate and safety in which young 15, 16 and 17 hockey players play after being entrusted to the teams by parents.

In the Quebec Midget AAA League, everything is implemented to allow the youngsters to live through conditions for progression and growth, involving hockey, education and human aspect.

Following their spell within the ranks of a Midget AAA League team, the youngsters pursue a hockey career at a higher level, choose to continue their studies or even go on to tackle both paths at the same time.



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ADMINISTRATIVE FRAMEWORK AND ROLE IN THE COMMUNITY

To take care of the administration of the proper operation of its team, each organization generally involves numerous people devoted to the youngsters' well-being. League management and the various teams regroup paid and volunteers from all circles of society. In addition to representatives from the field of education, we find people with much experience, whether as former players or hockey administrators, regional hockey presidents, professionals in various fields as well as business people.



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VOLUNTEERS ■■■ ESSENTIAL AND PASSIONATE!

A league with the scope of the **Quebec Midget AAA Hockey League** would not be able to survive and operate without the support of its many volunteers. Globally, more than 200 people work and are involved on an annual basis with each of the organizations. To those numbers, one must add members of the Executive Committee who efficiently coordinate the League's activities and proudly represent its interests. Synonym of stability and credibility, **the Midget AAA League** proudly proclaims its history since 1976. The passion and devotion for this discipline are two dominating qualifiers which characterize all its interveners, an important ingredient in the recipe of our successes!

The League demands that each team plays a leadership role in its community and region by fostering a partnership with the organizations responsible for local and regional Minor hockey.



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PREVENTIVE MEASURES

As of early as 1987, the Sûreté du Québec then the Royal Canadian Mounted Police (RCMP) in turn, associated themselves with the **Midget AAA League** to launch and implement an awareness campaign against drugs and doping. Since then, numerous activities to counter this ever-present curse with our youngsters. Mainly, the « **I Keep my Sport Healthy Campaign** » is at the center of our concerns and is presented annually in November. At that time, a serious thought process is offered to everyone in order to encourage them to make a clear decision on the matter. Various information meetings are planned on a regular basis which are intended for players, parents, host families and members of the organizations.

Throughout the campaign, a 'Godfather' RCMP Officer or a member of the local Police Department is regularly in contact with the players by attending the team's practices and games. He then becomes a friend and confidant for those who, on occasion, may feel the need to have a dialogue and share their experiences. In addition to be supported all over the province by numerous informational booths, this important period allows our young models to assume their responsibilities by their testimony with other students and support a discourse which particularly reaches them. There are also numerous theatrical presentations and media reports.



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A CALENDAR FULL OF ACTIVITIES!

As the Midget AAA League begins its annual activities in August, here is a portrait and an overview of its events. A most diversified calendar:

August:

- Education and information day;
- Beginning of training camps for each organization;
- Press conference to launch the season.

September:

- Start of the regular schedule;
- Prizes awarded to each team's players of the month.

October:

- Visit of sport-studies programs;
- Prizes awarded to each team's players of the month.

November:

- Prizes awarded to each team's players of the month;
- U17 World Championship;
- Activities related to «I Keep my Sport Healthy»;
- Activities related to «Armed Forces Veterans».

December:

- Prizes awarded to each team's players of the month;
- Midget AAA CCM Challenge.

January:

- Prizes awarded to each team's players of the month;

February:

- Prizes awarded to each team's players of the month;
- Beginning of playoffs.

March:

- League Playoffs;
- Dodge Cup Playoffs.

April:

- Press Conferences by each team;
- Telus Cup National Championship;
- Dodge Cup.

May:

- Hall of Fame;
- Champions Gala;
- Golf Tournament and Annual General Meeting;
- Springtime Games.

June:

- Draft by the Quebec Major Junior Hockey League.



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THE LEAGUE TROPHIES

Annually, many trophies are awarded to players, coaches, volunteers and media personnel who distinguished themselves throughout the season. New records established, best media report, academic personality, coach of the year, etc., as many awards as pertinent that allow all these actors to rise above others and pursue this tradition of excellence which has been ours since 1976. Here is a description of the League's various trophies:

André-Gingras - Groupe Jean Coutu Trophy: Awarded to the player who was the most socially involved.

Bertrand-Raymond Trophy: Awarded to a media person for an exceptional article or report.

Sylvain-Turgeon - CCM Trophy: Awarded to the top scorer during the regular season.

Bob-Chevalier - Governors Cup: Awarded to the Coach of the Year.

Brian-McKeown Trophy: Awarded to the player showing the most sportsmanship.

Producteurs Laitiers du Québec Trophy: Awarded to the League's Most Valuable Player.

TACKS-CCM-LA COOP Cup: Awarded to Division champions.

Michel-Daoust / Comfort Quality Trophy: Awarded to the best Defenseman.

Clément-Fillion / La Coop Trophy: Awarded to the MVP during the playoffs.

Paul-Dumont Trophy: Awarded to the Volunteer of the Year.

Hockey Québec - Mario-Deguisse Trophy: Awarded to the team winning the regular season championship.

Réjean-Houle / Laboratoires Choisy Trophy: Awarded to a volunteer who distinguished himself in the field of marketing.

QMJHL Governors Trophy: Awarded to the academic personality.

Ken-Dryden Trophy: Awarded to the best goaltender during the regular season.

Jimmy-Ferrari Trophy: Awarded to the playoff champions.

Mario-Gosselin / Marc Sports Trophy: Awarded to the Goaltenders' duo having maintained the best defensive average.

Mario-Lemieux – Hockey Québec Trophy: Awarded to the top 15-year old prospect.

Daniel-Richard - Vêtements SP Trophy: Awarded to the best organization.

Roger-Brunelle Trophy: Awarded to the team who maintained the best school marks average.

RDS Cup: Awarded to the player who accumulated the most points in the selection of regular season games 3 stars.

President's Cup: Awarded to an unsung hero.

Rosaire-Morin / Restaurants Houston Trophy: Awarded to the student-athlete who demonstrated the best rise in academic results.

Denis Baillargé Award: In recognition for success reached outside the League's activities.

Recognition Award: Awarded to a person who the League wishes to honor.



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Dodge Cup: Awarded to the team winning the Dodge Cup.

Midget AAA CCM Challenge Trophy: Awarded to the team winning the Challenge.

Daniel Brière-La Coop Trophy: Awarded to a star player who is also academically successful.

Patrick Roy Trophy: Awarded to the best defensive players during the playoffs.

Martin Brodeur Trophy: Awarded to the goaltender having maintained the best defensive average.

Rookie Official Trophy: Awarded to the best 'Rookie Official'

Dany Dubé Award: Bursaries awarded to players who showed the best technical betterment.



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BECOME A PARTNER AND COOPERATOR

All these actions aimed at the development of young hockey players within the scope of sport-studies programs can only be achieved with the intervention of financial partners and cooperators. It is the reason why, considering that your enterprise plays a most important role in the Quebec community, managing members of the Quebec Midget AAA Development League are soliciting your support as a financial partner.

Your involvement will then become a cooperation to the development of the youngsters who can progress in hockey while pursuing their studies and developing as individuals.



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AN IMPORTANT CLIENTELE...

Many Organizations with Much Potential!

Having begun its activities in 1976, the League involved only five organizations. More than 40 years have gone by and many more organizations are now members of our League. They include:

Teams

Forestiers d'Amos
Grenadiers de Châteauguay
Gaulois du Collège Antoine-Girouard
Riverains du Collège Charles-Lemoyne
Phénix du Collège Esther-Blondin
Albatros du Collège Notre-Dame
L'Intrépide de Gatineau
Élites de Jonquière
Lions du Lac St-Louis
Rousseau-Royal de Laval-Montréal
Commandeurs de Lévis
Cantonniers de Magog
Blizzard du Séminaire St-François
Vikings de Saint-Eustache
Estacades de Trois-Rivières

Schools

Polyvalente La Forêt
Louis-Philippe-Paré
École sec. Fadette
Collège Charles-Lemoyne
Collège Esther-Blondin
Collège Notre-Dame
Polyvalente Nicolas-Gatineau
Polyvalente Arvida
Many schools
École Antoine-de-St-Exupéry
Polyvalente Pointe-Lévy
Polyvalente La Ruche
Séminaire St-François
Académie St-Gabriel
Académie des Estacades



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Each team lines-up twenty players respectively. Therefore, the League regroups a pool of three hundred teenage players. Two hundred and eighty-five (285) players who are spread out over the entire territory of the province and who consume as many products that you can imagine. **In fact, an important clientele with an enormous potential and many business opportunities to be offered. A clientele that we cannot neglect!**

In addition, each organization is under the management and supervision of many volunteers who are professionally involved in distinct areas of activities, thus a supplementary market to be explored and developed. Finally, how can one ignore each of the educational institutions associated with the various teams? **A quite interesting third avenue for our partners!**



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A RETURN OF VISIBILITY ... AT THE PROVINCIAL SCALE!

It goes without saying, what is more attractive to find our teams just about anywhere in the province? **Amos, Châteauguay, Dollard des Ormeaux, Gatineau, Jonquière, Lévis, Laval - Montréal, Lévis, Magog, Québec, Rivière-du-Loup, Sainte-Catherine, Saint-Eustache, Saint-Hyacinthe, Terrebonne and Trois-Rivières.** Without a doubt and with the possibility of greatly raising its level of business, the enterprise is offered great visibility at the provincial level. Many avenues and possibilities are therefore possible: Television, newspapers, League Internet site www.liquemidgetaaa.ca, RDS Internet site at www.rds.ca/hockey/midgetaaa and twitter.com/LHMAAAQ, posters in all arenas of the league, printing of the enterprise's corporate logo on more than 140,000 line-up flyers and 15,000 posters of the « I Keep my Sport Healthy », information sessions with players and parents to advertise the enterprise's products and promotions, public announcements during the games, promotional days in all the arenas, and more ... All games are broadcasted on the Web and some are also shown on RDS.ca. Our tools on social networks are not to be forgotten.

Forty (40) regular season games, eight (8) or more pre-season games and up to thirty (30) playoff games, offer a typical picture of each team's schedule. Consequently, almost 100,000 spectators go through the arenas turnstiles on an annual basis to attend the various games. Let us not forget the group of special events presented by the League which allow additional presences for our partners, such as Press Conferences, "I Keep my Sport Healthy" Campaign, the Midget AAA – CCM Challenge, Academic Weekend, Hall of Fame, Champions Gala, Golf Tournament. Quite an interesting brochette!



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FAITHFUL PARTNERS... ...FOR MANY YEARS!

Many years are necessary to reach a certain level of credibility. Associated to large Quebec enterprises for more than a decade, the **Midget AAA League** projects this image of respect and credibility by constantly expanding its large family of partners. **Satisfying those who feed it is something that the Midget AAA League can do very well!** Long-term associations, primarily developed on loyalty, confidence and respect of its commitments are three elements that characterize our provincial league. To summarize, many important elements which command integrity. Something to thing about! Here is a list of different craftsmen of its success:

******* PRESTIGE PARTNER:** Les Producteurs de lait du Québec

****** PARTNER IN EXCELLENCE:** Gouvernement du Québec, Hockey Québec, Ligue de Hockey Junior Majeur du Québec, CCM, La Coop, Marc Sports La Source du Sport.

***** MAJOR PARTNER:** Groupe Jean Coutu (PJC), Réseau des Sports, Restaurants Houston; Ameublement Tanguay; Groupe d'Amours.

**** PRIVILEGED PARTNER:** Club de Golf St-Jean de Matha, Quality Comfort, RSEQ, Ligue de hockey Junior du Québec, 98.5 FM, Cage – Brasserie sportive, Coaching Technologies, Play 360, Vêtements S.P., Gestion Shark Hockey, Robert Devost Graphiste.



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CONCLUSION

By becoming a financial partner, you will not only benefit from a visibility throughout all region in Quebec, but also allow some 285 Quebec youngsters to pursue their progression in their development as a hockey player, as a student and as a person. Through an ever-increasing financial support, the Midget AAA League will allow youngsters to practice their favourite sport while pursuing their studies at a lesser cost.

In the light of the potential which resides in the **Quebec Midget AAA Development Hockey League**, it is clear that a large range of business opportunities appear most interesting for our province's enterprises. Beyond the good deed of supporting an organization, one must find his interest. Many teams covering the province of Quebec, made-up of student-athletes attending important educational institutions, under the supervision of countless numbers of volunteers, is there something more attracting?

What does the Midget AAA League offer you: a brand-new clientele to capitalize on, a very nice adventure in the great Quebec hockey family and a social opportunity to support the development of our youth in all regions of Quebec.