



THE PRINCESS MARGARET
ROAD HOCKEY
TO CONQUER CANCER®

Fuelled by

Longo's

2025 Captain's Playbook

Play With the Leaders

Road Hockey Captains are individuals who recruit 8 to 12 players and who act as a point of contact for their team, taking responsibility for the \$10K fundraising minimum. As leaders, Captains rally others to join their cause, appeal to their peers for support, and inspire them to help create a world free from the fear of cancer.



Key 2025 Dates

Draft Night: September 26, Location TBA

On Game Day, the top 25 teams will draft a celebrity to join their team and play in three out of four games.

Game Day:

September 27 at Vaughan Metropolitan Centre

North and South Parking Lots - 125 Millway Ave, Vaughan, ON L4K 4R6.



Draft Night



Game Day

Tentative Game Day Schedule

Game 1:

- Pool A) 8:30 am – 8:55 am
- Pool B) 9:00 am – 9:25 am

Opening Ceremony 9:40 am – 10:40 am

Game 2:

- Pool A) 11:00 am – 11:25 am
- Pool B) 11:30 am – 11:55 am

Game 3:

- Pool A) 12 pm – 12:25 pm
- Pool B) 12:30 pm – 12:55 pm

Big Celeb Match – 1:05 pm – 1:40 pm

Game 4:

- Pool A) 1:50 pm – 2:15 pm
- Pool B) 2:25 pm – 2:50 pm

Beverage Garden Opens at 1:30 pm and closes at 5 pm

Breakfast - 7:30 am – 11 am

Lunch - 12 pm – 3 pm

Your Team and the Fundraising Goal

- Teams are made up of 8-12 players
- Game play is 3-on-3 plus a goalie
- 4 games, 25 minutes each
- Each team is responsible for having a goalie and equipment
- Enjoy provided food and drinks, live music, and an inspiring Opening Ceremony

Fundraising Minimum: \$10,000 per team

Fundraising is a team effort. With a \$1,500 matching credit program in September, the fundraising minimum can be achieved by a team of 12 people each raising \$710.

Note: If your team is committed to participating in Game Day but needs more time to hit the fundraising minimum, we will send you a delayed self-pledge form that allows your team to continue fundraising until December 1.



Adding Participants to Your Team

You can send players on your team [here](#) to register.

Use promo code **2025PLAYERREG** to waive the registration fee.

If you'd like Road Hockey to bulk import your roster from 2024 to the 2025 event, please email RoadHockey@thepmcf.ca

Fundraising Toolkit Emails

Email To Ask People To Join Your Roster:

Hi Everyone,

[CompanyName/TeamName] has entered a team to participate in Road Hockey to Conquer Cancer — the world's largest road hockey fundraiser — taking place on Saturday, September 27. This event supports life-saving cancer research and patient care at The Princess Margaret, one of the world's leading cancer research and treatment centres.

Over the past 13 years, Road Hockey has united almost 22,000 players and has raised \$33 million. Teams are made up of rookies, seasoned veterans, and celebrities.

I hope each of you can find the time and effort needed to join our team. Before you make your decision, here are a few things you should know:

- Hockey skills are NOT required.
- Since each team is made up of 12 players, we need to raise a minimum of \$710 per person to reach our fundraising minimum.
- There are 4 games in total, with food, drinks (both alcoholic and non-alcoholic), live music and celebrity appearances.
- Draft Night is held the day before, with all food and beverages provided at no cost.

If you are interested in playing, please register yourself to the team using [this link](#). The PROMO CODE to waive the registration fee is **"2025PLAYERREG"**.

Here's the [2024 event video](#) on YouTube.

Fundraising Toolkit Emails

Email To Ask For Support And Donations:

Hi Friends and Colleagues,

This year I am participating in the 2025 Road Hockey event in support of life-saving cancer research at The Princess Margaret, one of the world's leading cancer research and treatment centres.

By September 27, 2025, each team of 8-12 players is required to raise a minimum of \$10,000 to make a significant contribution to this amazing cause. I'm playing because I want to help create a future free from the fear of cancer.

I am asking you to consider donating to my fundraising page. Whether it's \$50 or \$500, any amount helps. All funds will go towards advancing life-saving cancer research and patient care at The Princess Margaret.

Please click here to donate: [\[add your fundraising link here\]](#)

Thank you in advance for your generosity!

Fundraising Tips To Achieve Your Goal

Simple Steps To Raise \$1,000

Donate to your own fundraising page - \$100 or pick what you can afford. This sets the “bar” for donors.	\$100
Road Hockey and sponsor, MNP, will credit \$50 to your page for your “self-donation” of \$50 or more.	\$150
Within a few days of your self-donation, ask someone who you know will match your original donation (parent, sibling, friend, colleague).	\$250
Within the next week, send an email to your friends, family, colleagues, etc. asking them to donate to your efforts. Tip: send an email to 15 people, explain why raising funds for cancer research is personal for you. Provide your fundraising link and let them know they will receive a tax receipt. Note: It’s important to follow up two weeks later with an email as it will be a welcomed reminder and we all forget.	\$750
Social Media - Post something like this on LinkedIn, Facebook, etc. and include a picture of you from a previous year, or use a picture from the 2023 photos. <i>“This September 27, I am playing in a dawn to dusk Road Hockey fundraising event for life-saving cancer research at The Princess Margaret. Please consider supporting my journey by donating to my efforts.”</i>	\$900
A month into your fundraising, call or text a friend or family member who hasn’t donated but has expressed interest in supporting you. Tell them you are \$100 from your goal and ask if they can donate \$50 or \$100. OR You can also ask your employer; many are willing to support their employees.	\$1,000

Fundraising Tips To Achieve Your Goal

More tips to help you achieve fundraising success.

- Thank your donors on Instagram, LinkedIn or your social media platform of choice. Perhaps it is an email with all users in Bcc. Yes, gentle peer pressure done in a courteous and polite way works. Just don’t call someone out for not donating.
- Host a fundraising event. The Ovarian Blitzers host a bowling night that raises over \$40,000, and the Etobicoke Wheat Kings have an annual duck race at Wet N’ Wild Toronto’s lazy river that raises over \$12,000.
- Donate through Benevity, United Way, and Canada Helps. This ensures that all funds are immediately directed towards Road Hockey to Conquer Cancer.

Thank you for being a Captain.

General Email:
roadhockey@thepmcf.ca

Jordan Harding | Sr. Manager, Road Hockey
jordan.harding@thepmcf.ca

Brendan Ennis | Director, Road Hockey
brendan.ennis@thepmcf.ca