

WHEN WE THINK OF “HUMBOLDT” WE THINK OF...

FAMILY | HOCKEY | COMMUNITY | LOVE | LOSS | RESILIENCE | SPIRIT

IN THIS DAY of divided opinions, few things bring society together for a common cause. On April 6, 2018, 16 lives were lost, 13 were injured, dozens directly impacted and millions around the world were emotionally distraught. “Humboldt” will always be associated with

the Humboldt Bronco’s hockey team tragedy. However, Humboldt has also become a symbol of community spirit, family, friendships and international unity. It is the epitome of small-town hockey. •

HOW A SMALL-TOWN TRAGEDY TOUCHED THE WORLD

WITH THOUSANDS OF MEDIA OUTLETS covering the tragedy from every corner of the world, some asked why this tragic event made such a global impact. Psychologists point to the fact that we could all identify with the loss; we could all imagine ourselves being impacted in a similar way. So many of us have had kids on sports teams, we have family members who are coaches and we’ve experienced the close bonds – the relationships between players, coaches, families and communities – and so many of our children have traveled on team vehicles to participate in sports. Those who have a relationship with hockey, know that small town teams lie at the heart of this sport. The relationship between these communities and their teams are tight, and Humboldt has now become the symbol of small-town hockey and the value that sports deliver beyond winning games.

“HUMBOLDT BRONCOS BUS CRASH LEAVES NHL PLAYERS, COACHES HEARTBROKEN”

— THE GLOBE AND MAIL

In the weeks following the tragedy, over 150,000 people from over 80 countries contributed financially to support the families. Over the ensuing months, over 9,000 items from across the world were delivered to the community in the spirit of love and support. For weeks, hockey sticks were left outside doors across Canada to remember and honour the team. World leaders, NHL teams, players, coaches, sports figures and celebrities shared their grief and spoke out to support the community and honour those that were lost, injured or impacted. Many of these leaders could relate as they

“HOCKEY WORLD RESPONDS TO CRASH”

— CBC NEWS NETWORK

began their career traveling countless miles in a bus in pursuit of their dreams.

Following the ground swell of individuals and companies wanting to support the affected families, a Humboldt memorial committee was formed, comprised of family members, the Bronco organization and City of Humboldt. A plan was conceived to create a tribute facility and memorial that honours lives lost and affected while inspiring future generations and recognizing the unprecedented global response.

The committee has embarked on a project to construct a community facility that will pay tribute to the team and positively influence lives for decades to come, as well as a roadside memorial that will allow for reflection and healing at the site of the tragedy. •

“#PUTYOURSTICKSOUT: ONLINE TRIBUTE TO HUMBOLDT CRASH VICTIMS”

— BBC NEWS



THE PROPOSED HUMBOLDT BRONCOS TRIBUTE CENTRE AND MEMORIAL

A \$25M FACILITY THAT WILL INSPIRE GENERATIONS THROUGH THE BRONCOS LEGACY

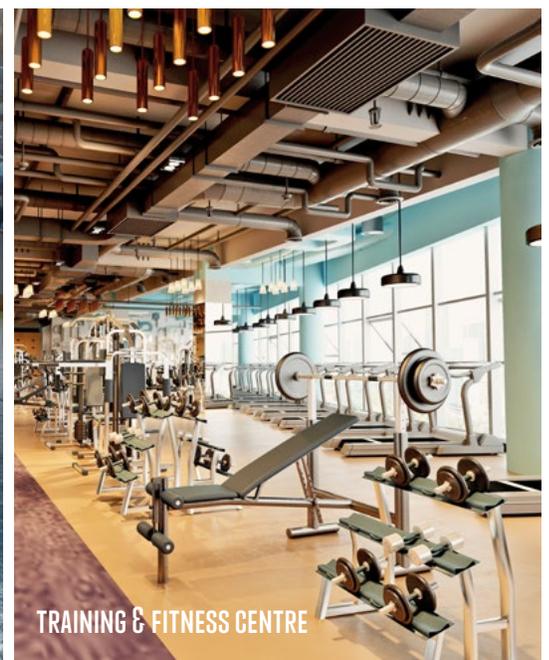
“AS HARD AS THIS HAS BEEN, WE KNOW SOMETHING GOOD CAN COME OF THIS. THIS TRAGEDY CAN HAVE A POSITIVE IMPACT, IT CAN INSPIRE YOUNG ATHLETES AND HAVE A MOTIVATING IMPACT ON OUR LOCAL AND NATIONAL COMMUNITY. WE CAN POSITIVELY INFLUENCE ATHLETES, COACHES AND TEAM CULTURES.”

— Parent of former Broncos player

AS TRAGIC AS THIS EVENT WAS, there is a common belief among the Broncos families that positive can and should come from this. The Humboldt Broncos Memorial Committee has set out on a journey to make a generational impact on team sports and communities across Canada with a facility that will be inspiring and motivating. The Broncos Tribute Centre will be a national symbol for community spirit that will celebrate what hockey means to our communities and the positive benefits of participation in sports and teamwork. The Humboldt tragedy reminded us all of the importance of family and community and the role that sport plays in those relationships. The Broncos Tribute Centre will celebrate these values while honouring those that have been lost or impacted in this tragedy.

The facility will be a forward-looking tribute that will reflect on the past while inspiring the local community, the nation, young athletes and coaches for generations. A tribute that will inspire the countless visitors who make the trip to Humboldt to watch a Broncos game or visit the arena to feel the emotion and sense of community that is uniquely Humboldt. A facility with an emotional spirit that will inspire youth to achieve their dreams and remind Canada and the world of the importance of family, friendships and the positive life lessons that come from sports, teamwork and selfless community service.

From a functional perspective, the Humboldt Broncos Tribute Centre will include a new ice arena to support local hockey, the Humboldt Broncos, and



other local skating sports. A training and fitness facility with multipurpose rooms will be used by the whole community and a therapy and rehabilitation centre is being evaluated to support those in surrounding communities who are rehabilitating from injuries and are now driving hours for treatment. All of these facilities are desperately needed in this physically active community that is void of a community fitness and rehab facility and shares one aging ice surface built in 1980.

From an emotional perspective, the Tribute Centre will be ground-breaking; it will leave visitors with a motivating sense of community, gratefulness, inspiration and appreciation for sport, family and community, as they are taken on a journey from grief to hope and perseverance. •



A LOOK INSIDE THE BRONCOS TRIBUTE CENTRE

“DRAWING ON THE CHARACTER OF THESE 29 PEOPLE TO INSPIRE OTHERS TO BE ALL THAT THEY CAN BE”

AS YOU ENTER THE FACILITY, you are struck by the use of uplifting visuals, messaging and light. Both natural and artificial light will flood the lobby atrium during the day and illuminate the sky at night, symbolically representing those that were lost or injured. As a first-time visitor you will be drawn to the tribute gallery of the atrium where you will be immersed in raw emotion as you are introduced to the unique and special character of the team members and those that were affected by this tragedy. Themes of teamwork, community spirit, character, integrity, family and resiliency will be incorporated throughout the tribute wing. Your sense of appreciation for the team, their special bond and unique culture begins to sink in. Images and video recordings will remind you of the international outpouring as a digital display represents individuals from over 80 countries who have shown support for the families and the community.

“TRAGEDY AND INSPIRATION: HUMBOLDT BRONCOS TEAM CHOSEN AS NEWSMAKER OF THE YEAR”

— NATIONAL POST



Video will be used to share inspirational stories and lessons of teamwork, character and community values from players, community members, heroes of the NHL, other professional sports and world leaders. Some of the 9,000 gifts sent to the community will be on display and will rotate throughout the year. An audio-visual display will share current day stories of perseverance from around the world – positive stories of inspiration, overcoming challenges and achievements in sport. Communities, teams and athletes from around the world will feel honoured to be featured in the Centre.

“YEAR IN REVIEW: HUMBOLDT BRONCOS ROAD TO RECOVERY THE MOST POWERFUL STORY IN HOCKEY”

— THE HOCKEY NEWS

Your journey through the Tribute Centre will include an introduction to the special Broncos team bond and culture that put character above wins and losses. Motivating messaging and Bronco cultural themes will be integrated into every aspect of the facility to inspire confidence and selfless dedication to community and team – a theme that was core to the 2017/18 Broncos under coach Darcy Haugan. Your visit will leave you with an even greater sense of appreciation for your own sports teams and you’ll be inspired to make a positive impact in your local community, become a better coach or better parent. The understanding and insight into the 2017/18 Broncos will influence local youth to become better people and better teammates regardless of their sport, academic or professional pursuit.

After taking in a Broncos Game you’ll sign the digital register that will record and display your hometown, and before you leave, you’ll pick up a Broncos stick to remember your visit and inspire you to persevere through your own times of challenge. You may even return to the Centre at a later date to take in workshops that will train coaches on team culture and character

ROADSIDE MEMORIAL

MANY VISITORS TO HUMBOLDT are unaware that the tragedy occurred almost two hours north of the community. A rural intersection that is presently decorated with an assortment of crosses and numerous items of remembrance left by friends, family and those who have been so deeply touched by this tragedy.

The Broncos Memorial Committee, in collaboration with the impacted families, will construct a permanent memorial structure at the site that will remember and honor the lives lost and those that have been forever impacted. The memorial will be a quiet place of reverence and reflection. It will provide an opportunity for visitors to learn more about the incredible lives of the 16 angels and 13 survivors.

development, or perhaps guide parents on how to ensure their children are having healthy, positive experiences in sports. •



“FORMER HUMBOLDT BRONCO AIMS TO INSPIRE NEXT GENERATION”

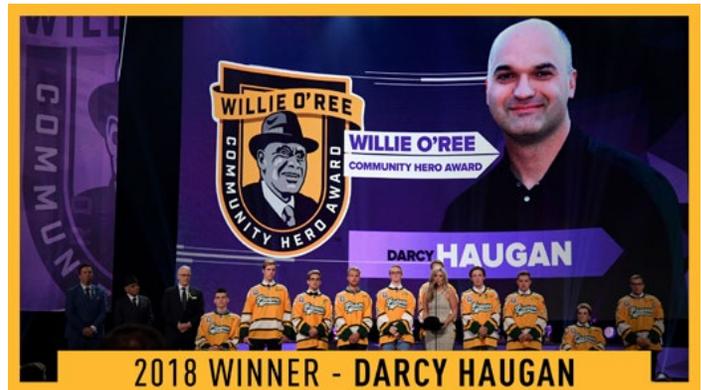
— Michael Joel-Hansen, Living With Diabetes

Consideration will be given to conducting a nationwide search for a unique artistic/architectural design that will withstand the harsh weather that exists in rural Saskatchewan, while paying respect to the lives lost and affected. •



WHAT YOU DIDN'T KNOW ABOUT THE HUMBOLDT BRONCOS

THE BRONCOS TRIBUTE CENTRE will capture what many have missed through all of the media coverage. The fact that the 2017/18 Humboldt Broncos had a special culture, a higher purpose that went beyond winning games, but ultimately led to success on the ice. Coach Darcy Haugan was a man of character, led by example and built a selfless culture that prioritized the development of outstanding young men. His team prioritized giving back to the community and embraced a sense of selflessness, respect, integrity, and love for one another.



“Every single kid on that bus was an incredible human being because that was the culture he designed and he expected.”

“We were building a culture of selfless leaders who served their community. We believed if we could develop good people that cared about each other, it would translate to success on the ice.”

“He built this team on character. He would take a guy who wasn't as talented as another player because he had such a feel for good people.”

“I have been playing and coaching hockey all of my life and I have never seen or experienced a team culture like that. It was a brotherhood, they loved each other.”

“Darcy built a family. He expected them to treat each other like family. He didn't always have the best players, but he always wanted to have good people.”



“It was very clear that this was a group of individuals with special character. They were all there for the common good, they all thought of others before themselves. They were all leaders. I commend Darcy for rather than building a team around talent, building a team around character. Huge respect that he actually did that.”

The North American Junior Hockey Coach of the Year award has since been named after Darcy. Nominated Coaches are selected based on their ability to not only make a difference on the ice but as well as in their communities – following the example set by Darcy with the Humboldt Broncos. •

FROM VISION TO REALITY – WITH YOUR SUPPORT

THE HUMBOLDT BRONCOS MEMORIAL COMMITTEE is currently evaluating a number of innovative opportunities to show leadership with this facility and make a lasting impact both locally and nationally.

A local, national and international fundraising campaign will be implemented to support facility construction. Leading Canadian architects, artists and design firms will be engaged as part of the project design phase. Success will depend on the collaboration of both private and public sector organizations, as well

as individuals, to support the estimated capital budget of \$25M.

The ambition for this project and the desired impact is unprecedented, as was the tragedy. We believe that the emotional energy from this tragic event can be harnessed to leave a legacy that will impact lives and inspire athletes, teams and communities for decades to come. This facility will change lives. We welcome your support and collaboration to bring this vision to reality. •

BRONCOS

CORE COVENANT

BRONCOS

FAMILY FIRST

To TREAT my **TEAMMATES** and **CO-WORKERS** with **RESPECT**

To be **THANKFUL** for the opportunity to **WEAR THE BRONCO JERSEY**

To play each **GAME** and **PRACTISE** with **PASSION** and **DETERMINATION**

To **CONDUCT OURSELVES** with **HONESTY** and **INTEGRITY**

To **treat all** volunteers, billets, sponsors and fans with **RESPECT** and **GRATITUDE**

To understand that we are **BUILDING FOUNDATIONS FOR FUTURE GENERATIONS** with our words and actions

To **ALWAYS HAVE HOPE** and **BELIEVE** that **EVERYTHING IS POSSIBLE**

To **ALWAYS GIVE MORE** than you take

To **STRIVE** for **GREATNESS** IN ALL AREAS OF LIFE

– *Humboldt Broncos Coach Darcy Haugan*