



July 25, 2023

To Elite Draw Zone Representatives & Team Contacts

The AEHL is pleased to announce that we have signed a 3-year agreement to continue our partnership with InStat/Hudl. The Male Elite Committee & Hockey Alberta staff will work over the next couple of weeks with the InStat/Hudl team to ensure that all AEHL staff who require accounts are granted access.

This partnership will see Hudl/InStat provide the following for the duration of the 3-year agreement.

Yearly \$15,000 (USD) partnership fee.

Provide Hudl/InStat Unlimited Own Reports & North American access for all 56 AEHL teams.

Offer exclusive pricing packages for U13 & below Hockey Alberta clubs and teams.

- Hudl shall offer 20% off Hudl team subscription, Hudl Assist, and Hudl/InStat subscriptions when purchased transactionally.
- Hudl shall offer 10% off Hudl/Hudl InStat Club Packages.

Provide access to free Video League Exchange Product for U13 & below Hockey Alberta teams.

- Inclusive of League Exchange only accounts for teams not on Hudl.
- No athlete access or ability to have match breakdowns.
- Can be set up for younger Hockey Alberta teams not using Hudl/InStat Scout Access

Offer Educational Resources

- Dedicated Hockey Alberta Hudl sales representative as well as 24/7 support resources.

The AEHL's obligations are as follows.

All Hockey Alberta AEHL teams inclusive of U18AAA, U17AAA, and U15AAA teams purchase Hudl/InStat Unlimited Own Reports & North American Scout Access.

- Year 1 pricing: \$1,300 USD
- Year 2 pricing: \$2,000 USD
- Year 3 pricing: \$2,400 USD

Should you have any questions, please feel to reach out to Michael Kraichy – [mkraichy@hockeyalberta.ca](mailto:mkraichy@hockeyalberta.ca) or at 403-967-0055.

Yours Truly,

A handwritten signature in black ink, appearing to read 'A. Rawlake', is positioned above the typed name.

Aaron Rawlake  
Vice Chair, Elite Male Committee

cc. Elite Male Committee