



2024-2026 Sponsorship Opportunities for
The Jacksonville Icemen Warriors Hockey Club

Jacksonville Icemen Warriors
501(c)(3)

EIN: 92-06887550
FDACS: CH76386
3880 Cedar Cove Ln
Jacksonville, FL 32257

Letter of Intent

Dear Potential Sponsors:

As the Jacksonville Icemen Warriors Hockey Club, we serve the abled and disabled veteran community, the hockey community, and the local community of Jacksonville, FL.

Our club utilizes ice hockey as a pathway for our abled and disabled veterans alike to build comradery and invoke a communal, family environment similar to that of our days in service. Often, post-service integration into civilian society leaves veterans with a sense of disconnection from the values and communities which they are so bonded by in service, and we aim to bridge the connection among veterans and the local community. Above all, the Jacksonville Icemen Warriors Hockey Club is a veteran suicide prevention and awareness club run **by veterans, for veterans.**

We are a registered 501 (c)(3) charitable organization that operates solely on donations, sponsorships, and fundraising efforts. We rely on the support of **you**, our generous sponsors, to help us achieve our mission. By becoming a sponsor, your company can make a real difference in a veteran's life. Not only will you be helping to provide them with the ice time, equipment, and financial means to travel for tournaments, you will also be building a community of military personnel. We understand the value of community, and our players often serve in the Jacksonville community to give back and bridge the gap between veterans and civilians. We believe in coming together to pay it forward, and we need your help.

We present a variety of sponsorship options and each provides a unique opportunity for businesses to support our organization while also gaining valuable exposure for their brand.

Executive Director, Dana Brown, serves as the Fundraising Chair for the Jacksonville Icemen Warriors Hockey Club. In this role, Dana is responsible for instituting fundraising efforts and fostering meaningful relationships between our organization and our valued sponsors.

If you are interested in becoming a sponsor for the Jacksonville Icemen Warriors Hockey Club please contact Dana Brown, Executive Director and Fundraising Chair, for detailed information on how you might best aid us in our mission. With you, we know we can continue to make a difference in our veterans' lives.

All Our Appreciation,

The Jacksonville Icemen Warriors Hockey Club

Dana Brown

Dana Brown, USMC, Executive Director

2023-2024 Season Recap 2024-2026 Season Expectations

During the 2023-2024 season, our organization has continued to grow and skate towards our goals of community-building and promoting veteran mental health awareness. Through community service and ice time, we have brought greater recognition to our organization and to our valued veterans. Notably, we raised over \$7,000.00 in new sponsorships which provided our organization the means to continue our mission. Our sponsors include, but are not limited to, The Jacksonville Icemen, The Jacksonville Sharks, Tandem K9 Inc., Top Golf, Ansbacher Law, GoRuck, Bennett Automotive, and Wallace Pearson Travel.

This season, our organization participated in notable community events, including flag and wreath layings at the Jacksonville National Memorial Cemetery, Trunk or Treat by the Wounded Warrior Program, and the 2024 Jacksonville Icemen Charity Golf Tournament.

We have had tremendous success securing games at home and away this season. The most notable was the Stadium Series 2024 Veterans Showcase presented by Navy Federal Credit Union in which four NHL teams and four Veteran's hockey teams participated. Our organization is incredibly honored to have been selected to participate out of over two hundred Veteran's hockey team applicants from across the nation. Further, we opened for the AHL 2023 Winter Classic in Charlotte, NC, in a game against the Carolina Hurricane Warrior Hockey Team. Additionally, we hosted the 2023 Rust Buster Classic at our home rink, the Community First Igloo in Jacksonville, FL. Thanks in part to our sponsors, we have been able to increasingly establish and participate in away games and tournaments with other Veteran's hockey teams including, but not limited to, those in affiliation with the Tampa Bay Lightning and the Florida Panthers.

Our affiliates, the Jacksonville Icemen, created Warrior Wednesdays during the 2023-2024 season, which have proven to be extremely successful for our organization. Every Wednesday during the Jacksonville Icemen season, the Icemen Warriors Hockey Team now plays at the Vystar Veterans Memorial Arena in advance of the Icemen. Warrior Wednesdays are scheduled to continue during the 2024-2026 seasons.

Our annual Hicks Cup game was played this season in its fourth year with our largest attendance yet.

To show appreciation to our members and their families this season, we held our first annual holiday party with the American Legion. We are currently planning our second annual holiday party for this season and we intend to extend invitations to our sponsors. We know we could not have seen such success as an organization without you. (Cont.)

In preparation for the 2024-2026 seasons we have held our Inaugural Jacksonville Veterans Invitational. This two day tournament sees multiple local and traveling veterans teams face-off at the Community First Igloo in Jacksonville, FL. Due to its success, we have scheduled our 2nd Annual Jacksonville Veterans Invitational for July 11-12th, 2025. This upcoming season, We are looking forward to several tournaments in Las Vegas, Tampa, Central Florida and North Carolina. We want to thank our dedicated executive board for their continued success in building new relationships with veteran's hockey teams across the nation.



Left: Opening for the AHL Winter Classic in Charlotte, NC. Right: Wreath laying at the Jacksonville National Memorial Cemetery



Stadium Series 2024 Veterans Showcase presented by Navy Federal Credit Union

Sponsorship Opportunities

We feel so blessed to have been able to participate in such amazing opportunities this season, and we look forward to those upcoming, but we know it would not be possible without our sponsors. Sponsorship with the Jacksonville Icemen Warriors Hockey Club can provide our non-profit organization with the resources, visibility, and credibility needed to fulfill our mission effectively and sustainably as we aim to brighten the lives of veterans and their families, and to bridge the common disconnection between the veteran and civilian worlds. Our sponsors ensure that our organization can grow sustainably, and spread our mission for years to come, by providing financial support, broader audiences, resource access, networking opportunities, and access to community events.

Our sponsorship opportunities are mutually beneficial. With your support, we can act together to reach larger audiences and raise awareness for our combined missions. Many of our veterans are business owners themselves, and sponsorship with our organization presents fruitful networking opportunities. Most importantly, we can establish greater social responsibility within our local community when we work together. As veterans, we understand the value of community, and we look forward to working with you to impact the Jacksonville community and the veteran community in new, meaningful ways.

The sponsorship options presented here allow you to directly impact the life of a veteran by securing them with practice time, transportation to games and tournaments, and equipment to keep them safe. They also allow us the ability to organize community events, and tournaments at our home ice, the Jacksonville Igloo.

Sponsorship opportunities include:

- Single Game Sponsorship
- Equipment Sponsorship
- Official Jersey Sponsorship
- Official Helmet Sponsorship
- Official Puck Sponsorship
- Practice Time Sponsorship
- Annual Hicks Cup Sponsorship
- Annual Jacksonville Veterans Tournament Sponsorship

Below, we offer detailed explanations of our sponsorship opportunities, but if you or someone you know is interested in extending a hand in a different way, please contact Dana Brown, Executive Director and Fundraising Chair, with your ideas.

Dana Brown
dana@jacksonvilleicemenwarriors.com
(540) 623-8575

Single Game Sponsorship

A crucial aspect of our organization is that we are a TEAM. As veterans, this is something we often miss when coming home, but we find it here, together.

Statistics have continuously proven that team sports can serve as a powerful tool for improving veterans' mental health by providing social support, physical activity, stress relief, skill development, routine and structure, and increased community engagement. Not only are we providing an enjoyable outlet for our veterans, but we, as the veterans, are healing through teamwork, communication, and a newfound sense of purpose.

In 2023 we participated in 12 games. In 2024 and 2025, we plan to play in at least 16 games each year. The following sponsorship opportunities can help make this plan a reality.

Transportation Sponsorship - \$5,000.00 per tournament

Covers the cost of bus transportation to and from one out-of-town tournament for the *entire team*, as well as back and forth to the established lodging accommodation.

Meal Sponsorship - \$3,000.00 per tournament

Covers the cost of player meals (lunch and dinner), for the *entire team*, for one out-of-town tournament during the entirety of time out-of-town.

Lodging Sponsorship - \$5,000.00

Covers the cost of hotel accommodations for the *entire team* at one out-of-town tournament.

Full Team Tournament Sponsor - \$15,000.00

Covers all costs of the *entire team* for one out-of-town tournament, including registration fees, transportation, lodging, and meal costs.

Individual Player Sponsor - \$1,000.00

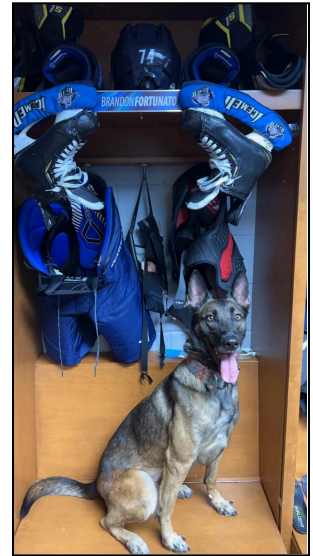
Covers *ONE* player for one out-of-town tournament, including registration fees, transportation, lodging, and meal costs. This CAN be an individual player of the sponsor's choosing, however if that player is not rostered for a particular game, the funds will be allocated to another rostered player.

Equipment Sponsorships

As hockey is known to be an intense, contact sport, protective gear is essential for hockey players to reduce the risk of serious injuries on the ice. Players constantly risk injury to themselves from other players, high-intensity puck impact, and skates and sticks. The necessary gear to play the game itself and to protect our players includes a stick, skates, a helmet with a face mask or visor, gloves, elbow pads, shoulder pads, and shin guards.

Hockey gear proves to be the main reason for the sport's high costs, but the gear is essential for safety and fairness, and it is required by regulation to be high quality and durable to withstand the rough nature of the sport.

There are opportunities for company names displayed on select gear, please contact Dana or Suzanne for more information.



Elite Team Sponsor - \$24,000.00

Outfits the entire team of 15 players AND 1 goalie with helmets with cages, gloves, padded pants with shell, bag, stick, and skates. Goalie gear also includes pads and chest protector along with all other gear listed above.

Gold Team Sponsor - \$10,000.00

Outfits the entire team of 15 players AND 1 goalie with helmets with cages, gloves, padded pants with shells.

Goalie Sponsor - \$3,300.00

Goalie gear is required to be more protective due to puck impact. Therefore this sponsorship outfits *one* goalie with the following: Helmet with cage, gloves, pants with shell, pads, chest protector, goalie size bag, stick and skates.

Individual Player Full Gear Sponsor - \$1,350.00

Outfits *one* player with a helmet and cage, gloves, padded pants, stick, and skates. The sponsor or donor CAN select a player of their choice to receive gear, however, only one set of gear per player can be given.

Individual Player Partial Gear Sponsor - \$450.00

Outfits *one* player with helmet with cage, gloves, and padded pants with shell.

PLAYER Ala Carte Menu

Helmet with cage - \$190.00

Gloves - \$110.00

Pants - \$130.00

Pant shell - \$50.00

Bag - \$140.00

Stick - \$250.00

Skates - \$550.00

GOALIE Ala Carte Menu

Helmet with cage - \$250.00

Gloves - \$800.00

Pads - \$800.00

Chest Protector \$400.00

Pants - \$200.00

Pant shell - \$60.00

Bag - \$160.00

Stick - \$250.00

Skates - \$500.00

Official Jersey Sponsorship

Our official team jerseys are one of our most treasured items within this organization. They allow each player to be recognized with pride in the public eye, and they reverberate the mission that we play our sport for. We play for veteran health; for veteran pride; for veteran life.

We offer an official jersey sponsorship opportunity for **\$5,000.00**. This covers the cost of jerseys for the *entire* team through June 2026.

With this sponsorship you will receive the following:

- Company logo on the front shoulder of the jersey
- Website link with logo on <https://jacksonvilleicemenwarriors.com/>
- 1 x per month social media recognition on the Warrior facebook and Instagram pages

- 1 “*We support the Warriors*” banner to display in your home or office
- Ceremonial puck drop honors at 1 home game
- 2 Official Warrior jerseys

Official Helmet Sponsorship

It goes without saying that helmets are a crucial component in injury mitigation. In hockey, they are essential in reducing the risk of injury, and even death, due to the intense nature of the sport. We play on ice, with hard discs flying at our faces, and blades of death on our feet... Our veterans rely on this vital piece of equipment to help safeguard them in a sport known for its physicality and speed.

We offer an official helmet sponsorship opportunity for **\$1,500.00**. This covers the cost of helmets for the *entire* team for one full season.

With this sponsorship you will receive the following:

- Company logo sticker on one side of helmet
- Website link with logo on <https://jacksonvilleicemenwarriors.com/>

- 1 “*We support the Warriors*” banner to display in your home or office
- Company logo included in the footer of all club-wide email communications

Official Puck Sponsorship

Pucks are as central to hockey as balls are to baseball. The quality of the puck ensures that they remain durable during games and that they perform fairly. Our players rely on pucks for the development of handling skills and team strategy.

We offer puck sponsorships which allow you to place your company logo on one side of the puck, while the Warrior logo will remain on the other side. The pucks will be manufactured in the color(s) of your choosing. Our preferred puck producer uses etching methods which ensure that your logo will remain visible and vibrant throughout the season.

Puck sponsorship options include:

100 Double-sided Etched Pucks (single color) - **\$550.00**

100 Double-sided Etched Pucks (two colors) - **\$700.00**

It is possible to include more colors. For more information on a quote for 3 or more colors, please contact Dana Brown, Executive Director and Fundraising Chair.



Practice Sponsorship

Practice time is essential for the operation of our organization. We meet twice per week to practice our plays and enhance our skills. More importantly, these practices serve as time together; time to heal. They are, along with our games and tournaments, the essence of why team sports clubs benefit veterans in operation. They promote comradery, teamwork, maintaining patience with ourselves and with others, and help redirect focus to positive experiences and positive outcomes. Oftentimes we have professional players who volunteer their time to come assist us on ice as well!

To help us ensure we have adequate practice time on the ice, we offer practice sponsorship opportunities. The sponsorships include the cost and fees associated with renting the ice for practice.



Practice sponsorship options include:

Elite Practice Sponsor - \$26,000.00

Covers *1 practice per week* for one entire year

Gold Practice Sponsor - \$13,000.00

Covers *2 practices per month* for one entire year

Silver Practice Sponsor - \$6,000.00

Covers *1 practice per month* for one entire year

Individual Practice Sponsor - \$500.00

Covers 1, one hour practice

Annual Hicks Cup Sponsorship

In memory of
Marine Corps Private First-Class Wesley Michael Hicks.
December 9, 1977 - January 7, 1999.

The annual Hicks Cup event is our program's Stanley Cup Final. It is a dedication to Marine Private First-Class Wesley Michael Hicks, a comrade of our organization's founder, Dave Wezniak. In 1999, Pfc Hicks took his life. It is because of this event that the Pfc Hicks Cup was dedicated to every Veteran that has a mental struggle.

Every day, 22 US veterans take their lives. The Hicks Cup represents the ones we could not save, and the ones we continue to save.

The Jacksonville Icemen Warriors stand and fight to preserve veteran lives. With your support, we are able to provide an outlet for our veterans through the great game of hockey; we are able to continue our fight. Our program has proven itself by saving lives each day. Not all of our battle scars are visible.



To help honor the legacy of Pfc Hicks, we offer the following sponsorship opportunities. All sponsorships will be announced at each particular event occurrence by the Vystar Veterans Memorial Arena game commentator. Unless otherwise stated below, there is only availability for ONE of each sponsorship listed below for each annual cup game.

Game Presenting Sponsor - \$5,000.00

This is the top sponsorship opportunity and brings the most awareness to that sponsor. A month prior to our game, the Icemen will announce our Hicks cup game and who the game is presented by at EVERY Jacksonville Icemen Hockey. This sponsor would be recognized at the start of the game, on ice, with a ceremonial puck drop with the two team captains. We will have specific event t-shirts made with the sponsor's logo on the back. These t-shirts would be sold the month prior to the Hicks cup game at all the Icemen games and other events we attend, to raise awareness of the organization and event. The event will be posted on both the Jacksonville Icemen and the Jacksonville Icemen Warriors social media accounts. The sponsor will be listed on banners displayed at the game. There are other goodies for this sponsorship that can be discussed in person with a member of our Fundraising team!

Referee Sponsors - \$250.00

This covers the cost of the necessary 4 referees for this game. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Advertising Sponsor - \$1,000.00

This will assist us in the cost of obtaining advertising outside of social media and developing annual event merchandise to be sold prior to the game at Icemen hockey games and other events that will raise awareness of the organization and event. The sponsor's logo would go on

the back of all merchandise. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Annual Awards Sponsor - \$750.00

This covers the cost of our annual awards presented to our veteran players to recognize their achievements throughout the season. This is held annually, around the time of the Hicks Cup game. We would like the sponsor to be present at the awards banquet to assist in the presentation of awards. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Banquet Sponsor - \$2,000.00

This covers the cost of our annual awards banquet where we present veteran players with awards to recognize their achievements throughout the season. This is held annually, around the time of the Hicks Cup game. This would cover all food and beverage for the banquet. We would like the sponsor to be present at the awards banquet to enjoy the time with the veterans. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

End of Game Libations Donation - \$750.00

This donation will provide celebratory libations for each team at the end of the Hicks Cup Game. Ideally we would like to have some munchies and drinks for the players in the locker room. We would like to invite this sponsor into the locker room briefly after the game to say a few words to both teams. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Period Sponsor - \$400.00 (THREE opportunities available)

The sponsor will be announced by the commentator at the Vystar Veterans Memorial Arena at the start of each period. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Penalty Sponsor - \$400.00

The sponsor will be announced by the commentator at the Vystar Veterans Memorial Arena whenever a penalty occurs. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Icing Sponsor - \$400.00

The sponsor will be announced by the commentator at the Vystar Veterans Memorial Arena whenever icing occurs. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Off Sides Sponsor - \$400.00

The sponsor will be announced by the commentator at the Vystar Veterans Memorial Arena whenever an off-sides occurs. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Save Sponsor - \$400.00

The sponsor will be announced by the commentator at the Vystar Veterans Memorial Arena whenever a save occurs. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Face-Off Sponsor - \$400.00

The sponsor will be announced by the commentator at the Vystar Veterans Memorial Arena whenever a face-off occurs. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Annual Jacksonville Veterans Tournament

Our Inaugural Jacksonville Veterans Tournament held in July 2024 was a massive success. With the help of some dedicated members and volunteers, we secured amazing sponsorships, raffle and silent auction items. We had vendors on site to provide products and information to our veterans on many different levels. Overall we raised nearly \$10,000.00 to keep our program moving forward to the next event.



Silent Auction and Raffle Items

We welcome any and all item donations to be auctioned or raffled off at the event. We ask that these be new or in unused condition. We have great success with unique items, especially those that are autographed!

Tournament Presenting Sponsor - \$5,000.00

This is the top sponsorship opportunity and brings the most awareness to that sponsor. This sponsor would be recognized at the start of the game, on ice, with a ceremonial puck drop with the two team captains. We will have specific event t-shirts made with the sponsor's logo on the back. These t-shirts would be sold the month prior to the tournament to raise awareness of the organization and tournament. The tournament will be posted on the Jacksonville Icemen Warrior's social media accounts. The sponsor will be listed on banners displayed at the game. There is an opportunity for honorary 'bench captains' with this sponsorship. There are other goodies for this sponsorship that can be discussed in person with a member of our Fundraising team!

Individual Team Sponsor - \$1,650.00 per team (12 opportunities available)

This covers the cost of *one* team's entry fee into the tournament. The sponsor will be recognized on our social media pages and each sponsored team will have a banner behind their bench for each game with the sponsor's logo proudly displayed. This banner will be signed by all players on the team and given to the team sponsor to keep. There is an opportunity for honorary 'bench captains' with this sponsorship.

Referee Sponsor - \$2,750.00

This covers the cost of the necessary 2 referees for each game. The sponsor will be recognized on our social media pages and listed on banners displayed at the game. There is an opportunity for honorary 'bench captains' with this sponsorship.

Advertising Sponsor - \$1,000.00

This will assist us in the cost of obtaining advertising outside of social media and developing annual event merchandise to be sold prior to the game at Icemen hockey games and other events that will raise awareness of the organization and event. The sponsor's logo would go on the back of all merchandise. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Player Banquet Sponsor - \$3,500.00

This covers the cost of the player banquet the Thursday before the tournament begins. This is a way to meet all of the incoming veteran players from other areas and start the weekend off with new friendships. We would like the sponsor to be present at the banquet to enjoy the time with the veterans. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Tournament Libations Sponsor - \$6,000.00

This donation will provide celebratory libations for each team to enjoy during the tournament. We would love the sponsor to be present at the player banquet to present each team captain with a gift card to cover the fun! The sponsor will be recognized on our social media pages and listed on banners displayed at the game. There is an opportunity for honorary 'bench captains' with this sponsorship.

– For the below listed sponsors there will be MANY opportunities to sponsor. We expect to have 22 games total for this tournament.

Period Sponsor - \$250.00 (3 opportunities per game)

The sponsor will be announced by the commentator at the Community First Igloo at the start of each period. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Penalty Sponsor - \$250.00

The sponsor will be announced by the commentator at the Community First Igloo whenever a penalty occurs. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Icing Sponsor - \$250.00

The sponsor will be announced by the commentator at the Community First Igloo whenever icing occurs. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Off Sides Sponsor - \$250.00

The sponsor will be announced by the commentator at the Community First Igloo whenever an off-sides occurs. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Save Sponsor - \$250.00

The sponsor will be announced by the commentator at the Community First Igloo whenever a save occurs. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.

Face-Off Sponsor - \$250.00

The sponsor will be announced by the commentator at the Community First Igloo whenever a face-off occurs. The sponsor will be recognized on our social media pages and listed on banners displayed at the game.