



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

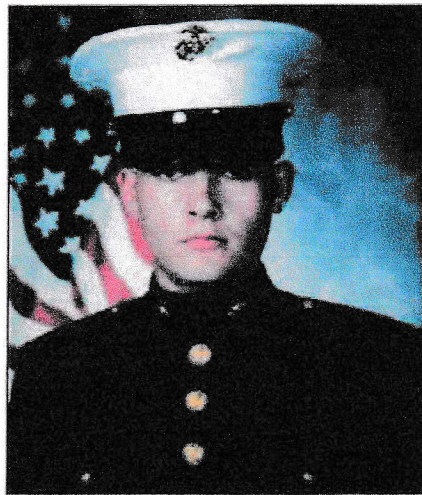
Annual Hicks Cup Sponsorship

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.