MATT SHOTT
ARIZONA HOCKEY
LEGACY FOUNDATION

SPONSORSHIP DECK

2026

MATT SHOTT
ARIZONA HOCKEY
LEGACY FOUNDATION

WHO WE ARE

INVEST IN KIDS. STRENGTHEN COMMUNITY. BUILD TOMORROW.

ABOUT US

The Matt Shott Arizona Hockey Legacy Foundation is a charitable 501c3 organization dedicated to raising funds to support hockey programming and the growth of the sport in Arizona. Our foundation was established in memory of Matt Shott, a pioneer who initiated many of the NHL youth programs in Arizona. We are committed to continuing his legacy by providing opportunities for the community to engage in the sport he was so passionate about.







OUR MISSION

To conserve the Arizona hockey ecosystem through strategic investments, partnerships and programming.

OUR COMMITMENT

The Foundation has launched its programming to supplement the NHL's efforts in growing hockey in Arizona, specifically addressing areas where additional support is needed. With a fervent dedication to fostering the love of the game, the foundation tirelessly works to provide accessible avenues for aspiring players of all ages to develop their skills, camaraderie, and passion for hockey. Through innovative initiatives and collaborative partnerships with local organizations, the foundation not only nurtures talent but also cultivates a sense of belonging and unity within the hockey community.

TOGETHER WE'RE BUILDING OPPORTUNITY, GROWING THE GAME & CHANGING LIVES.

ARIZONA HOCKEY'S CURRENT STATE

THE FACTS

THE GOOD NEWS: INTEREST IN HOCKEY IS HIGH

INCREASE IN TRY HOCKEY FOR FREE

210.7%

YOY INCREASE

LEARN TO PLAY (LTP) CONTINUES TO GROW

650+

NEW PLAYERS HAVE COMPLETED SHOTT'S TOTS

HIGH DEMAND FOR LTP

30-40

AVERAGE LTP WAITLIST PER LOCATION

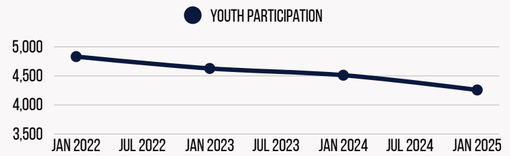
NEW RINKS BEING BUILT OR REACTIVATED

- FIRE N ICE (PHOENIX)
- MQ ICE PLEX (TUCSON)
- FINDLAY TOYOTA CENTER (PRESCOTT)

NEW COLLEGIATE, JUNIOR & USHL TEAMS COMING TO AZ

CONCERN: PARTICIPATION IS DECLINING

DECLINE IN YOUTH USA HOCKEY PLAYER REGISTRATIONS



STATEWIDE 8U TEAMS

DECREASING

YOY FROM 25/26 TO NOW

RINK/PROGRAM RETENTION FROM LTP NEEDS IMPROVEMENT

75%

OF LTP PLAYERS SINCE 2017 HAVE NOT BEEN RETAINED THROUGH 2026

INCREASE IN SUPPLY WITHOUT STATEWIDE STRATEGY TO INCREASE DEMAND

33% INCREASE IN ICE SHEETS BY 2027
+ CONT. DECREASE IN PARTICIPATION
= MAJOR ECONOMIC CHALLENGES FOR ALL STAKEHOLDERS

IMPORTANCE OF LEARN TO PLAY PROGRAMMING

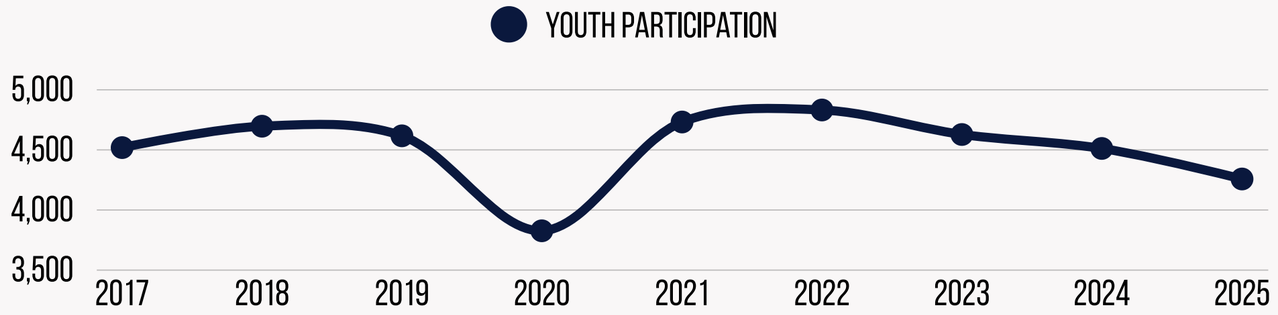
OUR LTP MODEL HAS BEEN A KEY DRIVER OF GROWTH FOR AZ HOCKEY FOR OVER A DECADE

26.5% OF YOUTH PLAYERS REGISTERED FOR THE 2025-2026 SEASON STARTED IN LTP

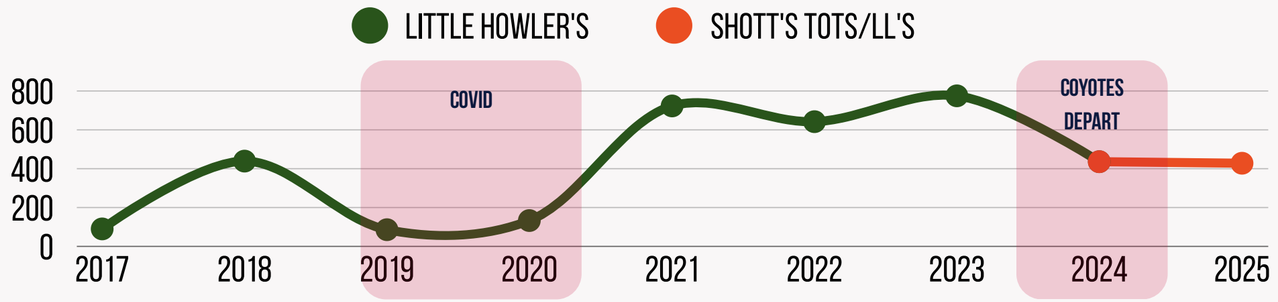
958 TOTAL YOUTH PLAYERS REGISTERED FOR THE 2025-2026 SEASON STARTED IN LTP



AAHA REGISTRATIONS



LTP REGISTRATIONS



KEY POINTS

- LTP DRIVES GROWTH - STATISTICALLY POSITIVE CORRELATION BETWEEN LTP AND YOUTH PARTICIPATION
- INVESTING IN LTP GUARANTEES ROI AND SCALING THAT INVESTMENT STATEWIDE ENHANCES THAT ROI

SHOTT'S TOTS LEARN TO PLAY MODEL

OUR MODEL HAS BEEN TESTED FOR OVER A DECADE

OFFICIAL EXPANSION PROGRAM OF THE NHL, NHLPA & USA HOCKEY



THE MODEL IS BUILT FOR **SUSTAINABILITY** BUT REQUIRES ENOUGH SEED CAPITAL SCALE ACROSS MULTIPLE LOCATIONS

THE MODEL DOES NOT INCLUDE THE **OVERHEAD & MANAGEMENT STAFFING REQUIRED** TO OPERATE THE PROGRAM SO THE FOUNDATION MUST CONTINUOUSLY RAISE FUNDS TO COVER THOSE COSTS

SESSION 1

- SEED CAPITAL FUNDS EQUIPMENT FOR ALL NEW PLAYERS
- SESSION 1 PROFIT IS REINVESTED INTO EQUIPMENT FOR THE NEW PLAYERS IN SESSION 2
- 774 NEW PLAYERS SINCE 2024

SESSION 2

- 63% RETENTION RATE
- NEW PLAYERS ARE PROVIDED EQUIPMENT FUNDED BY SESSION 1
- RETURNING PLAYERS PAY A LOWER PRICE AND DO NOT HAVE AN EQUIPMENT EXPENSE ASSOCIATED WITH THEM
- SESSION 2 PROFIT IS REINVESTED INTO EQUIPMENT FOR THE NEW PLAYERS IN SESSION 3

SESSION 3

- NEW PLAYERS ARE PROVIDED EQUIPMENT FUNDED BY SESSION 2
- RETURNING PLAYERS PAY A LOWER PRICE AND DO NOT HAVE AN EQUIPMENT EXPENSE ASSOCIATED WITH THEM
- SESSION 3 PROFIT IS REINVESTED INTO EQUIPMENT FOR SESSION 1 OF THE NEXT CYCLE

INVESTMENT, REACH, AND IMPACT

WE EXIST TO GROW THE GAME FOR EVERYONE.

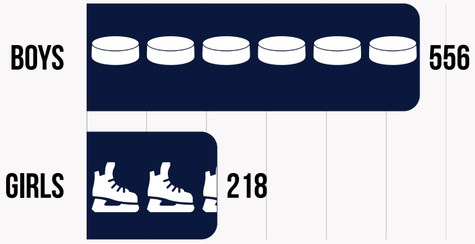
STATE-WIDE FOOTPRINT



LTP LOCATIONS

- AZ ICE ARCADIA
- AZ ICE GILBERT
- AZ ICE PEORIA
- COYOTES COMMUNITY ICE CENTER
- FIRE N ICE ARENA (COMING SOON)
- ICE DEN CHANDLER (INACTIVE)
- JAY LIVELY ICE ARENA
- MULLETT ARENA (INACTIVE)
- TUCSON ARENA

GENDER NEUTRAL



TOTAL PLAYERS RELATIVE TO AVAILABLE SESSIONS ALIGN WITH GIRLS BEING THE FASTEST GROWING DEMOGRAPHIC IN HOCKEY

SHOTT'S TOTS

COED LTP

~10 SESSIONS ANNUALLY

LITTLE EIGHTON'S
"SKATE HARD, HAVE FUN" -L.A. #49

GIRLS ONLY LTP

1 SESSION ANNUALLY



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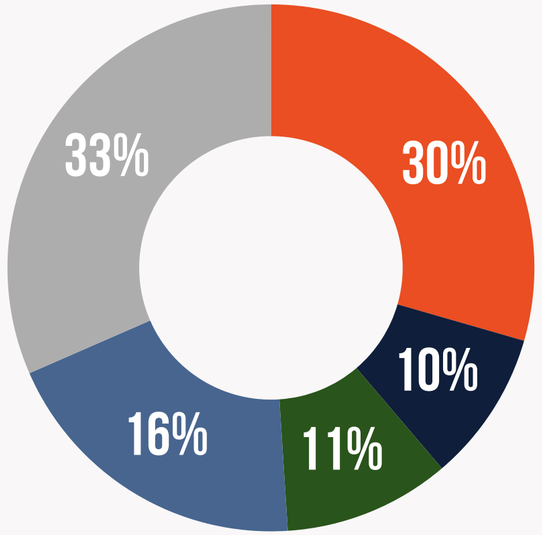
STATE-WIDE INVESTMENT

WE PLAN TO INVEST

$255K

THIS SEASON

TO REMOVE BARRIERS, PROVIDE ACCESS, AND CREATE THE OPPORTUNITY FOR HUNDREDS OF NEW KIDS TO EXPERIENCE HOCKEY



EQUIPMENT
$78K

COACHING
$25K

ICE RENTAL
$27K

RENT & ADMIN
$42K

FOUNDATION STAFF
$84K



EQUIPMENT REMAINS ONE OF OUR HIGHEST COSTS TO GUARANTEE PLAYERS CAN NOT ONLY LEARN HOW TO PLAY BUT ALSO HAVE A FULL SET OF EQUIPMENT TO KEEP FOR THEIR NEXT STEPS

SPONSORSHIP OPPORTUNITIES

2 WAYS TO PARTNER

PROGRAMMING



MATT SHOTT
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LEGACY FOUNDATION

OPERATIONS



MATT SHOTT
ARIZONA HOCKEY
LEGACY FOUNDATION

YOUR INVESTMENT. THEIR FUTURE.

HOW YOUR INVESTMENT IN SHOTT'S TOTS CREATES LASTING IMPACT IN THE ARIZONA COMMUNITY.

1

FOR EVERY
$30,000
INVESTMENT



YOUR BRAND VISIBILITY ACROSS THE STATE OF ARIZONA
SHOTT'S TOTS

2

100
GEAR SETS



YOUR INVESTMENT FUNDS 100 COMPLETE SETS OF HOCKEY EQUIPMENT FOR FIRST-TIME PLAYERS.

3

100
NEW PLAYERS



100 LOCAL KIDS GET THE OPPORTUNITY TO TRY HOCKEY FOR THE FIRST TIME THROUGH SHOTS' 1 TOTS PROGRAMS (3-4 SESSIONS PER YEAR) - 25 NEW PLAYERS PER SESSION).

4

$17,500
REINVESTED REVENUE



HISTORICALLY, ~50% OF NEW PLAYERS CONTINUE AFTER THEIR INTRO SESSION, RETURNING PLAYERS AVERAGE 2 ADDITIONAL SESSIONS AT $175 PER SESSION, GENERATING $17,500 IN REVENUE.

5

58
MORE PLAYERS



THAT ADDITIONAL $17,500 IN REVENUE IS EQUIVALENT TO FUNDING 58 ADDITIONAL SETS OF GEAR AND BRINGING 58 MORE KIDS INTO HOCKEY.

6

SUSTAINABLE
LONG TERM GROWTH FOR
HOCKEY IN AZ



THE REINVESTMENT CYCLE BUILDS A STRONGER PIPELINE, MAKING HOCKEY ACCESSIBLE ACROSS ALL OF ARIZONA

THE TOTAL IMPACT

EACH $30,000 INVESTMENT CREATES A RIPPLE EFFECT THAT INTRODUCES EVEN MORE KIDS TO THE GAME WE ALL LOVE.

100
PLAYERS
DIRECTLY SPONSORED BY YOU

58
ADDITIONAL PLAYERS
ENABLED THROUGH PROGRAM SUSTAINABILITY



158
TOTAL PLAYERS
IMPACTED IN THE ARIZONA COMMUNITY



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LEGACY FOUNDATION

PROGRAM SPONSORSHIP OPPORTUNITIES

INVEST IN KIDS. STRENGTHEN COMMUNITY. BUILD TOMORROW.

1

INDIVIDUAL RINK PRESENTING



$30,000/YR

Per location proven model, 1 per rink

100 NEW PLAYERS

50 RETURNING PLAYERS

DIRECTLY SPONSORED BY YOU

- Naming rights: “Shott’s Tots Presented By [Sponsor] ”
- Large logo on helmets for every player at individual rink
- Logo on every graduation certificate at individual rink
- “Presented by” social content, all season
- Featured website and onsite sponsor placement, table at host fittings
- Recognition at graduation, branded swag in goodie bags
- Included in annual Impact Report

2

GOLD



$10,000/YR

Per location proven model, 1 per rink

33 NEW PLAYERS

17 RETURNING PLAYERS

DIRECTLY SPONSORED BY YOU

- Medium logo on helmet for every player at individual rink
- Medium logo on every graduation certificate at individual rink
- Quarterly Social Media Shoutouts
- Featured website and onsite sponsor placement, table at host fittings
- Recognition at graduation, branded swag in goodie bags
- Included in annual Impact Report

3

SILVER



$5,000/YR

Per location proven model, 1 per rink

16 NEW PLAYERS

8 RETURNING PLAYERS

DIRECTLY SPONSORED BY YOU

- Featured website and onsite sponsor placement
- Recognition at graduation & community events
- Included in annual Impact Report

4

BRONZE



$2,500/YR

Per location proven model, 1 per rink

8 NEW PLAYERS

4 RETURNING PLAYERS

DIRECTLY SPONSORED BY YOU

- Recognition at graduation & community events
- Included in annual Impact Report

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OPERATION SPONSORSHIP OPPORTUNITIES

INVEST IN KIDS. STRENGTHEN COMMUNITY. BUILD TOMORROW.

TOP LEVEL

FOUNDATION OPERATING PARTNER

Exclusive partner powering staff, ice, gear and systems.

THE MATT SHOTT FOUNDATION, POWERED BY [SPONSOR]

ANNUAL INVESTMENT: $ 250,000*

*INDIVIDUAL OPERATIONAL PILLARS ARE ALSO AVAILABLE FOR SPONSORSHIP

INFRASTRUCTURE PILLARS

STAFF & COACHING PARTNER

Funds program leadership, staff and coaches, admin costs, and health insurance.

ON THE ROAD PARTNER

Fuels 6,200+ miles a year of coaches bringing hockey to every corner of Arizona

COACH EDUCATION PARTNER

Funds certification, safety training and screenings.

TECHNOLOGY & SYSTEMS PARTNER

Powers registration, CRM, web and reporting.

NEW INITIATIVES LAUNCH FUND

Bring Shott's Tots to new Arizona communities

Funds startup costs for opening the program at a new rink or city.

- FOUNDING PARTNER RECOGNITION
- NEW MARKET VISIBILITY
- FLAGSTAFF + TUCSON • PRESCOTT + PHOENIX

ADVOCACY

GROW THE GAME ADVOCACY PARTNER

Champions Arizona hockey, public rinks and community impact.

PROFESSIONAL SERVICES PARTNERS

Donates expert services credited at verified value.

SHOTT FOUNDATION: PROVEN IMPACT POWERED BY YOUR INVESTMENT

THE NUMBERS SPEAK VOLUMES

774

NEW PLAYERS
SINCE SEPTEMBER 2024

63%

RETENTION
EXPANDED LTP PILOT WITH
NHL, NHLPA & USA HOCKEY

EVERY PLAYER HAS RECEIVED A NEW SET OF EQUIPMENT WHICH IS UNPRECEDENTED FOR A NON-NHL MARKET

100%

SELLOUT RATE
SINCE SEPT 2025

HIGHER 2025-2026 LTP REGISTRATION NUMBERS THAN NHL TEAMS

	651
	619
	615
	445
	278

PARTICIPATION & GROWTH AWARD RECIPIENTS



PARTNERSHIPS WITH HIGH PROFILE NHL PLAYERS TO BE ANNOUNCED SOON

PARTNERED WITH THE LEADING BRANDS IN HOCKEY:

MATT SHOTT
ARIZONA HOCKEY
LEGACY FOUNDATION

THANK YOU!

marketing@azhockeylegacy.org