MCKINNEY ICE HOCKEY CLUB

SPONSORSHIP GUIDE

MCKINNEY
ICE HOCKEY
CLUB

EMPOWERING THE FUTURE
ONE GOAL AT A TIME

OUR MISSION

MCKINNEY ICE HOCKEY CLUB

The mission of the McKinney Ice Hockey Club is to develop and support student-athletes in grades 7–12 through the sport of hockey while promoting leadership, teamwork, discipline, academic success, and personal growth. As a 501(c)(3) nonprofit youth sports organization, we are committed to providing a positive, inclusive, and encouraging environment where young athletes can thrive both on and off the ice.

We believe hockey is a powerful vehicle for teaching life skills that extend far beyond the rink. Through competitive play, skill development, and a strong sense of community, our program helps student-athletes build confidence, resilience, accountability, and sportsmanship while learning the value of hard work and commitment.

With the support of sponsors, families, and community partners, we can continue to expand access to the sport, strengthen our program, and create meaningful opportunities for local youth. Every contribution helps us invest in the future of our players and in the growth of the McKinney hockey community.



A STRONG CULTURE & WINNING TRADITION

🏆 State Championship Wins

2025 - Varsity Gold
2017 - Varsity Gold
2016 - Varsity Gold
2015 - Varsity Gold
2013 - Junior Varsity Silver

🏅 USA Hockey Natioanl Championship Appearances

2025 - Varsity Gold
2016 - Varsity Gold
2015 - Varsity Gold



The vision of the McKinney Ice Hockey Club is to grow into a premier high school hockey program in North Texas, recognized for developing strong student-athletes, respected coaches, and a vibrant hockey community for grades 7–12. Building on more than three decades of dedicated volunteers and local support, MIHC started as a small group of families who wanted hockey to be accessible in McKinney and has since become a cornerstone of youth hockey in the region.

Looking ahead, we envision MIHC as a long-standing pipeline for talent, leadership, and character that strengthens school spirit, inspires new generations of players, and fosters a culture of excellence both on the ice and in the wider community. Our goal is to be a model 501(c)(3) youth sports organization where every student has the opportunity to belong, grow, and leave a positive legacy through the sport of hockey.

A HOCKEY FAMILY

PURSUING GOALS TOGETHER

As a proud ambassador of youth hockey in McKinney, the McKinney Ice Hockey Club is deeply connected to our hometown and the families across our region. We take seriously our responsibility to the community: fairness, respect, and inclusiveness are core values not only on the ice, but in everyday life.

We are supported by a growing network dozens of local sponsors, partners, and community supporters from a wide range of local businesses and industries. Our program regularly receives coverage in local and regional media, and we are visible at community events, school functions, and public gatherings throughout McKinney and the surrounding area.

By partnering with the McKinney Ice Hockey Club, your organization becomes a recognized and respected brand that invests in the future of youth sports and a vibrant, family-oriented community. You are an integral part of a connected network that supports player development, character building, and the growth of high school hockey in North Texas.

Our loyal families, fans, and alumni have supported us for years, spanning multiple generations and age groups. Our primary reach extends across McKinney and the surrounding school districts, creating a strong foundation for a sustainable and impactful youth hockey program.





ATHLETES PARTICIPATING IN
MCKINNEY ICE HOCKEY CLUB PER YEAR

150+



GAMES PLAYED PER YEAR
IN THE TEXAS SCHOLASTIC HOCKEY LEAGUES

145+



SOCIAL MEDIA IMPRESSIONS
PER MONTH ON FACEBOOK & INSTAGRAM

6,0000+



ESTIMATED ANNUAL
OPERATING COSTS TO FULLY FUND THE CLUB

$300K+

WHY SPONSOR?

PURSUING GOALS TOGETHER

Impact on the Community:
Your sponsorship directly benefits the development of our student-athletes, providing them with opportunities to grow both on and off the ice. Through structured training, teamwork, and mentorship, our players learn invaluable life skills such as discipline, leadership, and resilience.

> **Your support will enable us to continue fostering a love for hockey and academic excellence among our students. Together, we can empower these young athletes to achieve their goals and become leaders in our community.**

Promotion and Visibility:
Aligning your brand with our club offers significant exposure within the McKinney community and beyond. Your logo will be prominently displayed on our uniforms, website, and promotional materials, reaching families, friends, and fans at games and events throughout the season. This exposure enhances your brand recognition and demonstrates your commitment to supporting local youth and education.

Investment in Education:
Hockey is more than just a game; it's a pathway to higher education. Many of our players aspire to pursue college opportunities, and your sponsorship helps support them by reducing costs for families. With our long-term goal of providing scholarships, by investing in our club, you are investing in the educational success of our student-athletes.



WHAT YOUR SPONSORSHIP SUPPORTS

- **Pucks & Off Ice Stickhandling Balls/Pucks**
- **Video Camera**
- **Film Review**
- **First Aid Equipment**
- **Skill Development Tools:**
  - **Slide boards,**
  - **Cones**
  - **Rebound boards**
  - **Danglers**
  - **Goalie-specific training aids**
  - **Shooting Targets**
  - **Mini Goals**
- **Uniforms and Apparel:**
  - **Camp & Practice Jerseys**
  - **Socks**
  - **Other team apparel**
- **League Fees**
- **Tournament Fees**
- **Ice Costs $525+ per hour!**
- **Scholarships**
- **Coaching Resources:**
  - **Manuals**
  - **Coaching books**
  - **Online resources for planning and implementing effective training sessions.**
- **End of season banquet and recognition**
- **Future lockeroom buildout**
- **And much much more...**

AVAILABLE TITLE

SPONSORSHIPS

- **Homecoming Title Sponsor –** Premium branding at the season's biggest game.
- **Senior Night Title Sponsor –** Recognition during a special senior celebration.
- **Alumni Game Title Sponsor –** Visibility at a legacy-focused fan favorite event.
- **Awards Banquet Title Sponsor –** Branding at the season-ending awards celebration.
- **Parade of Lights Title Sponsor –** Exposure at a festive community event.
- **Season Opener Title Sponsor –** Kickoff visibility at the first game of the season.
- **Rivalry Game Title Sponsor –** Branding at a high-energy, must-watch matchup.
- **Youth Night Title Sponsor –** Connect with families and young athletes.
- **Military & First Respnder Appreciation Night Title Sponsor –** Support and honor service members.
- **Fan Appreciation Night Title Sponsor –** Featured during fan giveaways and promotions.
- **Community Service Day Sponsor –** Showcase support for local community efforts.

AWARDS BANQUET



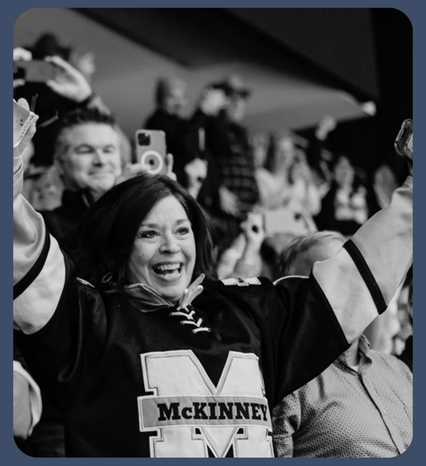
PARADE OF LIGHTS



COMMUNITY SERVICE DAY



RIVALRY GAME



SR. NIGHT



AVDERTISING ON THE

TEAM PLAYER

MIHC players are ambassadors of your brand. With your logo on the jerseys, you gain high visibility during games, in the media, and across social media platforms. Sponsorship also connects your brand directly to the community through youth events, school outreach, and local partnerships.






T01
T06
T06
T07
T12
T00
T08
T13
T14
T15
T17
T18
T18
T19
T19
PINNACLE CONSTRUCTION
PLAYERNAME
1
McKINNEY
CITY COUNCIL
TEXAN GRILL
Texan GRILL
PINNACLE CONSTRUCTION
McKINNEY
CITY COUNCIL
CCM

SPONSORSHIP

LEVELS

MIHC sponsorship levels offer businesses and organizations a clear way to support the program while gaining valuable visibility and community engagement. The tiers include Platinum, Gold, Silver, Bronze, and Blue & White, each providing a step-up in benefits such as logo placement, game recognition, social media exposure, and event access. Sponsors at every level help fuel our athletes' success while connecting their brand with families, students, and fans throughout the MIHC community.



PLATINUM

$15,000

- Primary Jersey Logo: Integrated logo placement prominently on the front of the jersey, positioned either above or below the main McKinney "M" crest (Ref: T01/T11).
- Lower Body Branding: Premium logo placement on the hockey pants (Ref: T15).
- Equipment Branding: Official sponsor logo on near player gloves (Ref: T12).
- Sleeve Branding: Dedicated sponsor logo on the upper jersey sleeves (Ref: T06/T08)
- Banquet & Media: Full-page ad in the End-of-Season Banquet Program, digital recognition on website/social media, and a extra large-scale logo on rollup banners at all club events.
- 6-Tickets to the awards banquet
- Title Sponsorship to MIHC Banquet & 2 Addiitional Event + McKinney blanket & window decal
- Plus Social Media Advertising

GOLD

$10,000

- Integrated Sleeve Logo: Smaller, strategic logo placement on the jersey sleeve (Ref: T07).
- Lower Body Branding: Logo placement on the hockey pants (Ref: T17).
- Equipment Branding: Sponsor recognition on player gloves (Ref: T12).
- Banquet & Media: Half-page ad in the Banquet Program, website/social media recognition, and large-scale logo on rollup banners at all club events.
- 4-Tickets to the awards banquet
- McKinney blanket & window decal
- Title sponsorship of 2 MIHC Events
- Plust Media Advertising

SILVER

$5,000

- Helmet Branding: Exclusive logo placement on the side of the player helmet (Ref: T19).

OR

- Sock Branding: Logo placement on the team socks (Ref: T18).
- Banquet & Media: Quarter-page ad in the Banquet Program, website recognition, and medium-scale logo on rollup banners at all club events.
- 2-Tickets to the awards banquet
- McKinney Blanket & Window Decal
- Title Sponsorship of 1 MIHC Event
- Social Media Advertising
  - Company promotion
  - Job Postings
  - Community event promotion
  - Etc.



BRONZE

$2,500

- Banquet & Media: Medium logo placement in the Banquet Program, website and social media recognition, and small-scale logo on rollup banners at all club events.
- 2-Tickets to the awards banquet
- McKinney Blanket & Window Decal
- Title Sponsorship of 1 MIHC Event

BLUE

$1,000

- Banquet & Media: Text recognition in the Banquet Program, website/social media mention, and small scale ad listing on rollup banners at all club events.
- 1-Tickets to the awards banquet
- McKinney Blanket & Window Decal

WHITE

$500

- Banquet & Media: Text recognition in the Banquet Program, website recognition, and text listing on rollup banners at all club events.
- McKinney Blanket & Window Decal

HAT TRICK

$250

- Banquet & Media: Text recognition in the Banquet Program, website recognition, and text listing on rollup banners at all club events.
- Window Decal

PUCK DROP

$100

- Banquet & Media: Text recognition in the Banquet Program, and text listing on rollup banners at all club events.

THANK YOU FOR YOUR SUPPORT



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