



MCKINNEY ICE HOCKEY CLUB

SPONSORSHIP GUIDE & SIGN-UP FORM

2026–2027 Season

A Proud Member of the Texas Scholastic Hockey League

EMPOWERING THE FUTURE

ONE GOAL AT A TIME

mckinneoicehockey.org • [@McKinneyIceHockey](https://www.instagram.com/McKinneyIceHockey) (Instagram) • [@McKinneyHockey](https://www.facebook.com/McKinneyHockey) (Facebook)

Our Mission

The mission of the McKinney Ice Hockey Club (MIHC) 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 National Championship Appearances:

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

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 of 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 become 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.

MIHC BY THE NUMBERS

150+

STUDENT-ATHLETES

Participating in MIHC per year

145+

GAMES PLAYED

Per year in the Texas Scholastic Hockey League

6,000+

SOCIAL IMPRESSIONS

Per month across Facebook & Instagram

\$300K+

ANNUAL OPERATING COST

Estimated cost to fully fund the club

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.

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.

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. 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, dangles, 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 for student-athletes
- Coaching resources: manuals, coaching books, online training resources
- End-of-season banquet and recognition
- Future locker room buildout
- And much more...

Available Title Sponsorships

In addition to our tiered sponsorship levels, businesses can sponsor a specific MIHC event for focused, high-visibility branding.

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 Responder Appreciation Night Title Sponsor	Support and honor service members.
Fan Appreciation Night Title Sponsor	Featured during fan giveaways and promotions.
Community Service Day Title Sponsor	Showcase support for local community efforts.

Advertising 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.



Sponsor logo placements are available on the jersey, hockey pants, gloves, socks, and helmet — placement depends on sponsorship level. See the Sponsorship Levels section for details.

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, Blue, White, Hat Trick, and Puck Drop, 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 placement on the front of the jersey, above/below the McKinney "M" crest • Lower body branding — premium logo placement on the hockey pants • Equipment branding — official sponsor logo on player gloves • Sleeve branding — dedicated sponsor logo on the upper jersey sleeve • Banquet & media — full-page ad in the End-of-Season Banquet Program, digital recognition on website/social media, and extra large-scale logo on rollup banners at all club events • 6 tickets to the Awards Banquet • Title sponsorship of the MIHC Banquet + 2 additional events, plus McKinney blanket & window decal • Full social media advertising
GOLD \$10,000	• Integrated sleeve logo — smaller, strategic logo placement on the jersey sleeve • Lower body branding — logo placement on the hockey pants • Equipment branding — sponsor recognition on player gloves • 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 • Plus social media advertising
SILVER \$5,000	• Helmet branding — exclusive logo placement on the side of the player helmet, or sock branding — logo placement on team socks • 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, and more
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 ticket 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 • Every gift helps fuel a season for our student-athletes

Sponsorship Commitment Form

Thank you for supporting the McKinney Ice Hockey Club! Please complete this form to become an official MIHC sponsor. Return the completed form to your MIHC board contact, or scan/email it back to us.

BUSINESS / SPONSOR INFORMATION

Business / Organization Name: _____

Contact Name: _____

Title: _____

Mailing Address: _____

City / State / Zip: _____

Phone: _____

Email: _____

Website: _____

SELECT SPONSORSHIP LEVEL

☐ Platinum — \$15,000

☐ Gold — \$10,000

☐ Silver — \$5,000

☐ Bronze — \$2,500

☐ Blue — \$1,000

☐ White — \$500

☐ Hat Trick — \$250

☐ Puck Drop — \$100

OPTIONAL: TITLE SPONSORSHIP OF A SPECIFIC EVENT – (Bronze Level & Above Only)

Check one if you'd like to add a title event sponsorship (see event list on page 6 for details).

☐ Homecoming

☐ Senior Night

☐ Alumni Game

☐ Awards Banquet

☐ Parade of Lights

- ☐ Season Opener
- ☐ Rivalry Game
- ☐ Youth Night
- ☐ Military & First Responder Appreciation Night
- ☐ Fan Appreciation Night
- ☐ Community Service Day

PAYMENT METHOD

- ☐ Check (payable to McKinney Ice Hockey Club)
- ☐ Invoice Me

LOGO / ARTWORK SUBMISSION

To ensure your brand is displayed correctly, please email a high-resolution logo (.png, .eps, or .ai) to your MIHC sponsorship contact after submitting this form.

AGREEMENT

By signing below, I confirm that the information provided is accurate and I agree to the sponsorship level and terms selected above. The McKinney Ice Hockey Club is a 501(c)(3) nonprofit organization; sponsorships may be tax-deductible as allowed by law. Please consult your tax advisor.

Authorized Signature: _____

Printed Name: _____

Date: _____

THANK YOU FOR YOUR SUPPORT

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