



Sponsor & Partnership Opportunities

Partner with the St. Louis Blues Warrior Hockey program to strengthen our mission to heal local veterans through hockey.



About Us



150+

Veterans

St. Louis Blues Warriors is a 501c3 hockey organization in the Greater St. Louis Area, under USA Hockey's Warrior program. Our organization supports disabled veterans heal through the sport of hockey - whether they've played their whole life or never put on a pair of skates.

We provide opportunities for camaraderie, competition, support, and meaningful connections for veterans across Missouri and Illinois.

6

Full Teams

Meet Our Team



Greg Burian, President

Greg Burian has been a part of BWH since it's founding in 2020 and has been a passionate supporter every day since. His 8 years of service as a Flight Medic in the U.S. Air Force has led him to a career as a Nurse Recruiter for the U.S. Department of Veterans Affairs.



Chris Nikonovich, Vice President

Chris Nikonovich served 22 years in the Air National Guard as a firefighter and KC-135 Boom Operator. He now serves as an International Aeronautical Representative, working on international agreements and the exchange of flight information for the U.S. government. With a strong coaching background, including leading Washington University's hockey program to national recognition, Chris joined the St. Louis Blues Warriors in 2022 to continue his passion for service and the game.



Why Partner?



Show support for our nation's veterans



Build trust with a recognizable St. Louis icon



Make a socially responsible impact



Align your company to community values



Gain positive publicity



Tax deductions



Targeted marketing opportunities



Opportunities to network



What do your dollars support?

Every dollar counts! Your support makes so much possible for our veterans:

- Supporting veterans adapting to civilian life after service
- Physical, emotional, and psychological veteran support needs
- Covering medical expenses for those in times of crisis
- Supplying toys and supplies for local children
- Funding local children's sports opportunities

Your support helps us cover operations and game costs like:

- Ice time at local rinks
- Equipment including jerseys, helmets, sticks, and bags
- Transportation to and from national tournaments
- Annual member and community events

Annual Hosted Events



Gateway Warrior Classic

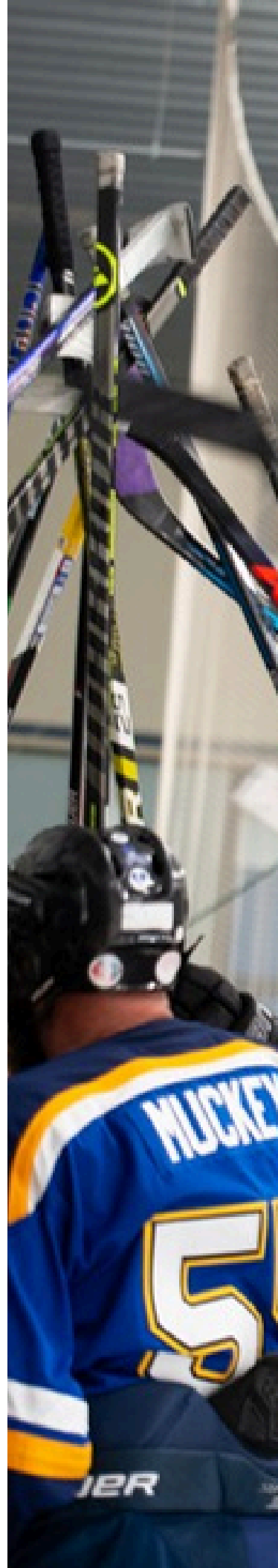
Each year, we welcome over 500+ veterans from across the country, from more than 20 teams, for 3 days of hockey and competition!

Blues Warrior Golf Scramble

Each fall we welcome over 100+ players to join us with the St. Louis Blues Alumni foundation for our annual golf tournament. We are proud to partner with the St. Louis Blues Alumni Association for this event each year.

Annual Gala & Awards Banquet

We celebrate each year with 600+ guests for our Awards Banquet and Gala. This is a way for us to look back on the past year's success and thank all of our supporters.



Sponsorship & Donor Options



Thank you for your interest in supporting Blues Warrior Hockey!

We couldn't achieve our mission without the generosity of organizations like yours. Your support helps us provide veterans with meaningful opportunities, equipment, and events that make a lasting impact.

We offer several ways to partner with us:

- **Multi-Year or Annual Partnerships** – Long-term support that sustains our programs and mission.
- **One-Time In-Kind Sponsorships** – Contribute specific items or services to meet immediate needs.

Sponsorships typically fall into three categories:

- **Organizational Sponsorship:** Your contribution goes where it's needed most, whether that's equipment, ice time, operational costs, or programs that pay it forward to our veterans.
- **Equipment Sponsorship:** Directly support a specific need for our players, such as helmets, sticks, practice, and game jerseys. This is a tangible way to see your impact in action.
- **Event Sponsorship:** Help us host key events that bring the community together, including the Gateway Warrior Classic, our Golf Tournament, and the Awards Banquet & Gala. Your support ensures these events continue to thrive and honor our veterans.

Every Gift Makes a Difference

Support from sponsors and donors ranges from \$100 for specific events to \$50,000+ for organization-wide partnerships. Every contribution directly empowers our veterans and keeps our programs thriving. Here's how your support can make an impact:

- \$50,000 – Powers a full season of programs, events, and operational support for our organization
- \$25,000 – Covers nearly six months of the ice time for all our veteran teams
- \$5,000 – Provides one month of practice ice for 150+ veterans
- \$2,500 – Covers registration fees for two tournaments
- \$1,000 – Provides a full set of game jerseys for three veterans
- \$500 – Covers one game's ice time and referees

Your support makes a real Impact - on and off the ice!



Annual Organization Sponsorship Options

Gold Organization Sponsorship \$50k+ Annually

Title-level sponsorship, which rewards top-tier benefits for 1-year, such as:

- Exclusive title sponsor rights — "[Company Name] presents the St. Louis Blues Warriors"
 - Premier logo placement on team jerseys, practice gear, and helmets
 - Prominent recognition on the Warriors' website, digital advertising, newsletters, social media, and press releases
 - First right of refusal for naming rights on special events or programs
 - On-ice or in-arena recognition during Military Appreciation Night
 - Opportunity to host joint community engagement events with the Warriors
 - VIP access to all team events and private meet-and-greets with players
-

Blue Organization Sponsorship \$25,000 - \$49,999 Annually

Major-level sponsorship, which rewards top-tier benefits for 1-year, such as:

- Large logo placement on equipment or warm-up gear
 - Featured recognition on Warriors' website, digital advertising, and social media
 - Inclusion in press releases and media coverage
 - Opportunity to sponsor one major event per season
 - 6 Complimentary tickets to Military Appreciation Night
 - Framed signed Warriors jersey presented to the company
 - Invitation to Community Events
-

White Organization Sponsorship \$10k - \$24,999 Annually

- Logo placement on team banners and marketing materials
- Recognition on Warriors' website and social media platforms
- 4 complimentary tickets to Military Appreciation Night
- Signed commemorative team puck
- Announce your support during our game and tournament broadcasts.
- Invitation to Community Events

*Don't forget - you can get tax deductions for
charitable contributions made to our org!*



Additional In-Kind Sponsorships (Custom Packages)

Warrior Supporter \$1k - \$4,999k

- Company name listed on the Warriors' website and marketing materials
 - Certificate of appreciation
-

Helmet Sponsor* \$5k - \$9,999k

- Have your company's logo on our helmets! You'll get visibility every time we step on the ice, including national coverage when we travel for tournaments. Players, family members, friends, supporters, and fans at each game will see your name.
 - Logo placement on website and marketing materials
 - 2 complimentary tickets to Military Appreciation Night
 - Group photo opportunity with the team
-

Practice Jersey Sponsor* \$10k - \$19,999k

- Company logo on our practice jerseys. We have 5 full teams and more than 150 players, and growing each year. Your logo will be prominently displayed on our practice jerseys which are worn for every practice, multiple times per week.
 - 4 complimentary tickets to Military Appreciation Night
 - Group photo and signed commemorative team puck
-

Ice Time Sponsor \$20k+

One of our organization's biggest costs is paying for time on the ice for practices, games, and tournaments. This is truly our greatest need to keep our organization focused on the "Hockey Heals" mission. With Ice Time sponsorship, you'll receive the following:

- Logo placement on team banners and marketing materials
- Recognition on Warriors' website and social media platforms
- 6 complimentary tickets to Military Appreciation Night
- Signed commemorative team puck
- Announce your support during our game and tournament broadcasts.

Your sponsorship supports our mission for 12 months. After this period, we would like to invite you to renew your partnership so we can continue serving our veteran community together.

**Partnership option based on availability*





Thank You



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