

HOUSTON
IS 
HOCKEY
TOWN

Hockey Day In Houston 2027

Community Partnership Opportunities





Hockey Day In Houston

Our Story



Hockey Day In Houston Overview

The idea for **Hockey Day in Houston** came about in November 2023 during a meeting between the **Houston Chapter of Hockey Players In Business**, a national organization dedicated to networking and giving back to the game, and the Oil Kings Tournament Series, who met at Saint Arnold Brewing Company in preparation for the annual Oil Kings Turkey Shootout adult hockey tournament.

Saint Arnold Brewing Company had been a long-time supporter of the hockey community, and the group in attendance had an idea of **how to bring the hockey fans together in Houston without professional hockey representation**, using their collective prior experiences working for NHL teams, events, and around the game of hockey. The idea was pitched to Saint Arnold to say Thank You for the community support over the years.

As the organizing team formed, the vision of a **family-friendly** event evolved to include **NHL, WHA, and former minor leaguers in attendance**; featuring **street hockey clinics**, promoting **local hockey and community vendors**, and establishing a **Hockey Day In Houston Scholarship**.

Entering our 4th year, **Hockey Day in Houston is the largest annual hockey event in Houston** since the departure of the Houston Aeros in 2013. In our three prior years, we have seen over 16,000 attendees; given back over \$110,000 to hockey in Houston through scholarships and contributions to ice sports and hockey organizations; have received international, national, and local media coverage; and turned one day into a weekend - and now multiple weekends - with the youth hockey tournament, Houston Hockey Hall of Fame induction ceremony, and Hockey Day In Houston.

Our Mission

To promote the game of hockey and ice sports in the Houston market by raising awareness of the ice and roller rinks, youth and college programs and clubs, hockey-related businesses and charities, and most importantly, by celebrating the sport that many of us have grown to love while coming together for Houston's largest hockey watch party by showing that "Houston Is A Hockey Town!"



Houston as a Hockey Town



In 1926, the first ice skating rink opened in Houston featuring amateur hockey including club college hockey programs. In 1946 professional hockey first appeared in Houston as hockey grew in the United States. After the league realigned, Texas teams were forced with nowhere to play. As one league folded, professional hockey reemerged with the Houston Apollos from 1965-1969 as a direct affiliate of the National Hockey League's Montreal Canadiens.

With the formation of the World Hockey Association to challenge the NHL as the best league in the world, the Houston Aeros called Houston home from 1972-1978. It was coach Bill Dineen, along with the efforts of Colleen Howe, that saw brothers Mark and Marty Howe sign with the Houston Aeros after their league selection. After a couple weeks, Mr. Hockey Gordie Howe then announced that he was coming out of retirement to play with his sons in Houston.

"Welcome to Howeston!" was a phrase often seen during the mid 1970's, as the most prolific hockey player of his era, Gordie Howe, along with his sons and teammates helped catapult hockey in Houston, as the WHA Aeros would often outdraw the NBA's Houston Rockets. After the NHL passed over Houston during the merger of the leagues, the Houston Aeros went down as one of the most successful teams of the era with two league championships, four division titles, and four regular season titles in their six years of existence. As Houston grew from a town to a city, the interest in hockey followed suit. Learn more by reading, <https://hockeyhotstove.com/houston-hockey-a-rich-history/>.

After the revival of the Houston Apollos from 1979-1981 came the second coming of the Houston Aeros in the International Hockey League - Turner Cup champions in 1999, followed by acceptance into the American Hockey League in 2001 - Calder Cup Champions 2003.

Houston has been home to many famous hockey names including Toe Blake, Serge Savard, Jacques Lemaire, Pat Quinn, Rogie Vachon, Gordie, Mark and Marty Howe, Terry Ruskowski, Ron Grahame, Bill Dineen, Andre Lacroix, Steve Carlson of the famed Slap Shot movie's Hanson Brothers, Ace Bailey, Mark Messier, and Brent Burns – to name only a few of the notable players to have come through Houston professional Hockey.

In September of 2023, the **WHA Houston Aeros alumni** returned to Houston to celebrate their **50th anniversary** of the 1st major league hockey championship won in Houston. Through the reunion, the message from those in attendance was truly that **Houston Is A Hockey Town!** After the event, a relationship with many amateurs in the hockey world in Houston formed with the goal of making hockey relevant without professional hockey for over a decade. There has also been tremendous growth in youth organizations with the Houston Junior Aeros and the HTX Storm Girls' Hockey Association.

Until professional hockey returns, those who are fans of the game or amateur players can now celebrate hockey together one time a year. **Through Hockey Day In Houston, we are proud to honor the game's history and showcase Houston's hockey legacy by continuing to promote Houston hockey and ice sports for future generations to enjoy!**





Past events and community impact

Hockey Day in Houston has been successful beyond what anyone could have imagined during that November 2023 meeting in Saint Arnold where the idea was first born! With the funds raised in the past two years, we have been able to support year-round hockey community programming for hockey fans in Houston.

Hockey Day In Houston highlights



2024-2026

- ★ **16,000+** attendees
- ★ **16** academic scholarships awarded
- ★ **\$110,000+** reinvested into hockey in Houston
- ★ Media coverage across North America



Houston hockey programs benefitting through HDIH funds include:

- ★ HTX Storm Girls' Hockey Association
- ★ Houston Jr. Aeros
- ★ ISHL Houston High School Hockey League
- ★ University of Houston club hockey
- ★ Women's Hockey Outreach Association of Houston (WHOAH)
- ★ Houston Hockey Community
- ★ Houston Ice Hockey Officials Association
- ★ Rice University Ice Hockey CI
- ★ Houston HellHounds Sled Hockey
- ★ The Phoenix Cup Charity Classic

"For many families, the cost of hockey can create barriers that keep young athletes off the ice. Through a partnership between **Hockey Day in Houston** and **HTX Storm**, families facing financial challenges have access to assistance that helps ensure every girl has the opportunity to play, develop, and belong."

[Read The Story Here!](#)





Vision for Hockey Day in Houston '27

For Hockey Day In Houston 2027, we are looking to build on our past success by continuing to grow event attendance, to make an impact on the growth of ice sports and hockey, and to honor scholarship recipients, while we keep bringing attention to our vibrant hockey community in Houston.

Hockey Day In Houston 2027 Goals

- ★ Increase previous event attendance by bringing in new Houston hockey fans.
- ★ Add ancillary events to continue to make a financial impact on hockey in Houston and ice sports, including the inaugural golf tournament.
- ★ Grow awareness to Hockey Day In Houston and the Houston Hockey Hall of Fame Kick-Off Dinner.
- ★ Continue to bring awareness to Houston's **hockey and ice skating programs**, especially to the **rinks and infrastructure** in need of support to grow programming.
- ★ Increase participation for the Hockey Day In Houston Youth Hockey Tournament and ancillary events including the support for the #HTXPuckDropsHere campaign with local bars and restaurants.

Through the relationships made in 2026, we strive to continue to tell the story of hockey in Houston to international, national, and local media. Our goal is to share our story and our partners' as we gain exposure for Houston hockey and ice sports.





The Howe Foundation Relationship

After the success of the inaugural Hockey Day In Houston in 2024, the committee made a decision to go as big and impactful as possible for Houston hockey for the second year. Through relationships with committee members, Mark and Marty Howe were invited back to Houston as part of Hockey Day In Houston and to be inducted into the Houston Hockey Hall of Fame as a family. Unbeknownst to the committee, Mark, Marty, and Mary (Marty's wife and a native Houstonian) not only accepted but offered a \$25,000 matching donation, the **largest ever match for amateur hockey in Houston**, for sponsorship or financial support for Hockey Day In Houston 2025. After the incredible success of the 2025 event, The Howe Foundation made a second \$25,000 matching donation for Hockey Day in 2026.

After two years supporting Houston, The Howe Foundation will assist another community in 2027 after investing \$50,000 in hockey in Houston nearly 50 years after calling Houston home – a contribution we are forever grateful for. Although the matching contribution may not be present this year, and we challenge ourselves to find new ways to offset the costs, the relationship remains as Hockey Day In Houston will continue to award its scholarship in honor of Gordie and Colleen Howe through The Howe Foundation mission, and the Howes have committed to return to Houston for Hockey Day In Houston 2027!

★ Kids First in honor of Mr. Hockey, Gordie Howe:

- ★ To help children get involved in sports, particularly hockey at all levels.

★ Women in the Business of Sports in honor of a woman pioneer in sports, Mrs. Hockey, Colleen Howe:

- ★ To provide women with opportunities to advance in the sports industry using education, experiences, and a supportive network to help women succeed in the sports business.





Community Partners & Media



Our Community Partners

Hockey Day In Houston is proud to be supported by a wide community of hockey and non-hockey partners and organizations, both locally and nationally. Partners have included:

National Partners

- ★ The Howe Foundation
- ★ Hockey Hot Stove
- ★ Hockey Players in Business
- ★ Dallas Stars
- ★ Off The Post Podcast
- ★ Mentions on hockey's most listened to podcast, Spittin Chiclets, coverage by Jennifer Streeter of Sports Illustrated, Sporting News

Local Houston Partners

- ★ Harris County Houston Sports Authority
- ★ Quebec Government in Houston
- ★ Saint Arnold Brewing Company
- ★ ESPN Houston 97.5



We are also proud to be supported by hockey player alums from the following organizations

- ★ World Hockey Association (WHA)
- ★ American Hockey League (AHL)
- ★ International Hockey League (IHL)





In the Media

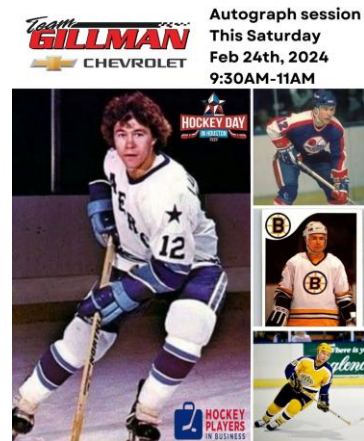
Hockey Day In Houston has been shared amongst many media outlets since our inception, including being mentioned on various podcasts, like **Spittin Chiclets**, the most listened-to hockey podcast across the world.

- ★ <https://abc13.com/hockey-day-in-houston-fans-celebrate-watch-party-at-saint-arnold-brewery-why-is-there-no-pro-team-houston/14468199/>
- ★ <https://www.si.com/onsi/breakaway/houston-gearing-hockey-advocacy-event>
- ★ <https://www.khou.com/video/sports/hockey-day-in-houston-brings-new-meaning-after-announcement-of-new-nhl-team-coming-soon/285-cc504724-0ecf-41c0-9e71-34bd664e9dff>
- ★ https://omny.fm/shows/580-cfra/the-morning-rush-the-nhl-is-looking-to-expand-before-the-end-of-the-year-eyeing-houston-and-austin?fbclid=IwY2xjawUAIPxwZG9mAWV4dG4DYWVtAjExAHNydgMGYXBwX2lkEDlyMjAzOTE3ODgyMDA4OTIAR66SFL8EFISz53lh3AlCI2fUliHaVUpHpDhXSkUi0nze9Qxo5oqXu8wH0TCA_aem_EJaAbW5J6EUMYSCC_-TVfg
- ★ https://www.youtube.com/watch?v=LET9JWz_tp4
- ★ <https://www.houstonchronicle.com/texas-sports-nation/general/article/hockey-day-in-houston-2024-18680316.php>
- ★ <https://www.youtube.com/watch?v=w4Z0eHMEdio>
- ★ <https://cw39.com/sports/first-ever-hockey-day-in-houston-a-success/>
- ★ <https://www.houstonpublicmedia.org/articles/shows/houston-matters/2024/02/23/478579/despite-no-professional-team-houston-is-still-a-hockey-town/>
- ★ <https://www.houstonpublicmedia.org/tag/hockey-day/>





Partnership Opportunities





Partnership Tiers

To support our mission to bring awareness and funding to Houston's ice hockey youth and adult programs and rink infrastructure including ice skating, we offer **six (6) partnership tiers** with varying levels of partnership benefits.

All partnerships include funding to support Hockey Day In Houston 2027 and the scholarship, as well as name recognition for community partners.

Proposed tier amounts and benefits represent examples of partnership opportunities, but if you do not see something that suits your needs, we are open to negotiating a tailored partnership arrangement

1	2	3	4	5	6
All-Star (Presenting) Partner	The Legend	The Captain	The Goal Scorer	The Playmaker	The Grinder
\$8,500	\$6,000	\$3,500	\$2,500	\$1,250	Any amount



All-Star (Presenting) Partner - \$8,500

Showcase the ultimate support for hockey in Houston as our All-Star Presenting Partner. This partnership tier is exclusively open to community partners.

- ★ Entity name affiliated as **Title Sponsor for Hockey Day In Houston** in all mentions including youth hockey tournament
- ★ Weekly social media posts
- ★ **\$2,000 donated to Hockey Day In Houston Scholarship**
- ★ Dinner for four (4) guests at the Hockey Day In Houston Kick-Off Dinner in a premium location
- ★ Reserved table for eight (8) at Saint Arnold Brewing Company for Hockey Day In Houston
- ★ 200 custom-branded mini hockey sticks to hand out at Hockey Day In Houston
- ★ Website Presenting sponsor feature
- ★ Four (4) Houston is a Hockey Town Shirts
- ★ **Guest presenter of the check for the Hockey Day In Houston Scholarship**
- ★ Four (4) Hockey Day In Houston pint glasses
- ★ Tabling opportunity at Hall of Fame Banquet and Hockey Day In Houston
- ★ Full page ad for program at Hall of Fame Banquet
- ★ **Sponsorship towards the Hockey Day In Houston Youth Hockey Tournament**
- ★ **Sponsorship towards the Oil Kings Memorial Day Adult Tournament**, which includes a logo on every participant t-shirt (approximately 1,500 participants), tournament banner, and vendor tabling opportunity





The Legend - \$6,000

- ★ Sponsor of Houston Hockey Hall of Fame Induction Ceremony
- ★ Weekly social media mentions
- ★ Logo on all Houston Hockey Hall of Fame posts
- ★ Website logo on Houston Hockey Hall of Fame and Hockey Day In Houston
- ★ **\$1,000 donated to Hockey Day In Houston Scholarship**
- ★ **Presenting sponsor for The Houston Hockey Hall of Fame Induction.** Full page ad in Kick-Off Dinner program
- ★ Dinner for four (4) guests at the Hockey Day in Houston Kick-Off Dinner
- ★ Four (4) Hockey Day In Houston pint glasses
- ★ 200 custom-branded foam hockey pucks to hand out at Hockey Day In Houston
- ★ Tabling options at Saint Arnold during Hockey Day In Houston
- ★ **Sponsorship towards the Hockey Day In Houston Youth Hockey Tournament**
- ★ **Sponsorship towards the Oil Kings Memorial Day Adult Tournament**, which includes a logo on every participant t-shirt (approximately 1,500 participants), tournament banner, and vendor tabling opportunity





The Captain- \$3,500

- ★ 15 social media mentions
- ★ Website logo
- ★ Sponsorship of a TBD activation, i.e. live music, Jersey Off Our Back, etc.
- ★ **\$500 donated to Hockey Day In Houston Scholarship**
- ★ Dinner for four (4) guests at the Hockey Day In Houston Kick-Off Dinner
- ★ Half page ad in Kick-Off Dinner program
- ★ Four (4) Hockey Day In Houston pint glasses





Additional Partnership Opportunities

Additional community partnership opportunities at lower dollar entry points are available and open to additional negotiation / customization to help you support Hockey in Houston while meeting your partnership needs:

The Goal Scorer - \$2,500

- ★ Official late game watch party sponsor with social media mentions
- ★ Website logo
- ★ \$500 donated to Hockey Day In Houston Scholarship
- ★ Dinner for two (2) guests at the Hockey Day In Houston Kick-Off Dinner
- ★ Half page ad in Kick-Off Dinner program
- ★ Two (2) Hockey Day In Houston pint glasses
- ★ Tabling options at Saint Arnold during Hockey Day In Houston

The Playmaker - \$1,250

- ★ Five (5) social media mentions
- ★ Website logo
- ★ \$250 donated to Hockey Day In Houston Scholarship
- ★ Dinner for two (2) guests at the Hockey Day In Houston Kick-Off
- ★ Quarter page ad in Kick-Off Dinner program
- ★ Tabling options at Saint Arnold during Hockey Day In Houston



The Grinder - Any \$ amount

- ★ Social media mention
- ★ Website logo





New Partnership Opportunities for 2027



New Partnership Opportunities for 2027

- Co-branding for the Hockey Day In Houston Inaugural Golf Outing on Friday, November 6, 2026
- Houston Hockey Hall of Fame Induction Ceremony – night prior to Hockey Day In Houston
- Hockey Day In Houston Alumni Sponsor
- Other Ancillary Events to be announced





Golf Tournament Co-Branding

Scheduled for Friday, November 6th, Houston hockey will step off the ice and onto the greens for the inaugural Hockey Day In Houston Golf Tournament. Opportunities include:

- ★ Golf Tournament Title Sponsor
- ★ Sponsor a team of 4
- ★ Hole Sponsor
- ★ Exhibit on Course Sponsor
- ★ Golf Hat Sponsor
- ★ Golf Ball Sponsor
- ★ Scorecard Sponsor
- ★ Driving Range Sponsor
- ★ Closest to the Pin Sponsor
- ★ Longest Drive Sponsor
- ★ Awards Lunch Sponsor
- ★ DJ Sponsor
- ★ Beverage Sponsor
- ★ Photo/Videographer Sponsor



Learn more: <https://hockeyplayersinbusiness.org/event/hpib-hou-hockey-day-in-houston-golf-outing-november-6th/>



Houston Hockey Hall of Fame Induction Ceremony

For the past two years, the night prior to Hockey Day In Houston has been the Houston Hockey Hall of Fame Induction Ceremony. Sponsorship helps offset costs of the banquet to make a greater contribution through Hockey Day In Houston. Both years have sold out with 200 and 240 guests in successive years. Opportunities can be packaged with Hockey Day In Houston Opportunities:

★ **Food Sponsor - \$2,000**

- ★ Includes half page ad in Houston Hockey Hall of Fame program, 5 social media mentions, and logo on Houston Hockey Hall of Fame website

★ **Bartender Sponsor - \$1,000**

- ★ Includes quarter page ad in Houston Hockey Hall of Fame program, 5 social media mentions, and logo on Houston Hockey Hall of Fame website

★ **Activities Sponsor - \$1,000**

- ★ Includes quarter page ad in Houston Hockey Hall of Fame program, 5 social media mentions, and logo on Houston Hockey Hall of Fame website





Alumni Player Sponsor

Help make an impact by being a sponsor of an alumni player to allow for us to bring alumni to town to celebrate Hockey Day In Houston. Each contribution helps create a greater reinvestment into hockey and ice sports in Houston. Each contributions includes:

- ★ Logo or spotlight feature on all social media mentions of selected player
- ★ Logo or spotlight feature on Hockey Day In Houston website
- ★ Personalized autographed jersey and photo of sponsored alumni
- ★ Dinner for two (2) guests at the Hockey Day In Houston Kick-Off Dinner
- ★ Quarter page ad in Kick-Off Dinner program





Contacts

Hockey Day In Houston's volunteer committee is working together to raise money to make an impact in Houston hockey and ice sports. Each member has the autonomy to work with different partners and organizations to make a difference. To learn more, please visit www.HockeyDayInHouston.com or email us at HockeyDayInHouston@gmail.com.

