



PRESS RELEASE

contact: Brian Smith | bsmith@hockeyeastonline.com | 339.227.2988 | @BriSmiHE

The Hockey East Association | 11 Chestnut Street | Amesbury, Mass. | 01913

FOR IMMEDIATE: NOVEMBER 14, 2024

Hockey East Announces 2024-25 Corporate Partners

New And Returning Sponsors Set to Support League's 41st Season

AMESBURY, Mass. – The Hockey East Association announced today the addition of five new corporate partners for the 2024-25 season. The new partners, several with strong ties to New England, are Boston Children's Hospital, the Boston Harbor Hotel, Jersey Mike's, Night Shift Brewing, and Sullivan Tire. The partnerships were secured by Van Wagner, who manages Hockey East's sponsorship and corporate marketing program.

With the 2024-25 college hockey season now underway, each partner will receive full benefits of in-season sponsorship and marketing exposure around in-arena Hockey East games, television exposure, and digital assets.

"Hockey East is excited to welcome such strong New England brands into our corporate partnership program," Hockey East Commissioner **Steve Metcalf**. "With their support, the league will be able to elevate its profile further throughout the region and nation and provide enhanced experiences to student-athletes and fans alike."

A world renown health provider and research hospital, Boston Children's Hospital has joined as the Official Hospital and Healthcare sponsor of Hockey East and will highlight its prominent sports medicine program around the league during the 2024-25 season.

The Boston Harbor Hotel, a luxury hotel located just steps away from TD Garden, will add to the excitement of the men's championship weekend by providing one lucky fan with a two-night stay and premier tickets to the March event. Visit HockeyEastOnline.com and play the Memory Match Game for your chance to win.

Jersey Mike's has been announced as a women's-specific sponsor, putting its strong national brand support behind Hockey East as the official sub of the women's league. Jersey Mike's will sponsor assets highlighting players throughout the season that go A Sub Above.

As previously announced, the Somerville-born Night Shift Brewery has joined the Hockey East family in a first-of-its-kind collaboration that will see Night Shift provide scholarship funds to the Hockey East Academic Champions, honoring outstanding accomplishments from one men's and one women's player both on the ice and in the classroom. To kick off the collaboration, Hockey East and Night Shift are hosting a watch party for the men's Maine at Boston College game on November 8 at the Night Shift Lovejoy Wharf location at 6:30 p.m.

Trusted for over 65 years, Sullivan Tire joins the Hockey East corporate roster with a strong reputation for serving New England communities. Sullivan Tire will be known as the Official Tire sponsor of Hockey East.

Hockey East's revamped sponsorship program now includes eleven Commissioner's Level partners who will enjoy year-round in-season and championship marketing opportunities.

Partners currently supporting Hockey East for the full 2024-25 season include:

- Boston Children's Hospital – Official Hospital and Healthcare Partner of Hockey East
- Sullivan Tire – Official Tire of Hockey East
- Night Shift Brewing – Official Craft Brewery of Hockey East
- Jersey Mike's – Official Sub of Hockey East's Women's League
- Howie's Hockey Tape – Official Hockey Tape and Laces of Hockey East
- Pro Ambitions – Official Hockey Development Partner of Hockey East
- Stop it Goaltending – Official Goaltending Development Partner of Hockey East
- Gladiator – Official Mouthguard of Hockey East
- Boston Harbor Hotel – Luxury Hotel sponsor of Hockey East
- Shift Group - Career Development sponsor of Hockey East
- Bauer – Official Sponsor of Hockey East
- Army ROTC - Official Sponsor of Hockey East

Hockey East will add additional sponsors during both the women's and men's tournaments beginning in February.

ABOUT THE HOCKEY EAST ASSOCIATION

The Hockey East Association is an 11-team Division I college men's hockey conference founded in 1984 and a 10-team Division I women's league which began play in 2002-03. The men's league has won 10 NCAA championships, most recently in 2021. Since 1999, Hockey East has won eight men's NCAA Championships with 18 NCAA Championship Game appearances, while placing 31 teams in the Frozen Four and 83 teams in the NCAA Tournament. Overall, Hockey East has sent 127 teams to the men's NCAA Tournament since its inaugural season, more than any other conference in that span. Hockey East is home to 12 Hobey Baker winners and four Patty Kazmaier winners.

