



PRESS RELEASE

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Hockey East Adds New Corporate Partners for 2025-26

Partnerships Were Secured by Van Wagner.

AMESBURY, Mass. – The Hockey East Association announced today the addition of five new corporate partners for the 2025-26 season, building on Hockey East’s presence in Greater Boston and New England. Additionally, several partners return with new campaigns. The partnerships were secured by Van Wagner, who manages Hockey East’s sponsorship and corporate marketing program.

During the 2025-26 college hockey season, each partner will receive an array of benefits and marketing exposure encompassing Hockey East broadcasts on NESN, *This Week In Hockey East*, in-venue elements, and other digital assets, including the league’s social media accounts which are the most followed in all of college hockey.

“We are thrilled to expand our partnerships with quality companies and people throughout New England, many of which will have a direct impact on the student-athlete experience while competing in Hockey East,” said Hockey East Commissioner **Steve Metcalf**. “Hockey East looks forward to continuing to build relationships throughout our communities with the help of Van Wagner.”

Agnelli Law Offices

A father and son team based out of Worcester, Massachusetts, Agnelli Law Offices, P.C. is a full-service personal injury law firm, guiding individuals through every step of their claim. Whether you face a Workers’ Compensation appeal or a Social Security Disability denial, their attorneys stand ready to help.

Boston Children’s Museum

Previously a partner for the 2024-25 Hockey East Men’s and Women’s Tournaments, Boston Children Museum returns as a full-season partner and the Official Children’s Museum of Hockey East. Boston Children’s Museum is the second oldest, and one of the most influential, children’s museums in the world.

Boston Mutual Life Insurance

Boston Mutual Life Insurance Company is a trusted partner providing affordable life insurance for working Americans and serves more than 90% of communities across Massachusetts. The company will highlight its commitment to helping protect what matters most through a new partnership with Hockey East as the presenting sponsor of Hockey East Heroes – a new campaign set to launch during the 2026 postseason.

Discover Central Massachusetts

Another 2024-25 playoff partner, Discover Central Massachusetts will extend their promotion throughout the 2025-26 season giving fans a chance to win tickets to the Hockey East Men’s Championship at TD Garden and a Worcester Railers jersey. [Click here to play and enter for your chance to win!](#)

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Eastern Propane & Oil

One of the largest family-owned and operated energy providers in New England, Eastern Propane & Oil is committed to being reliable, responsive, safe, and convenient to all customers. They will amplify their commitment to community as the presenting sponsor of Hockey East Rising, a custom campaign highlighting youth hockey in New England. [Click here to read more about the campaign!](#)

Groundworks

The nation's leading provider of foundation repair, basement waterproofing, crawl space encapsulation, and concrete lifting.

Northeast Beef Promotion Initiative (NEBPI)

The NEBPI was specifically designed to channel national Beef Checkoff resources to the Northeast region, with focus along the I-95 corridor. They will utilize Hockey East's partnership assets to promote the many health benefits and wide availability of beef.

Hockey East is proud to welcome these new partners as well as returning partners for 2025-26 season. Currently supporting Hockey East for the full 2025-26 season are:

- Boston Children's Hospital – Official Hospital and Healthcare Partner of Hockey East
- Army ROTC - Official Sponsor of Hockey East
- Pro Ambitions – Official Hockey Development Partner of Hockey East
- Agnelli Law Offices – Official Law Firm of Hockey East
- Boston Children's Museum – Official Children's Museum of Hockey East
- Eastern Propane & Oil – Official Propane & Gas Provider of Hockey East
- Sullivan Tire – Official Tire of Hockey East
- Jersey Mike's – Official Sub of Hockey East's Women's League
- Boston Mutual Life Insurance – Official Sponsor of Hockey East
- Northeast Beef Promotion Initiative – Beef, the Preferred Protein of Hockey East
- Service Credit Union – Official Sponsor of Hockey East
- Howie's Hockey Tape – Official Hockey Tape and Laces of Hockey East
- Groundworks – Proud Supporter of Hockey East
- Boston Harbor Hotel – Luxury Hotel sponsor of Hockey East
- Stop it Goaltending – Official Goaltending Development Partner of Hockey East
- Bauer – Official Sponsor of Hockey East

Hockey East is set to add additional sponsors during both the women's and men's tournaments in 2026.

HOCKEY EAST

