



PRESS RELEASE

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Hockey East Announces Men's Tournament Corporate Partners

League Adds Six Community-Focused Teammates for 40th Tournament

AMESBURY, Mass. - The Hockey East Association today announced the addition of key corporate partners for the 2025 Hockey East Men's Tournament.

Six community-minded partners have joined the Hockey East family for the 2025 postseason, the 40th annual celebration of the league's storied tournament. The group includes **Best Western Windjammer**, **Boston Children's Museum**, **Casella Waste Systems**, **Discover Central Massachusetts**, **KBK Sports**, and **TSR Hockey**. Each partner will receive valuable marketing assets around the Hockey East Men's Tournament, including in-venue exposure at TD Garden during the championship weekend, March 20-21.

The new Hockey East teammates join a strong roster of full-year official partners, including:

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

The partnerships were secured by Van Wagner, who manages Hockey East's sponsorship and corporate marketing program.

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