

PARTNERSHIP OPPORTUNITIES

CONNECTING BRANDS WITH ATHLETES, FAMILIES,
FANS, AND COMMUNITIES ACROSS NEW HAMPSHIRE



LIVE
FREE
OR
DIE

TA DENTAL
ARENA
OF THE MOUNTAIN KINGS

WHO WE ARE

NEW HAMPSHIRE HOCKEY CLUB

The New Hampshire Hockey Club was founded with a vision of creating one of New England's premier hockey and community destinations.

Today, **Delta Dental Arena** is a year-round destination for athletes, families, fans, and community events from across New Hampshire



OUR MISSION

Our mission is to provide unforgettable experiences for athletes, families, fans, and partners while growing the game of hockey and strengthening communities across New Hampshire.

YOUR PARTNERSHIP MATTERS

INSPIRE

Inspire the next generation by supporting opportunities for athletes of all ages and helping create unforgettable experiences both on and off the ice.

STRENGTHEN

Strengthen New Hampshire communities through charitable initiatives, community events, youth programs, and partnerships that bring people together year-round.

CONNECT

Grow your business by connecting with hundreds of thousands of families, athletes, and fans through year-round marketing opportunities and community engagement.



**ONE ARENA.
COUNTLESS OPPORTUNITIES.
ENDLESS CONNECTIONS.**

WHY PARTNER WITH US

Delta Dental Arena is a premier twin ice sheet sports and entertainment facility in **Hooksett, NH.**

Home to more than **750,000** annual visitors, our arena hosts junior, academy, youth, high school, college, and adult hockey, along with tournaments, community events, camps, and year-round programming.

OPPORTUNITY

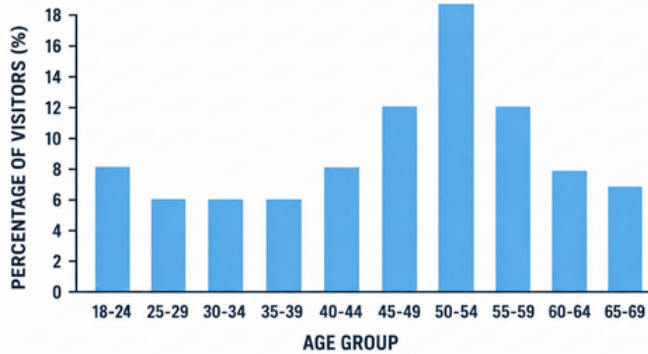
Partner with us to build meaningful connections with families, athletes, fans, and community members from across New Hampshire.



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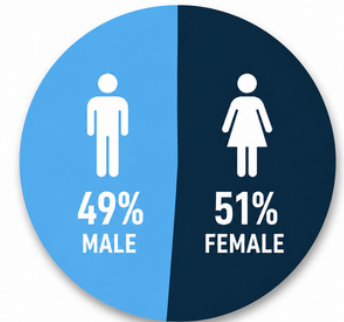
OUR AUDIENCE

AGE BREAKDOWN



ANNUAL
FOOTCOUNT
OVER
750,000

GENDER



MARITAL STATUS



65%
MARRIED



35%
SINGLE

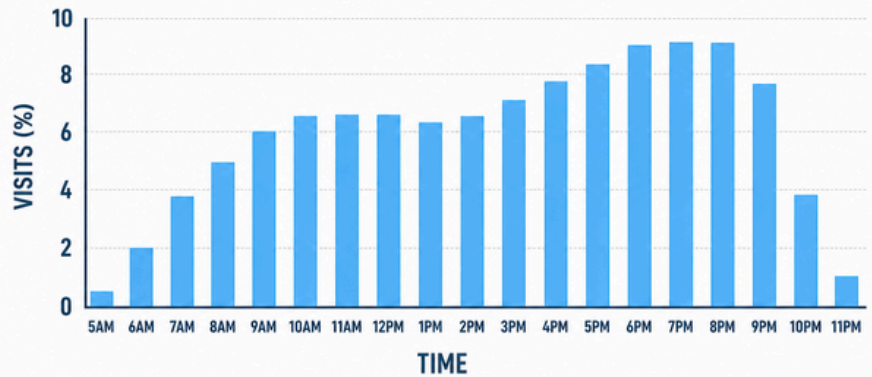


94.35%
HAVE CHILDREN

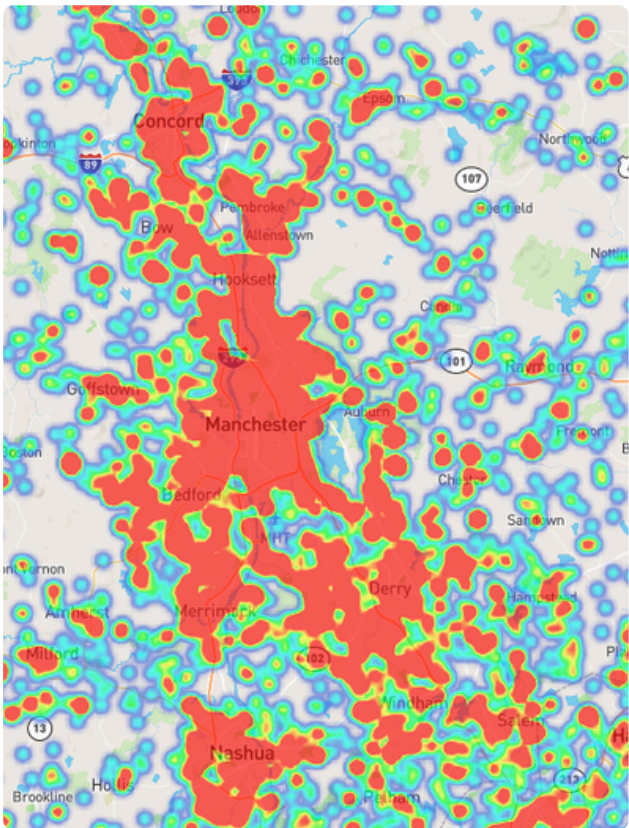


5.65%
NO CHILDREN

VISITS BY HOUR



VISITOR HEAT MAP



SOCIAL MEDIA FOLLOWERS
(INSTAGRAM, FACEBOOK & X)

20,000+



14,000+
FOLLOWERS

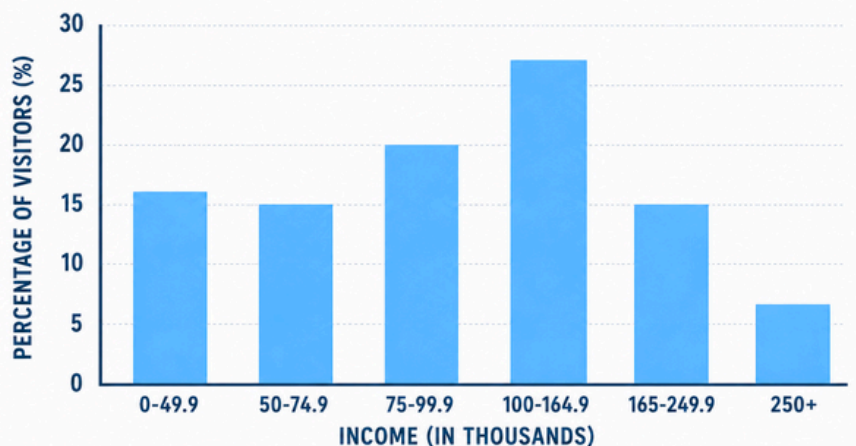


6,000+
FOLLOWERS



1,000+
FOLLOWERS

HOUSEHOLD INCOME



OUR COMMUNITY

Our arena is home to far more than hockey. From youth sports and elite competition to community events and local businesses, Delta Dental Arena is one of New Hampshire's busiest sports and entertainment venues.



HOCKEY TEAMS & PROGRAMS

- Mt. Kings NAHL Team
- Mt. Kings NA3HL Team
- Mt. Kings Academy
- Mt. Cats Academy
- Mt. Kings Youth Program
 - Over 10 teams
- New England Wildcats Youth Program
 - Over 8 girls teams



SCHOOLS & LEAGUES

- Pinkerton Men's Hockey
- Pinkerton Girl's Hockey
- Brady Men's Hockey
- Brady Girl's Hockey
- SNHU Club Hockey
- 3v3 Spring League
- Summer MS League
- Summer HS League
- NH MS Hockey League
- Multiple adult leagues



COMMUNITY & EVENTS

- Public Skating
- Learn to Play
- Learn to Skate
- Community Events
- Charity Promotions
- Birthday Parties
- Youth Tournaments
- Corporate Events
- Non-profit Partnerships
- Special Theme Nights



ONSITE BUSINESSES

- The Rivalry Cafe
- CSG Hockey
- Edinger's Edge
- Amazing Family Dental
- Goaltending Development Services
- Manchester Area Deck Hockey

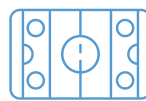
ONE GROWING COMMUNITY



750,000+
Annual Visitors



365
Days of
Programming



Two
Ice Sheets



ONE
Strong Community



**ONE ARENA.
COUNTLESS OPPORTUNITIES.
ENDLESS CONNECTIONS.**

PARTNERSHIP OPTIONS

The more you invest, the more ways we can connect your brand with our audience



BRONZE PARTNER

Up to \$4,999

BUILD YOUR PRESENCE

A strong entry point for businesses looking to establish year-round visibility inside Delta Dental Arena

- ✓ Arena signage or team sponsorship
- ✓ Website recognition
- ✓ Access to select advertising opportunities
- ✓ Ability to bundle multiple assets into one partnership package



SILVER PARTNER

\$5,000- \$9,999

EXPAND YOUR REACH

A broader partnership designed to create stronger visibility across multiple areas of the arena and organization

- ✓ Customized combination of signage and sponsorship assets
- ✓ Website Recognition
- ✓ In-arena announcements at Mountain Kings home games
- ✓ Opportunities for digital promotion and fan engagement promotions
- ✓ Greater flexibility to build out your organization's marketing goals



GOLD PARTNER

\$10,000+

CREATE A PREMIER PARTNERSHIP

Our highest level of partnership, built to deliver year-round visibility, meaningful engagement, and customized experiences.

- ✓ Premium and high-visibility signage opportunities
- ✓ Team, academy, game-night, or specialty jersey sponsorships
- ✓ A customized Mountain Kings partner night
- ✓ Website, and digital marketing exposure
- ✓ In-arena recognition at home junior games
- ✓ Commercial inclusion in Mountain Kings broadcasts
- ✓ Custom events, promotions, and community initiatives
- ✓ Additional benefits tailored to your organization



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ARENA BRANDING

Put your brand in front of hundreds of thousands of athletes, families, fans, and visitors throughout the year

DASHER

\$1,000

Annual \$150 creative fee

33" x 96"



Propane & Oil
Since 1932

★ **Bonus:** Buy a dasher on Grappone-Frew Rink and get one on South Rink for 50% off!

BENCH DASHER

\$1,250

One-time \$150 creative fee

33" x 96"

BUD LIGHT

Limited Availability

MEZZANINE SIGN

\$800

One-time \$150 creative fee

36" x 60"



★ **Bonus:** Buy a banner on either rink and get a mezzanine sign for 50% off!

HALF BANNER

\$2,500

One-time \$300 creative fee

60" x 240"



An affordable way to showcase your brand in a high-traffic location while sharing space with another partner.

LARGE BANNER

\$4,000

One-time \$500 creative fee

120" x 240"



Maximum visibility. Maximum impact. One of the largest branding opportunities at Delta Dental Arena.

BENCH BANNER

\$2,500

One-time \$300 creative fee

60" x 240"



SOLD OUT

CUSTOM/SPECIALTY OPPORTUNITIES



VIEWING DECK RAILINGS

Custom sizing and pricing. Six locations currently available



TICKETING & FANZONE

\$2,000

SOLD OUT

TEAM SPONSORSHIP

Invest in the teams and athletes that represent our community while gaining meaningful visibility for your brand throughout the season.

SPONSORSHIP	COST	NOTES
NA3HL TEAM SPONSOR Premier visibility with our NA3HL Team	\$3,000	SOLD OUT
ACADEMY TEAM SPONSOR Support player development at the Academy level	\$2,500	• Company logo on every jersey • Helmet decals (both sides of the helmet) • Logo on all lineup sheets • Recognition throughout the season
YOUTH TEAM SPONSOR Invest in local youth and build community pride	\$900	• Company logo on every jersey



NEED SOMETHING UNIQUE?

Not every partnership fits into a standard package. Ask us about custom activations, presenting sponsorships, naming rights, employee engagement opportunities, and unique fan experiences designed around your goals.



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LET'S BUILD SOMETHING TOGETHER

The opportunities in this brochure are just the beginning.

Our most successful partnerships are custom-built around a company's marketing goals, community initiatives, and target audience.

From signage/branding to community events, employee engagement, game-day promotions, and year-round experiences, we'll create a partnership that delivers real value.

ONE ARENA. COUNTLESS OPPORTUNITIES. ENDLESS CONNECTIONS.

LET'S CONNECT



We'd love to answer any questions, and explore how we can work together.



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