



September 1, 2025

Hello –

We hope this letter finds you, your business, and your family well. We're writing to you on behalf of the Madison Gay Hockey Association (MGHA), a hockey league originally established in 2006. With over 300 skaters across 24 teams and 3 levels of play, the MGHA is the largest LGBTQ+ hockey association in the world!

MGHA is a non-profit organization and adult developmental ice hockey league committed to providing opportunities for those who have historically been marginalized, excluded, or felt uncomfortable in traditional sports settings to learn and teach ice hockey in a safe, supportive, and fun environment. We aspire to the highest standards of sportsmanship and promote integration of the wider Madison community into the LGBTQ+ community. In addition to providing ice time, referees, and uniforms, the MGHA also offers gear assistance, peer mentorship, and scholarships for those in financial need.

Our 2025-2026 MGHA season will kick off in September with clinics, scrimmages, and practices. Our league games will begin in early November and continue through March 2026. Our clinics, scrimmages, practices, and games are held on Sunday evenings at two Legacy20 Arena locations: Middleton and the \*brand new\* facility in DeForest. Each week, teams face off while players and the community gather, socialize, and cheer on the teams.

We want hockey to be accessible to all, and for us to extend our mission into the community and make hockey easier to access for all players, we are asking members and businesses in our local community to please consider a sponsorship or donation. We would be extremely grateful for your assistance. You can also visit the Donate page on our website for more details: <https://www.madisongayhockey.org/donate/>

Donations and sponsorship checks should be made out to **MGHA** with "MGHA Sponsorship" as the memo, and mailed to:

**MGHA**  
**PO Box 45092**  
**Madison, WI 53744**



*"Hockey has the aura of being a hyper-masculine sport with no place for women or gay men. I like that they [Madison Gay Hockey Association] are breaking down that wall by saying, 'You have a place with us. You have a place in hockey.'" – Ted Rybka, Director of Sports Media for GLAAD*



## **Sponsorship Opportunities**

### **T Shirt Sponsor – Minor \$300 / Major \$1,000**

Company logo on MGHA season t-shirts that are given to all players at the beginning of the season. Major sponsors will be featured prominently.

### **Official MGHA Game Puck Sponsor\* – \$300**

Full side two-color company logo on all game pucks for one season (opposite side features MGHA logo). Additional costs for multi-color logo on pucks. *\*Limited to one sponsor per season.*

**Bar / Restaurant / Event Social Sponsor – \$100 per Sunday night (minimum of 3, maximum of 10).** Mention at the start of that week's games, in league communications, and on social media. Company logo on MGHA season t-shirts. We will also do our best to encourage folks to organize a league social outing to your venue/event during the season.

### **Team Sponsor – \$600 per team**

Company logo on a team's player jerseys and on MGHA season t-shirts.

### **Silver Level Sponsor – \$3,000**

Announcer recognition at all games and recognition in league communications, with prominent company logo on MGHA season t-shirts, and website.

### **Gold Level Sponsor – \$5,000**

Announcer recognition at all games and recognition in league communications, with prominent company logo on MGHA season t-shirts, website, and all 300+ MGHA player jerseys.

### **In-Kind Donations**

We accept in-kind donations from company sponsors. These could be gift cards/certificates, coupons, services, etc. We may include these in-kind sponsorships on banners, t-shirts, website, etc. based on the level of donation.

### **Scholarships and Other Donation Opportunities**

You can donate to the General Scholarship Fund, the BIPOC Scholarship Fund, or our Gear Assistance Program to support players who need financial assistance. Learn more at <https://madisongayhockey.org/donate>

*\*\*\*All company sponsors' logos will be featured on the MGHA website. Please email a high-quality company logo to [sponsorship@lists.madisongayhockey.org](mailto:sponsorship@lists.madisongayhockey.org). Due to t-shirt and jersey printing deadlines, sponsorship funds and logo files should be submitted **no later than October 15, 2025**.*

Questions about any level of sponsorship or donations? Email us! [sponsorship@lists.madisongayhockey.org](mailto:sponsorship@lists.madisongayhockey.org)

*Thank you for considering a donation to the MGHA! We hope you can come out to watch us this season!*