



Hello –

We hope this letter finds you well. On behalf of the Madison Gay Hockey Association (MGHA), we are reaching out to invite you to be a part of a historic milestone: **our 20th Anniversary Season.**

Since 2006, the MGHA has grown from a small group of skaters into the **largest LGBTQ+ hockey association in the world.** Today, we support over 300 players across 24 teams. For two decades, our non-profit league has provided a safe, inclusive home for those historically excluded from traditional sports, offering everything from gear assistance to financial scholarships.

The 2026-2027 season kicks off this September, with league games running through March 2027 at the **Legacy20 Arena** locations in Middleton and DeForest. These Sunday night sessions are more than just games—they are community gatherings that bring together players, fans, and local supporters.

Partner With Us

To keep hockey accessible for the next 20 years, we are seeking community sponsors and donations. Your support directly funds ice time, equipment, and our scholarship program.

- **Donate Online:** <https://www.madisongayhockey.org/donate/>
- **Donate by Mail:** Please make checks payable to **MGHA** (Memo: MGHA Sponsorship) and mail to:

MGHA
PO Box 45092
Madison, WI 53744

Thank you for being part of our story for the last twenty years. We would be extremely grateful for your assistance in making this anniversary season our most impactful one yet.



“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 – \$400

Full side company logo with up to 2 colors on at least 200 custom pucks, used in regular season games. This opportunity is first come, first served and may be subject to league need for additional game pucks.

Bar / Restaurant / Event Social Sponsor – \$150 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 a prominent logo on MGHA season t-shirts. Additionally, receive a custom team jersey as a gift for your business at the end of the season.

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. Due to t-shirt and jersey printing deadlines, sponsorship funds and logo files should be submitted **no later than October 15, 2026**.*

Questions about any level of sponsorship or donations? Email us! sponsorship@lists.madisongayhockey.org

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