

PARTNERSHIP OPPORTUNITIES

PARTNER WITH THE RIVALRY.



New England States Rivalry Challenge

A New England Hockey Group event

nerivalry.com/partnerships

ABOUT THE TOURNAMENT

WHERE NEW ENGLAND'S STATES GO HEAD TO HEAD.

The New England States Rivalry Challenge (NESRC) is a multi-division youth hockey tournament where players represent their home state against teams from across the region. Run by New England Hockey Group and hosted at The Rinks at Exeter in New Hampshire, NESRC fills two full weekends with competitive games, and brings the families, coaches and fans who come with them.

600+YOUTH
ATHLETES**8**AGE
DIVISIONS**2**TOURNAMENT
WEEKENDS

WHO YOU'LL REACH

Players

Youth athletes competing across eight age divisions.

Families

Parents, siblings and grandparents spending full days at the rink.

Coaches & programs

Hockey communities from across New England.



WHAT WE OFFER

YOUR BRAND, IN THE MIDDLE OF THE ACTION.



LOGO ON TOURNAMENT JERSEYS

Your logo on the jerseys players wear on the ice, seen in every game and every photo families take home.

ON-SITE BOOTH OR TABLE

A dedicated spot at the rink to meet families face to face, hand out samples, run promotions and collect leads.

SOCIAL MEDIA FEATURES

Dedicated posts and shoutouts on NESRC's social channels before, during and after tournament weekends.

600K+ **20K**
VIEWS INTERACTIONS

Across our two 2025 tournament weekends

WEBSITE RECOGNITION

Your logo on nerivalry.com with a link to your business, in front of the teams and families using the tournament site.

PARTNERSHIP LEVELS

PICK YOUR LEVEL.

PRESENTING PARTNER

\$5,000

EXCLUSIVE • 1 AVAILABLE

- ✓ "NESRC presented by [Your Business]" naming on tournament materials
- ✓ Premium logo placement on all tournament jerseys
- ✓ Premium booth location, both weekends
- ✓ Top-billed logo and link on nerivalry.com
- ✓ Partnership announcement plus recurring social features both weekends

GOLD PARTNER

\$2,000

LIMITED AVAILABILITY

- ✓ Logo on tournament jerseys
- ✓ Booth or table space, both weekends
- ✓ Logo and link on the nerivalry.com partners page
- ✓ Two dedicated social media posts

SILVER PARTNER

\$750

- ✓ Booth or table space, one weekend
- ✓ Logo and link on the nerivalry.com partners page
- ✓ One dedicated social media post

COMMUNITY PARTNER

\$250

- ✓ Logo and link on the nerivalry.com partners page
- ✓ Included in a partner thank-you social media post

Want something different? We're happy to build a custom package around your goals. Reach out and tell us what you're looking for.

LET'S BUILD A PARTNERSHIP.

Every partnership is set up directly with our team. Reach out, tell us a little about your business, and we'll put together the package that fits.

1**Reach out**

Email us or visit our partnerships page.

2**Choose your level**

Pick a partnership level, or ask us about a custom package.

3**Send us your logo**

We'll take care of the jerseys, website and social posts from there.

CONTACT US

EMAIL

INFO@NERIVALRY.COM

ONLINE

**NERIVALRY.COM/
PARTNERSHIPS**

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