# Syracuse Lightning

## 2026-27 Organizational Overview

# Syracuse Lightning Organization

## MISSION STATEMENT

**To develop a championship-caliber program that prioritizes team success, individual growth, and elite athletic performance—while building character, discipline, and accountability both on and off the ice.**

## PROGRAM DESCRIPTION

**The Syracuse Lightning focuses on creating a strong foundation, developing competitive mindsets, and instilling the integrity and discipline needed for success.**

**The Syracuse Lightning play in the United States Premier Hockey League (USPHL), the nation's largest junior ice hockey league and a leader in player development across North America. The league fields over 150 teams across multiple divisions, including the National Collegiate Development Conference (NCDC) and Premier League. The USPHL's reach spans coast to coast and includes teams in the United States and Canada, creating unmatched exposure and competition. Each NCDC and Premier League roster consists of 26 players between the ages of 18 and 20.**

**The NCDC is the highest level in the USPHL and offers a direct pipeline to college hockey. Each NCDC team has a Premier League affiliate. Although it is not unusual for Premier League players to go directly into collegiate hockey programs, often times they are promoted to their NCDC affiliate first.**

**All games are broadcasted live on Blackbear TV. With a mission centered on development and advancement, the USPHL has helped more than 10,000 players move on to NCAA Division I, Division III, American Collegiate Hockey Association (ACHA), and professional programs worldwide. Lightning's NCDC team plays over 50 games with 25 of them at Three Rivers Athletic Complex. Meanwhile, Syracuse's Premier team plays around 40 games with approximately 15 contests held at Three Rivers Athletic Complex. Teams begin their season in September and end in March.**

**The 2026-27 season will be Syracuse's inaugural campaign. The Lightning are led by Head Coach Bob Shattell, Assistant Coach Ryan Pascarella, and General Manager James Henry. Previously, Bob was a Volunteer Assistant Coach at Oswego State, an Assistant Coach at SUNY Morrisville, and the Head Coach at Le Moyne College, his alma mater. Meanwhile, Ryan worked at SUNY Morrisville and played college hockey at SUNY Fredonia. Ryan is also the Head Coach of the Premier team. James has an extensive background in hockey, and was the Head Coach and Director of Hockey Operations with the Reading Royals, an affiliate of the NHL's Flyers.**

# Syracuse Lightning Program Highlights

- **Superior ice quality by professional ice maintenance technicians.**
- **Video analysis through Spiideo and InStat.**



# Grow Your Brand

Each sponsorship outlined on pages 3–7 includes a complimentary set of benefits: complimentary tickets for your organization, multiple social media posts, a tabling opportunity, broadcast/PA reads, a program ad, a website listing, and a dedicated press release distributed to Syracuse media outlets highlighting the partnership. Details on these components can be found on pages 8-11, and are also seen as standalone options.

All sponsorships are for both NCDC and Premier teams. For example, the Zamboni wrap is $10,000 total for NCDC and Premier.

Sponsors will receive a separate invoice for production costs.

## Zamboni Wrap - $10,000

**A Zamboni wrap offers a unique, high-visibility advertising opportunity that puts your brand front and center at every game, practice, and arena event. As one of the most recognizable and beloved fixtures in hockey, the Zamboni captures attention from fans of all ages during intermissions and on the ice, creating repeated brand exposure in a memorable way.**



## Jersey Logo - $5,500

**A jersey logo sponsorship places your brand directly on the team's most visible and iconic asset—the uniform. Seen at every game, practice, tournament, and team photo, your logo travels with the team and gains repeated exposure both inside and outside the rink.**





**Pictured: The NHL's Anaheim Ducks (left) have a jersey sponsorship. On the right is a rendering of our 2026-27 jerseys. Your brand would be placed near the logo on the front of the jersey.**

# Grow Your Brand

## Arena Banner - $5,000

**A year-round arena banner provides continuous, long-term visibility for your brand in a highly trafficked community venue. Through the streaming of Lightning home games on Blackbear TV, your banner will receive additional exposure to an online audience in the area and markets across the 125+ NCDC and Premier teams around the country.**







## Helmet Decal - $3,000

**A helmet decal sponsorship gives your brand premium placement on one of the most visible pieces of team equipment. Featured during every game, practice, tournament, and in team photography, your logo is consistently seen by fans, families, and opponents alike.**







**Pictured: The NHL's Buffalo Sabres and New Jersey Devils have helmet decal sponsorships.**

**Trade with Us! Exchange products or services in return for valuable marketing and sponsorship assets—maximizing exposure without a full cash investment.**

# Grow Your Brand

## Broadcast Sponsor - $2,500

**Put your brand in front of fans all season long with a Syracuse Lightning Broadcast Sponsorship. Your company will be featured in a lower-thirds graphic during all home game broadcasts, delivering consistent, high-visibility exposure during live game action.**

**With at least 2.5 hours of airtime per game and at least 90 hours over the course of season, your brand appears pre-game, during intermissions, and postgame—maximizing visibility across every key moment of the broadcast. It's a powerful way to stay top of mind with an engaged audience while aligning your brand with Lightning hockey.**




**Above is an example of how your company's logo, address, phone number, website, and QR code can be listed on the lower thirds graphic on our broadcast.**

# Grow Your Brand

## Gameday Sponsorship - $1,500

**As the presenting sponsor for a selected NCDC game and Premier game, your organization will have the chance to speak to the fans on the broadcast and during intermission along with a table inside and outside of Three Rivers Athletic Complex. Your brand will be featured on our promo schedule, which means extra visibility on social media, and in our press releases. Plus, there will be free tickets for your organization on your promo night.**




**Above is an example of a promo schedule with presenting sponsors.**

## Media Backdrop - $1,000

**This sponsorship places your brand in one of the most visible and professional settings associated with the Syracuse Lightning junior hockey team. Featured on a backdrop used for interviews, press conferences, photos, and digital content, your logo receives recurring exposure anywhere team media is captured and shared.**




**Above is an example of how your media backdrop would look like**

## E-Newsletter Sponsor - $1,000

**An E-Newsletter Sponsorship places your brand front and center in an email delivered directly to Syracuse Lightning fans, providing consistent exposure to a highly engaged and targeted audience. As part of a communication platform families rely on for team news, updates, schedules, and announcements, your business benefits from recurring visibility in a trusted environment. This is a year-round sponsorship, and the e-blast will be sent out on a monthly basis.**



# Grow Your Brand

## Roster Distribution - $1,000

**Because rosters are often held throughout the game—and sometimes taken home as keepsakes—this sponsorship provides sustained visibility in the hands of an engaged audience. It's a simple yet effective way to align your brand with the gameday experience while supporting Syracuse Lightning home games. This roster is also distributed to other coaches and fans during the team's road games, showcasing your brand across the Northeast.**




**Above is an example of what the Lightning's roster will look like with a sponsor**

## Press Release - $1,000

**This sponsorship positions your brand alongside official communications shared with media outlets, providing professional, credibility-driven exposure. Your business is featured as an integrated part of that message with your logo at the top of the press release and a boiler plate with more information about your company.**



# Engage Our Fans

## Program Ad - $200-$800

**Place your brand in front of players, families, fans, and community supporters through official Syracuse Lightning gameday programs. It's a classic, cost-effective way to support the team while promoting your business to a loyal and engaged audience.**

**Platinum Package - Full Page Inside Cover or Back Page (8.5 x 11) - $800**
**Silver Package - Full Page Ad (8.5 x 11) - $600**
**Black Package - Half Page Ad - (8.5 x 5.5) - $400**
**Blue Package - Quarter Page Ad (4.25 x 5.5) - $200**

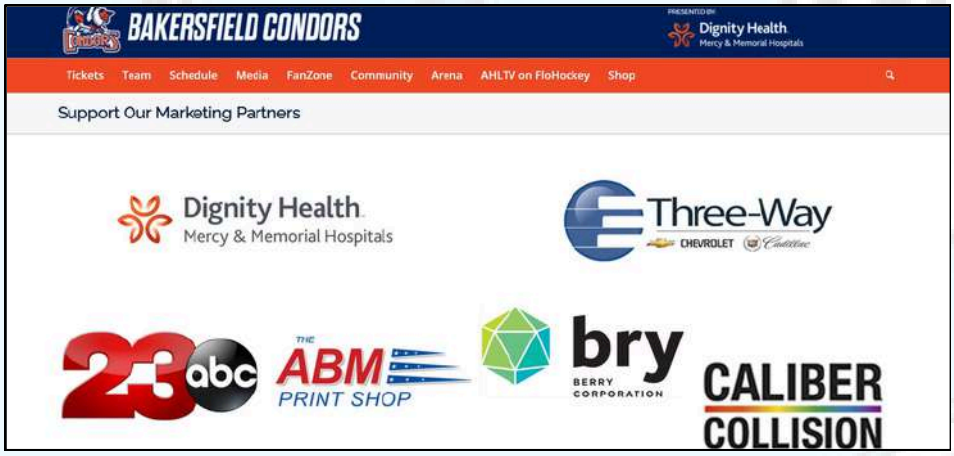






## Website Listing - $450

**Our website is a one-stop shop for all Lightning information, teams, camps, and merchandise. A website listing gives your brand year-round digital visibility on a trusted platform used by players, families, fans, and prospective members. It positions your company as a valued community partner while offering a professional online presence connected to the team's brand.**




**Above is an example is how your sponsor would be featured as a website listing. For instance, the Bakersfield Condors, an affiliate of the NHL's Edmonton Oilers, have a dedicated page for sponsors.**

# Engage Our Fans

## Social Media Presence - $300

**A social media sponsorship connects your brand with fans in a dynamic, digital environment before each home game to a growing online audience on Facebook, Instagram, and X, formerly known as Twitter. It's an effective way to increase brand awareness, align with the excitement of gameday, and reach supporters beyond the arena. Your logo will be on the graphic and the organization will be tagged on social media.**







## Broadcast and PA Reads - $300

**This sponsorship delivers direct, repeated exposure for your brand through live in-game announcements and broadcasts during games. Your business is recognized in front of engaged fans during key moments throughout the game, creating memorable impressions in a trusted, high-attention setting.**





# Engage Our Fans

## Tabling Sponsorship - $300

**A tabling night offers your business direct, face-to-face engagement with players, families, and fans in one of the arena's highest-traffic areas. Positioned outside the rink in a central gathering space, your brand has the opportunity to interact with attendees, distribute materials, showcase products or services, and build personal connections throughout game days and events.**





**Choose any two of the following sponsorships: tabling, broadcast/PA, and social media for a $500 package ($100 discount).**

**Choose all three of the following sponsorships: tabling, broadcast/PA, and social media for a $750 package ($150 discount).**

# Syracuse Lightning Individual Tickets

## Standard NCDC and Premier Ticket - $5

**Experience the energy of Syracuse Lightning junior hockey and see what makes this program special. Every game brings speed, skill, and intensity to the ice. You'll be watching players from around the world competing at a high level, many of whom are on the path to college and professional hockey.**




**When you're in the building, you're not just watching a game—you're part of the atmosphere that drives it. With a passionate crowd, top-tier coaching staff, and a program built on development and competition, every night has something to offer.**

## Free Tickets

**Creating an affordable, family-friendly experience is a core part of the Syracuse Lightning game day atmosphere. To help make hockey accessible to everyone, we proudly offer complimentary admission for all fans under the age of 18.**




**This initiative helps introduce the next generation of hockey fans to the game. It also provides sponsoring organizations with the opportunity to align their brand with a program that promotes youth involvement and family entertainment, and positive community impact.**

## Food & Beverage Package: $20

**Save time, simplify your game day experience, and enjoy a complete meal and ticket with one purchase.**
**Includes:**

- **One game ticket***
- **Choice of chicken wings, chicken tenders, or mozzarella sticks**
- **Choice of tater tots, french fries, nacho chips, or a pretzel**
- **Choice of candy, chips, goldfish**

***Guests receiving complimentary admission may purchase the meal package for $18.**



# 2026-27 SYRACUSE LIGHTNING NCDC SCHEDULE

## SEPTEMBER

| SUN | MON | TUES | WED | TH | FRI | SAT |
|---|---|---|---|---|---|---|
| 20 | 21 | 22 | 23 | 24 | MON 25 2:45 PM | MON 26 3:45 PM |
| 27 | 28 | 29 | 30 | | | |

## NOVEMBER

| SUN | MON | TUES | WED | TH | FRI | SAT |
|---|---|---|---|---|---|---|
| RBG 1 1:45 PM | 2 | 3 | 4 | 5 | CTC 6 12:05 PM | UJC 7 3:45 PM |
| NY 8 5:15 PM | 9 | 10 | UJC 11 2:00 PM | CTR 12 1:10 PM | CTR 13 1:10 PM | 14 |
| 15 | 16 | 17 | 18 | 19 | NY 20 7:15 PM | UJC 21 2:00 PM |
| UJC 22 5:30 PM | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | | | | | |

## JANUARY

| SUN | MON | TUES | WED | TH | FRI | SAT |
|---|---|---|---|---|---|---|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | PICS 8 2:30 PM | PICS 9 3:45 PM |
| 10 | 11 | 12 | 13 | 14 | CTC 15 1:45 PM | NY 16 4:45 PM |
| UJC 17 3:00 PM | 18 | RBG 19 1:00 PM | RBG 20 10:00 AM | 21 | 22 | 23 |
| UJC 24 2:30 PM | 25 | 26 | 27 | 28 | NY 29 12:00 PM | PICS 30 5:00 PM |
| PICS 31 4:00 PM | | | | | | |

## MARCH

| SUN | MON | TUES | WED | TH | FRI | SAT |
|---|---|---|---|---|---|---|
| | UJC 1 1:00 PM | NY 2 12:00 PM | 3 | 4 | CTR 5 1:45 PM | CTR 6 3:45 PM |
| UJC 7 3:45 PM | 8 | 9 | NY 10 12:00 PM | 11 | 12 | 13 |

## OCTOBER

| SUN | MON | TUES | WED | TH | FRI | SAT |
|---|---|---|---|---|---|---|
| | | | | 1 | VT 2 1:45 PM | VT 3 5:15 PM |
| NY 4 5:15 PM | 5 | 6 | 7 | 8 | 9 | BOS 10 1:15 PM |
| CTC 11 12:30 PM | 12 | 13 | 14 | 15 | 16 | UJC 17 2:30 PM |
| 18 | 19 | 20 | 21 | 22 | 23 | NY 24 3:30 PM |
| 25 | 26 | 27 | 28 | 29 | 30 | RBG 31 5:15 PM |

## DECEMBER

| SUN | MON | TUES | WED | TH | FRI | SAT |
|---|---|---|---|---|---|---|
| | | RBG 1 1:00 PM | RBG 2 10:00 AM | 3 | 4 | 5 |
| 6 | 7 | UJC 8 2:00 PM | 9 | 10 | NY 11 7:15 PM | NY 12 3:30 PM |
| 13 | 14 | 15 | 16 | 17 | VT 18 7:00 PM | VT 19 1:00 PM |
| UJC 20 3:45 PM | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

## FEBRUARY

| SUN | MON | TUES | WED | TH | FRI | SAT |
|---|---|---|---|---|---|---|
| | 1 | 2 | UJC 3 2:15 PM | 4 | 5 | 6 |
| NY 7 5:15 PM | 8 | 9 | 10 | NMP 11 11:30 AM | QUE 12 2:00 PM | 13 |
| 14 | 15 | 16 | NY 17 12:00 PM | 18 | MON 19 1:00 PM | MON 20 2:00 PM |
| 21 | 22 | 23 | 24 | NY 25 12:30 PM | RBG 26 1:00 PM | 27 |
| 28 | | | | | | |

**26 HOME GAMES AT THREE RIVERS ATHLETIC COMPLEX**

**54-GAME NCDC SEASON**

## KEY:

HOME GAME | AWAY GAME | NJ HITMEN CLASSIC | SOUTH SHORE KINGS SHOWCASE

MON: MONTREAL BLACK VEES
VT: VERMONT UNIVERSAL
NY: NY DYNAMO
BOS: BOSTON JR. BRUINS
CTC: CONNECTICUT CHIEFS
UJC: UTICA JR. COMETS
RBG: RED BANK GENERALS
CTR: CONNECTICUT ROUGHRIDERS
PICS: SPRINGFIELD PICS
NMP: NORTHERN MAINE PIONEERS
QUE: QUEBEC UNIVERSAL

WATCH EVERY GAME LIVE ON BLACK BEAR TV

BLACK BEAR TV

GAME DATES AND TIMES ARE SUBJECT TO CHANGE