PHATS/SPHEM & PHPO 2027 HOCKEY SUMMIT

SPONSORSHIP OPPORTUNITIES

June 15–20, 2027 | JW Marriott Phoenix Desert Ridge Resort & Spa

SPONSORSHIP LEVELS

PLATINUM	GOLD	SILVER	BREAKAWAY
$10,000 and above	$5,000 and above	$1,000 and above	$200 and above

All sponsorship packages include:

- **Priority selection of exhibit booth location** (booth is not included; priority booth selection does not apply to Breakaway packages)
- Your logo on Summit marketing materials, the registration website and the PHATS/SPHEM website
- On-site event signage
- Pre-Summit registration list with registrants' email addresses

FACE-OFF! AFTER HOURS KICKOFF RECEPTION

The **Face-Off! After Hours Kickoff Reception** is where attendees come together to connect, unwind and celebrate the start of the PHATS/SPHEM Hockey Summit. This lively networking event sets the tone for the entire week, and we're putting together something special for Phoenix. **Venue and details will be announced soon.**

Face-Off! is the perfect place to showcase your brand's energy, personality and commitment to the hockey community. Additional sponsorship opportunities within the event will be available. ***Stay tuned for details!***

SUMMIT LUNCHES

PHATS Sit-Down Lunch — **$20,000**
Co-sponsors welcome at $5,000 each. Includes a 15-minute speaking opportunity to a target audience of athletic trainers.

SPHEM Sit-Down Lunch — **$20,000**
Co-sponsors welcome at $5,000 each. Includes a 30-minute speaking opportunity, if desired, to a target audience of equipment managers.

SPHEM Boxed Lunches — **$20,000**
Co-sponsors welcome

PHATS Boxed Lunches — **$20,000**
Co-sponsors welcome

Boxed lunch sponsors receive exclusive logo placement on the boxed lunches, branded signage throughout the lunch area, recognition in the conference app and program, and a push notification on the conference app before the lunch.

BREAKFAST & BREAKS

Be the reason everyone looks forward to their break!

Your logo will be front and center while attendees recharge, mingle and refuel. Includes prominent on-site signage, digital recognition in the conference app and program, and a push notification on the conference app before each break. Sponsors may also include a promotional giveaway or branded coffee item for an added touch.

PHATS/SPHEM Continental Breakfast Co-sponsorships welcome at $2,500	**$5,000**
Exhibit Hall Coffee Breaks	**$5,000**
Exhibit Hall Beer Breaks 2 sponsorships available	**$5,000**
Coffee Break Sponsorship	**$1,500**

HOCKEY SUMMIT WIFI NETWORK — $5,000

Connect your brand to every attendee, literally.

The Hockey Summit WiFi network will be named after your company, with your choice of password. Includes the ability to customize the network splash page and link to your website.

LANYARDS

Your brand. Every badge. Every day.

Lanyard sponsorship guarantees maximum exposure all week long.

PHATS Attendees	**$5,000**
SPHEM Attendees	**$5,000**
PHPO Attendees	**$2,500**
NHLTPS Attendees	**$2,500**

BRANDING & VISIBILITY

REGISTRATION CHECK-IN KIOSKS – Sold out
$3,000

Welcome every attendee as soon as they arrive, with your logo featured on our registration check-in screens.

WELCOME BAG
$2,500

Be part of the welcome! Your logo on every attendee's gift bag, with the option to include a marketing piece inside.

BRANDED WATER STATIONS
$2,500

Your company logo and/or artwork on the water stations outside the meeting rooms for the duration of the Summit.

4 stations per company (maximum of 2 companies)

LOBBY SIGNAGE
$2,000

Highlight your company and booth with a bold, double-sided tall meter board in a high-traffic area, featuring your custom artwork. A great way to catch the attention of athletic trainers, equipment managers and strength and conditioning coaches, announce a new product or draw foot traffic to your booth.

Artwork provided by sponsor. Limited supply.

SUMMIT PAGE BANNER
$1,500

Put your brand center ice on phatssphem.com. Your banner on our Official Summit page reaches members and attendees every time they check in for schedules, speakers and Summit updates on the road to Phoenix.

Runs from purchase through the end of the Summit. Artwork provided by sponsor. Limited availability.

REGISTRATION SITE SPOTLIGHT
$1,500

Be the first thing attendees see. Your spotlight ad sits on the home page of the Official 2027 Hockey Summit Registration Site, where every attendee starts their Summit journey, so your brand gets noticed before they even sign up.

Runs from when registration opens (around March 1) through the end of the Summit. Artwork provided by sponsor. Limited availability.

SOCIAL MEDIA SUMMIT UPDATES
$1,000

Four (4) Summit updates promoting your company and booth location on our Instagram page, posted by the PHATS/SPHEM social media team before, during or after the Summit.

CONFERENCE APP PUSH NOTIFICATION
$1,000

One (1) branded push notification sent to all attendees through the Hockey Summit App, with a custom 1–2 sentence message (up to 140 characters). Date and time of delivery are customizable.

ADDITIONAL OPPORTUNITIES *Does not include priority booth selection*

A great way to get your brand and products in front of everyone! These are perfect for new companies looking to join in, or for longtime vendors who want to keep their name out there.

On-Site Brochure Full-Page Ad	**$1,000**
On-Site Brochure Half-Page Ad - Sold Out	**$500**
Welcome Bag Company Giveaways 850 items needed	**$250** per item type

VENDOR SPEAKING OPPORTUNITIES

PHATS VENDOR SESSION

Speak to all PHATS members (athletic trainers).

FRIDAY, JUNE 18	SATURDAY, JUNE 19
$5,000	**$5,000**
15-minute lunch session	15-minute session

SPHEM ENHANCED EDUCATION

Speak to all SPHEM members (equipment managers).

15 MINUTES	30 MINUTES	45 MINUTES	60 MINUTES
$2,500	**$5,000**	**$7,500**	**$10,000**

PHPO SPEAKING OPPORTUNITY

Speak to all PHPO members (NHL and AHL strength and conditioning coaches) during the sit-down lunch.

20 MINUTES
$2,500
Sit-down lunch session

Questions about sponsorship? Contact the PHATS/SPHEM office at 888-460-9003 or admin@phatssphem.com.