

# Lewiston MAINEiacs

## 2026-27 Organizational Overview





# Lewiston MAINEiacs Organization

## PROGRAM DESCRIPTION

The Lewiston MAINEiacs are a Tier II junior hockey team whose number one goal is the developing players on and off the ice and advancing them to the next level.

The MAINEiacs 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). The USPHL's reach spans coast to coast and includes teams in the United States and Canada, creating unmatched exposure and competition. Each NCDC roster consists of 26 players between the ages of 16-20.

The NCDC is the highest level in the USPHL and offers a direct pipeline to college hockey. 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 College Hockey Association (ACHA), and professional programs worldwide. The MAINEiacs NCDC team plays over 50 games with approximately 25 of them at The Colisée in Lewiston, Maine. The MAINEiacs second NCDC season starts in September and ends in March. They finished their inaugural campaign with a 41-10-7 record winning the North Division championship.

12 former MAINEiacs from last season have been placed on NCAA D3, ACHA D1 and ACHA D2 teams. Ethan Abram-Hale and Aidan Palmeter became the first two Lewiston NCDC players to commit to college hockey programs and they are now attending SUNY Fredonia and UMass-Dartmouth. Ethan Brochu and Luke Pomerleau were local players on last year's squad. International talent included Raphael Belley Pelletier (Canada), Jan-Felix Faupel (Germany), Conrad Livingston (Norway), Adam Sawicki (Poland), Vitalii Ulianov (Ukraine), and Daniil Cepov (Lithuania).

The team is led by Head Coach Caleb Labrie and General Manager/Assistant Coach Ed Harding. Labrie starred at St.Dominic Academy before playing junior hockey for the South Shore Kings and the L/A Nordiques before going on to play D3 for Becker College. Following his playing career, Labrie began his coaching career with Twin City Thunder NCDC (2020-2024), then went on to be the Associate Head Coach for the Maine Nordiques of the North American Hockey League (2024-2025), before becoming the Head Coach for the Lewiston Maineiacs (2025-2026). Meanwhile, Harding was the Head Coach/General Manager of the original MAINEiacs when they were a part of the Quebec Major Junior Hockey League.



# Lewiston MAINEiacs Program Highlights

- 1,000 hours of community service.
- Superior ice quality by professional ice maintenance technicians.
- Video analysis through Spiideo and InStat.





# Grow Your Brand

Each sponsorship worth \$2,000 or more will receive four season tickets and unlimited complimentary family passes for guests under 18, making it easy to reward employees, entertain clients, or enjoy games with family and friends. Season ticket holders also receive access to The Colisée Club, featuring a private hospitality area and dedicated restrooms.

For an even more personalized experience, your reserved seats can be located closer to the ice, each marked with a custom vinyl nameplate displaying your company or family name. You'll also be invited to our exclusive preseason Meet the Team event, where you'll meet this year's players and coaching staff before the season begins.

Sponsors will also receive a separate invoice for production costs.

## Zamboni Wrap - \$10,000

A custom Zamboni wrap transforms this essential piece of game-day equipment into a moving billboard that delivers repeated, high-impact exposure throughout every home game. Unlike traditional advertising that remains in one location, a Zamboni wrap travels across the entire ice surface, providing 360-degree visibility to every section of the arena.

Your brand will be seen by thousands of fans throughout the season, including season ticket holders, families, youth hockey participants, visiting teams, tournament attendees, and community members attending special events. The exposure extends well beyond game nights, as the Zamboni is also used during practices, camps, clinics, public skating sessions, youth tournaments, and other arena activities, giving your business year-round visibility inside The Colisée.

The Zamboni also becomes a frequent feature in photographs, highlight videos, live broadcasts, and social media content. This creates valuable exposure across multiple marketing channels while reinforcing your company's connection to one of Maine's premier junior hockey organizations. Overall, Zamboni wraps are widely regarded as one of the most sought-after arena sponsorship assets because of their continuous visibility and strong brand recall.





# Grow Your Brand

## Gameday Sponsorship - \$10,000

As the Presenting Sponsor of all 25 Lewiston MAINEiacs home games, your organization will receive premier exposure throughout the season. Your logo will be featured on [lewistonmaineiacs.com](http://lewistonmaineiacs.com), the team's official website, the roster, monthly e-newsletters, and every team press release, ensuring your brand reaches fans both online and in the community.

On game days, your business will have a table in one of the arena's highest-traffic areas, providing the opportunity to engage directly with fans. Your logo will also appear on the back of mini hockey sticks sold in the team store. Plus, your logo will be integrated into our popular Chuck-a-Puck intermission segment. In this promotion fans purchase a foam hockey puck with your brand's logo, tosses it onto the ice, and the puck closest to the logo or goal wins a prize pack.



Left: A Chuck-a-Puck promotion from the North Bay Battalion of the Ontario Hockey League, a junior hockey program. Right: An example of where your company name and brand logo would be placed on a mini hockey stick.

## Jersey Logo - \$5,000

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.





# 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, including where our NCDC games are played. Through the streaming of MAINEiACS home games on Blackbear TV, your banner will receive additional exposure to an online audience in the area and markets across the 60+ NCDC teams around the country.



## Stairway Banner- \$4,500

Positioned in a high-traffic area, your company's logo and messaging will be seen by fans as they move throughout the venue, creating repeated impressions throughout every MAINEiACS home game.

This sponsorship opportunity provides a unique way to integrate your brand into the fan experience while building recognition with a passionate hockey audience. With consistent exposure throughout the season, the stairway signage connects your business with the excitement of game day and the energy of the MAINEiACS community.





# Grow Your Brand

## Digital Ticket Back - \$3,500

All of our tickets are digital and as the sponsor, your company's logo will be prominently featured on the digital tickets used by fans throughout the season, creating a highly visible touchpoint before they even enter the arena.

Every ticket purchased provides an opportunity for your brand to connect with passionate hockey fans and become part of their game day experience. This unique sponsorship asset delivers consistent exposure while associating your company with the excitement, energy, and community of MAINEIacs hockey.



An example of how your logo could be incorporated on a digital ticket

## Helmet Decal - \$3,500

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. Our new Bauer Re-Akt 155 helmets are currently being shipped over ahead of the season. Below are a couple of examples of what our helmets will look like.



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

## Dasher Board Sponsorship - \$3,000

Your brand will enjoy year-round exposure to thousands of fans, players, families, and visitors attending hockey games, tournaments, camps, and community events. Strategically placed along the rink, your custom dasher board provides continuous visibility throughout every MAINEiacs home game while also appearing in game photography, live streams, and social media content.



## Broadcast Sponsor - \$2,500

Your company will be featured in a lower-thirds graphic during approximately 25 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 60 hours over the course of season, your brand appears pre-game, during intermissions, and postgame—maximizing visibility across every key moment of the broadcast. Additionally, you'll receive a 30-second commercial spot aired throughout the game along with a graphic displayed on the video board accompanied by a PA announcement. It's a powerful way to stay top of mind with an engaged audience while aligning your brand with MAINEiacs 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 the broadcast.



# Grow Your Brand

## Player Sponsorship - \$2,500

Support one of the Lewiston MAINEiacs' athletes while putting your business in the spotlight throughout the season. When your sponsored player records a goal or an assist, your company will receive a public address and broadcast recognition while your logo is displayed alongside the player on the video board.

Your business will also be listed beneath the player's name on the official roster distribution sheet handed out at all home and away games, as well as recognition on the Lewiston MAINEiacs website as an official sponsor. The MAINEiacs will have multiple social media posts, tagging your organization, and highlighting the player's accomplishments.



## Media Backdrop - \$2,000

This sponsorship places your brand in one of the most visible and professional settings associated with the MAINEiacs 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.





# Grow Your Brand

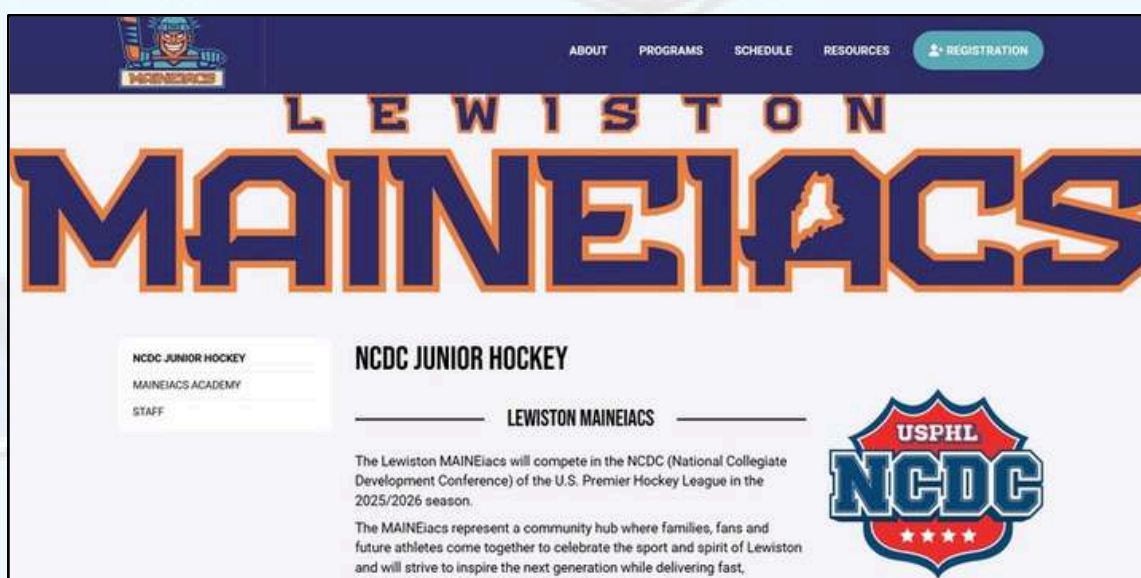
## Brand Showcase Package - \$750

Receive premium exposure across multiple platforms on a game night of your choosing. This package includes public address and broadcast recognition during the game, your company's branding featured on the arena video board, and dedicated recognition across the MAINEiacs' social media channels before the vent. Valued at \$900, this all-inclusive sponsorship is available for just \$750, providing exceptional value while connecting your business with passionate hockey fans both inside the arena and online.



## Website Listing - \$450

lewistonmaineiacshockey.com is a one-stop shop for all MAINEiacs 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.



**Add on a website listing to your brand showcase for a total sponsorship price point of \$1,100. Valued at \$1,350, you'll receive a \$250 discount by incorporating a year-round website listing.**



# Season Tickets

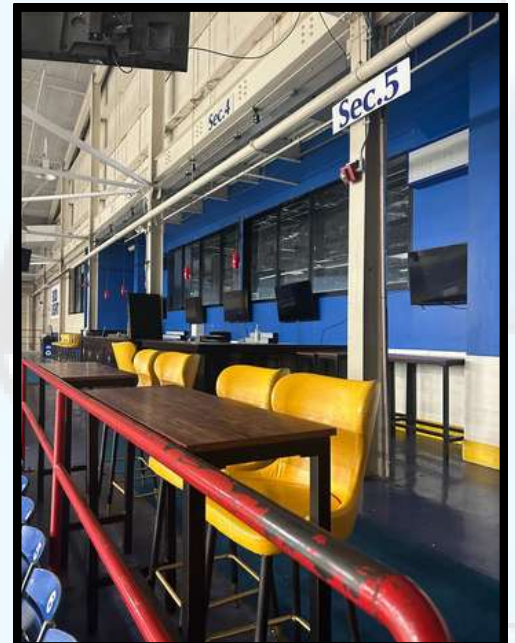
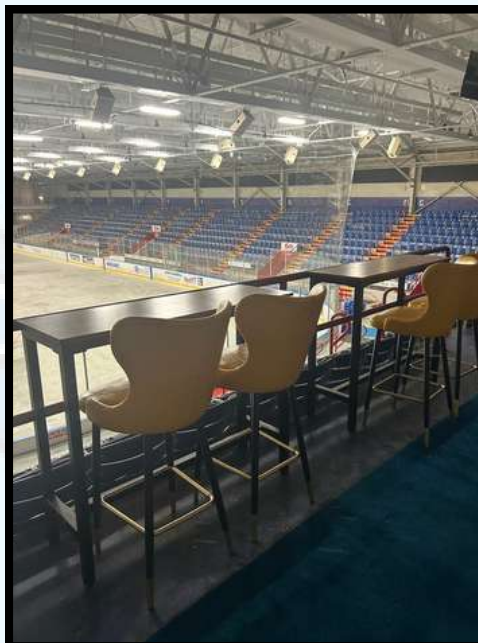
## Season Tickets - \$200

Take your game day experience to the next level with Lewiston MAINEiacs NCDC Season Tickets.

Season Ticket Holders receive 15% off all merchandise in the team store (excluding Bauer branded apparel and equipment), free tickets to all playoff games, unlimited family passes for those under the age of 18 and are placed in a reserved seating area. Season ticket holders also receive access to The Colisée Club, featuring a private hospitality area and dedicated restrooms only available to sponsors and those who purchase this package.

You'll be invited to a pre-season event to choose your seats, receive a special Season Ticket Holder pass, and personalized vinyl decal of your last name. The event will be held in September 2026 where you will be introduced to the players and coaches of the team. This package is the ultimate way to stay connected, be recognized, and fully immerse yourself in Lewiston MAINEiacs hockey all season long.

**For an extra \$50, upgrade your seat so that you're located just outside of The Colisée Club restaurant with a terrific bird's eye view of the arena. Act now as only 12 seats are available.**





# Single-Game Tickets

## Standard Ticket - \$7

Experience the energy of Lewiston MAINEiacs 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

As part of our mission to make Lewiston MAINEiacs NCDC games a family-friendly environment, free tickets will be provided to everyone under the age of 18.

We believe the next generation of hockey fans should have the opportunity to experience the excitement of junior hockey without barriers. Whether you're bringing the whole family or introducing a young fan to the game for the first time, we can't wait to welcome you to the rink and create lasting memories together.

## Free Parking

No parking fees. No extra hassle. Just hockey. Every Lewiston MAINEiacs NCDC home game includes FREE parking for all visitors, making it even easier for fans and families to enjoy a night at the rink. From the moment you arrive, we want your game-day experience to be convenient, affordable, and centered on great junior hockey.



# Thank you for your support of the Lewiston MAINEiacs



## MAINEIACS

