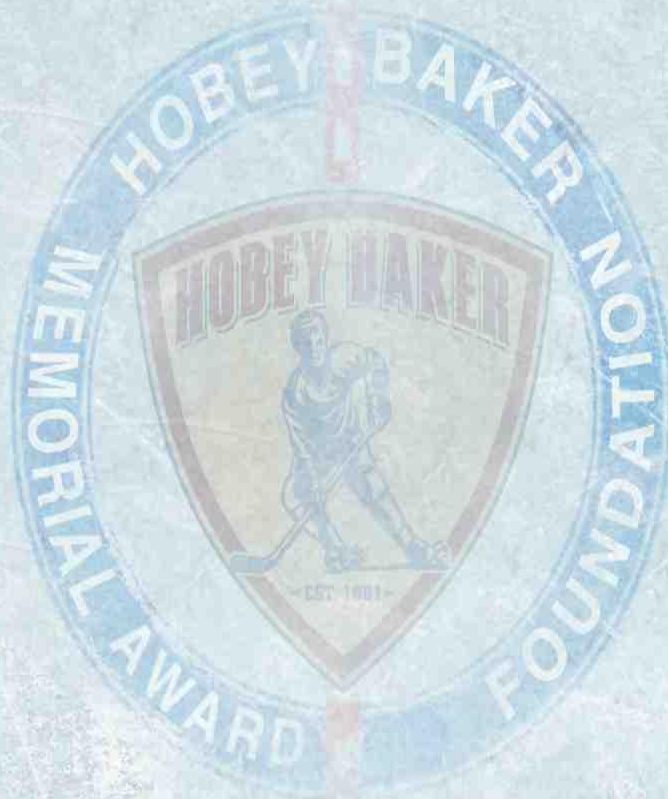


# Hobey Baker Memorial Award Foundation

## Sponsorship Proposal



**2022**

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# HOBLEY BAKER MEMORIAL AWARD FOUNDATION | Character Builds Excellence

The Hobey Baker Memorial Award Foundation is a 501(c)3 non-profit corporation committed to the advancement of athletic achievement, character, and sportsmanship in college and high school hockey. The Foundation annually recognizes individuals who best exemplify Hobey Baker's values and traits on and off the ice. It promotes college hockey by recognizing and honoring legends of college hockey and outstanding U.S. collegiate hockey players who epitomize Hobey Baker's hockey skills, leadership, character, sportsmanship and scholastic achievement.

## HOBLEY BAKER MEMORIAL AWARD

*2020 Hobey Baker  
Memorial Award Winner*



**Scott Perunovich**  
University of Minnesota Duluth

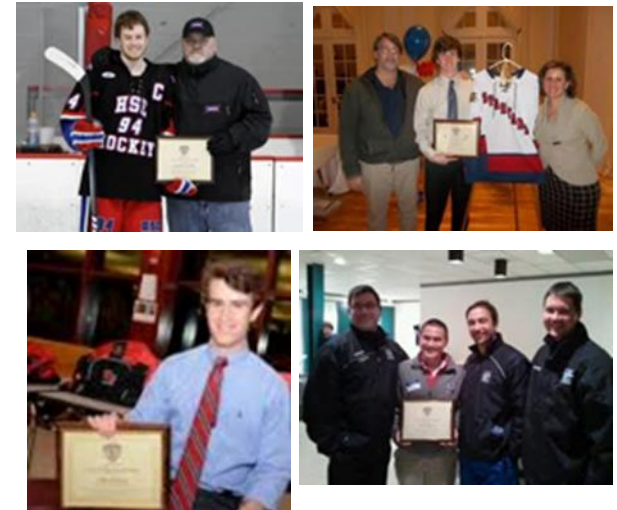
## LEGEND OF COLLEGE HOCKEY AWARD

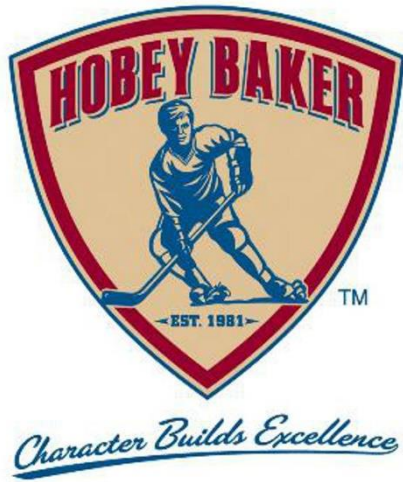
*2020 Legend of College  
Hockey Winner*



**Rick Comley**

## HIGH SCHOOL CHARACTER AWARD

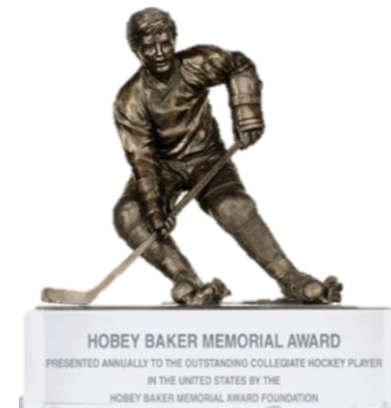


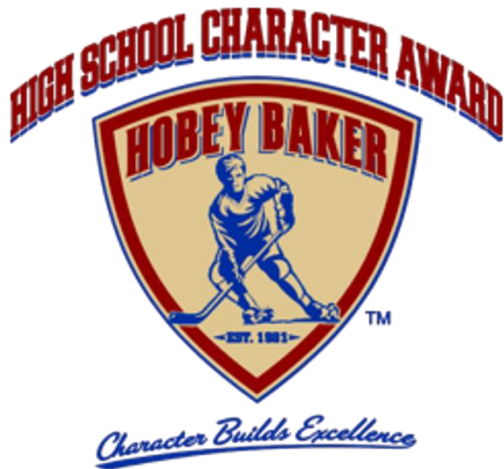


## THE HOBEY BAKER MEMORIAL AWARD

*COLLEGE HOCKEY'S MOST PRESTIGIOUS AWARD*

- The most coveted award in collegiate hockey; established in 1981.
- Annually recognizes college hockey's most outstanding player; named for the early twentieth century athlete widely regarded to be the first great American hockey player.
- Candidates must:
  - Exhibit strength and character both on and off the ice
  - Contribute to the integrity of the team
  - Display outstanding skills in all phases of the game
  - Show scholastic achievement and sportsmanship
- Winner is selected from ten finalists by a selection committee of 30 individuals representing print and electronic sports media, college hockey coaches and officials, and NHL scouts.
- Top Ten finalists are selected by the coaches of the 60 Division I colleges and universities that play Division I hockey.





## THE HOBEY BAKER HIGH SCHOOL CHARACTER AWARD

*"TALENT IS A GIFT. CHARACTER IS A CHOICE. CHOOSE WISELY."*

- Honors high school hockey players who exemplify the Hobey Baker ideal that "Character Builds Excellence;" established in 2003.
- Rooted in the belief that it takes more than outstanding hockey skills to develop great student athletes – it takes character to build excellence.
- Candidates are selected by their coaches based on the following criteria:
  - Integrity and positive attitude
  - Coachability and commitment
  - Outstanding sportsmanship
  - Community spirit
  - Academic achievement
- 27 states

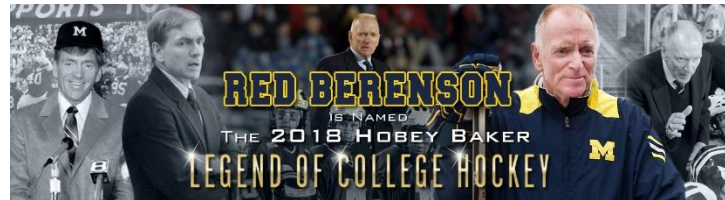




## LEGEND OF COLLEGE HOCKEY AWARD

ALL-TIME GREAT CONTRIBUTORS TO COLLEGE HOCKEY

- Acknowledges the outstanding contributions of individuals who have left their mark on college hockey — from playing to coaching to rule making; established in 1981.
- It's through their commitment to the game that fans everywhere can enjoy today's exciting world of college hockey.



### 2011 Herb Brooks

Everyone recalls the greatest sports achievement of any coach in this or any lifetime —

defeating the mighty Soviet Union and winning the 1980 Olympic Gold Medal for the United States.



### 2004 Ron Mason

Ron Mason's illustrious coaching career is best summarized with a single digit number: 1.



### 2000 "Badger" Bob Johnson

Bob Johnson was inducted into the US Hockey Hall of Fame for his outstanding contributions to the sport he loved.



### 1983 John Mariucci

John, Assistant General Manager for the Minnesota North Stars, is without question the guiding force behind the rise of college hockey.



### 1981 John Kelley

John "Snooks" Kelley was coach of the Boston College Eagles ice hockey team for 36 years. Kelley won the 1949 NCAA ice hockey title and was the first coach to win 500 games in the NCAA. He was inducted into the United States Hockey Hall of Fame in 1974.

# 40 YEARS UPHOLDING THE HOBEBY TRADITION

## Athleticism

*Outstanding competitive skills in all aspects of hockey*

## Sportsmanship

*Fairness, teamwork, respect for competitors and fellow players*

## Character

*Unquestioned personal integrity on and off the ice*

### 2014 Johnny Gaudreau



- Beanpot MVP (2012)
- Hockey East Bill Flynn Trophy – MVP (2012)
- Hockey East All-Tournament Team (2012)
- Hockey East All-Rookie Team (2012)
- Hockey East Player of the Year (2013)
- Hockey East First Team All-Star (2013)
- AHCA East First-Team All-American (2013)
- NCAA Hobey Hat Trick-Top 3 Finalist (2013)
- Walter Brown Award Winner (2014)
- Hockey East Player of the Year (2014)
- Hockey East First Team All-Star (2014)
- AHCA East First-Team All-American (2014)
- **Hobey Baker Award Winner (2014)**
- NHL All-Star Game (2015, 2016, 2017, 2018, 2019)
- NHL All-Rookie Team (2015)
- NHL Lady Byng Memorial Trophy (2017)

### 2015 Jack Eichel



- Hockey East All-Rookie Team (2015)
- Hockey East Rookie of the Year (2015)
- Hockey East Player of the Year (2015)
- Hockey East First Team All-Star (2015)
- Hockey East Player of the Year (2015)
- New England Player of the Year (2015)
- Hockey East All-Tournament Team (2015)
- Hockey East Tournament MVP (2015)
- NCAA Rookie of the Year (2015)
- **Hobey Baker Award Winner (2015)**
- NHL All-Star Game (2018, 2019, 2020)
- NHL All-Rookie Team (2016)

### 2020 Cale Makar



- Hockey East All-Rookie Team (2018)
- Hockey East Third Team All-Star (2018)
- New England Rookie of the Year (2018)
- New England Player of the Year (2019)
- Hockey East First Team All-Star (2019)
- Hockey East Player of the Year (2019)
- First Team All-American (2019)
- **Hobey Baker Award Winner (2019)**
- NHL All-Rookie Team (2020)
- NHL Calder Trophy (2020)

*Outstanding collegiate hockey players who epitomize Hobey Baker's skills, leadership, character, sportsmanship and scholastic achievement*

# HOBLEY BAKER: BEHIND THE LEGEND

- Two-sport star at Princeton where the hockey arena is named for him; captained football and hockey.
- First American inducted into the Hockey Hall of Fame, which named him the first American hockey star; also in the U.S. Hockey Hall of Fame and College Football Hall of Fame.
- Decorated American war hero; officer and aviator, member of the Lafayette Escadrille; awarded the Croix de Guerre for “exceptional valor under fire.”
- Symbol of the highest ideals of character and sportsmanship, his name was cut in the walls of the Sports Bay and Chapel in the Cathedral of St. John the Divine in NY.
- Pioneered the tradition of a post-game handshake as the highest symbol of sportsmanship; win or lose, Hobey made it a point to shake the hand of every opponent after every game.



*“Without a doubt the greatest amateur hockey player ever developed in this country or Canada. No player has been able to weave in and out of a defense, change his pace and direction, with the uncanny skill and generalship of Baker. He is the wonder player of college hockey.”*

*- The Boston Journal*





# IMPACT OF HOBEY

## **Major General Karl Horst Chief of Staff, United States Central Command**

*"Hobey Baker was a scholar, an athlete, a gentleman, a soldier and a war hero."*

*"Through you three young men [2012 Hobey Hat Trick finalists] you keep Hobey Baker alive in our memories. And you remind us what good and what right looks like. The Hobey Baker Award epitomizes everything that Hobey Baker stood for and that he died for. Thank you for being the best at what you do. Thank you for keeping Hobey Baker alive with us."*

## **HOCKEY MOM**

*"The night that Tim received the Hobey Baker High School Character Award was probably the proudest moment for my family. For him to receive the award was an acknowledgement and a wonderful motivator to continue to be the best he can be."*

## **Jack Eichel, Boston University 2015 Hobey Baker Memorial Award winner**

*"I feel so honored to be nominated with all the great players in college hockey. I definitely wouldn't be in this position without the help of my coaches and teammates."*

## **Executive Director Ohio Interscholastic Athletic Administrators Association Author of *Proactive Coaching***

*"... athletics by itself does not build character ... Character lessons intentionally taught and practiced are a coach's best legacy. The Hobey Baker Memorial Award Foundation seeks to accomplish this by reaching student athletes before they enter the college and professional levels."*

## **HIGH SCHOOL COACH**

*"The Hobey Award is special in that it acknowledges that you can't measure a person's character or their integrity on their score sheet alone."*

## **Jack Connolly, University of Minnesota Duluth 2012 Hobey Baker Memorial Award winner**

*"I'd like to thank my teammates, obviously this award would not have been possible without them. And although I'm the one receiving this great honor, I share this with all of you."*



# HOBLEY 2021 TIMELINE

*\*PricewaterhouseCoopers oversees all vote tabulations*

Jan

- HBHSCA coach selection opens

Feb

- Fan balloting – phase 1

Mar

- Fan balloting – phase 2
- Selection committee balloting
- Press release Top 3 “Hobey Hat Trick”
- Announce Legends Award

Apr

- 4/7-9



- 4/8 **Announce Award Winner**

May - Aug

- Date TBD **Award Banquet, Golf tourney**



# Partnership with the Hobey Baker Memorial Award

	Champion Sponsorship	Premier Sponsorship
<b>TV Coverage</b> <ul style="list-style-type: none"> <li>Carried live April 8 across the U.S.; reaching ~40 million TV households.</li> <li>Streamed live on NHL Network and Hobey Baker website; includes promotional campaigns.</li> </ul>	✓	✓
<b>TV Ad</b> <ul style="list-style-type: none"> <li>One 30 second or two 15 second commercials in the Hobey Baker Award announcement show live on NHL Network.</li> </ul>		✓
<b>Signage</b> <ul style="list-style-type: none"> <li>One or two floor standing banner signs at the Hobey Baker Award ceremony in Pittsburgh.</li> </ul>	✓	✓
<b>Hobey Baker Award Ceremony</b> <ul style="list-style-type: none"> <li>Four VIP seats at the Hobey Baker Award announcement ceremony.</li> <li>Invitation to the private VIP post-announcement reception.</li> <li>Half page advertisement in the Award announcement program.</li> </ul>	✓	✓
<b>2021 Frozen Four</b> <ul style="list-style-type: none"> <li>Four tickets to the 2021 Frozen Four semi-final and national championship games on April 8 and 10 at PPG Paints Arena in Pittsburgh, PA.</li> </ul>	✓	✓
<b>Hobey Baker Banquet &amp; Golf Tourney</b> <ul style="list-style-type: none"> <li>Golf hole sponsorship includes foursome and Hobey Baker Award banquet attendance.</li> <li>Full page color advertisement in the banquet program and acknowledgement at the banquet.</li> <li>Two tickets to the Hobey Baker Award banquet to be held in or near St. Paul, MN in summer.</li> <li>Half page color advertisement in the banquet program and acknowledgement at the banquet.</li> </ul>	✓	✓
<b>Additional Marketing</b> <ul style="list-style-type: none"> <li>Name and logo display on Hobeybaker.com website.</li> <li>Additional cross-marketing opportunities to be discussed with the Hobey Baker committee.</li> </ul>	✓	✓
<b>Sponsorship donation amount for this partnership</b>	<b>\$10,000</b>	<b>20,000</b>

