

#HOCKEYISHEALING

BLACK & GOLD BREAKING THE MOLD

2026



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BLACK & GOLD BREAKING THE MOLD



The Malone Family Foundation will proudly host our **4th Annual Black & Gold Breaking the Mold** as part of Mental Health Awareness Month in May. The event will spotlight mental health in support of our Veteran and First Responder community with proceeds funding The Malone Family Foundation's Warrior Hockey Academy program.

This multi-day event features:

- **Hero & Celebrity Game** // Wednesday, May 13th
- **Hero Tournament** // Wednesday, May 13th
- **Black & Gold Gala** // Friday, May 15th



A LOOK BACK AT 2025...



BLACK & GOLD GALA

Hosted by Colby Armstrong; Panelists included Paul Martin, Stephen Johns, Riley Cote, Kevin Stevens, Tony Granato, Jay Harrison & Ryan Malone

Rivers Casino

HERO & CELEBRITY HOCKEY GAME

Celebrity players and coaches included over 25 NHL Alumni, as well as Brett Keisel (Steelers), Shaun Suisham (Steelers) & Neil Walker (Pirates)

RMU Island Sports Center

Those participating in the **Hero & Celebrity Game** will include current + former NHL players, members of our Veteran and First Responder community, local celebrities, and mental health advocates. Prior to the game, a family-friendly **Mental Health Rally** will occur outside the RMU Island Sports Center to share mental wellness resources, as well as information from local military and First Responder organizations.

New for 2026, gameday will also feature the **Hero Tournament** with (8) Veteran and First Responder hockey teams facing-off for a full-day of on-ice action to raise awareness for mental health.

Black & Gold Breaking the Mold will conclude with the **Black & Gold Gala** on May 15th. 600 guests will unite at Rivers Casino with NHL alumni, special guests, and our heroes to amplify our mission.



2026 QUICK HITS...

HERO & CELEBRITY HOCKEY GAME

Wednesday, May 13th, 2026
 5:30 p.m. | Mental Health Rally
 7:00 p.m. | Puck Drop
 9:00 p.m. | Game Ends
 1,200 Game Attendees
 Celebrity Appearances

RMU Island Sports Center



BLACK & GOLD BREAKING THE MOLD

HERO TOURNAMENT

Wednesday, May 13th, 2026
 8:00 a.m. | Tournament Begins
 6:00 p.m. | Tournament Ends
 8 Local Veteran & First Responder Teams
 Celebrity Appearances

RMU Island Sports Center



BLACK & GOLD GALA

Friday, May 15th, 2026
 6:00 to 9:30 p.m.
 600 Guests
 1-Hour V.I.P. Reception
 Seated Dinner
 NHL Alumni Panel
 Musical Entertainment
 Auction with Exclusive Items

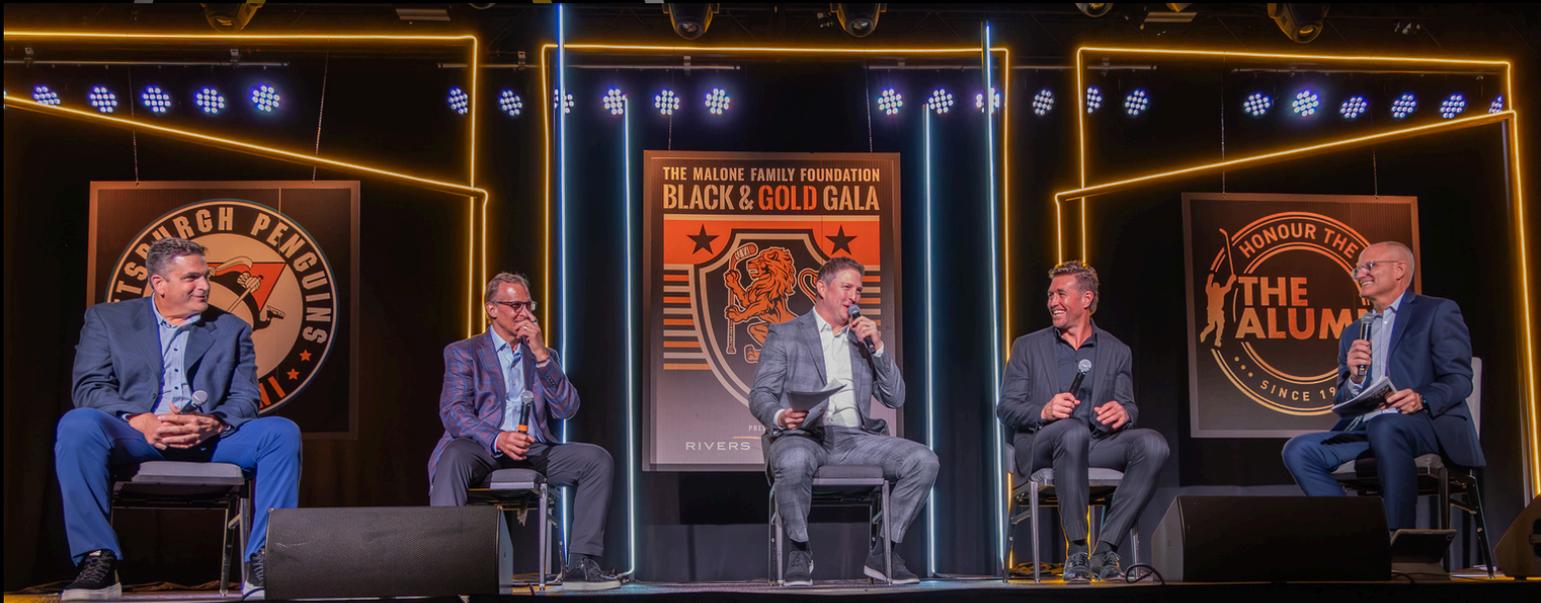
Rivers Casino

THE MALONE FAMILY FOUNDATION BLACK & GOLD GALA



PRESENTED BY
RIVERS CASINO





THE CAUSE MENTAL HEALTH



Proceeds from Black & Gold Breaking the Mold assist the **mental health** of our community of **Veterans, Active-Duty Military + First Responders**.

OUR SIGNATURE PROGRAM WARRIOR HOCKEY ACADEMY



By the Numbers

Over 800 Veterans, Active-Duty Military & First Responders were impacted by the Warrior Hockey Academy program in 2025.

QUOTES FROM PROGRAM PARTICIPANTS

"Wonderful full day program that has hockey as a key tie that binds. It has the individual overall as a focus and connecting mind, body (and) spirituality in a team-based environment. Great experience... Would highly recommend for anyone that has experienced what it means to engage in selfless service and loves hockey."

"Warrior hockey is for Veterans what the VFW was 40 years ago."

"I feel like this is an amazing program. It is hard to measure success, but **if one person stays alive or just has a better life from participating, then it is all worth it.**"



Warrior Hockey Academy is a **no cost** program providing on-ice + off-ice training to local heroes led by the Malone family & NHL Alumni. The academy fuels the **mental strength** of its participants.

JOIN OUR FAMILY

2026 Sponsorship Opportunities



HERO & CELEBRITY GAME

GAME PRESENTING \$22,000 // 1 available

- Presenting recognition for Hero & Celebrity Game
- Logo integration into any/all game elements, including but not limited to, gameday jerseys and locker room nameplates
- Recognition as the Game Presenting partner via web, social, and on-site
- (2) V.I.P. Celebrity Tables at Black & Gold Gala for company executives + guests (16 V.I.P. tickets); Celebrities will be seated at your tables
- (2) Hero Tables at Black & Gold Gala donated to Veterans + First Responders courtesy of your company
- Opportunity to request up to (22) complimentary tickets to Hero & Celebrity Game
- Verbal recognition by Ryan Malone at Gala
- Full-page ad in event program

RALLY PRESENTING \$10,000 // 1 available

- Presenting recognition for the Pre-Game Rally – a family-friendly event with live music, mascots, and community resources to spotlight mental health and wellness
- On-site presence for your company at the Pre-Game Rally – to be mutually agreed upon
- Recognition as the Pre-Game Rally presenting partner via web, social, and on-site
- Logo inclusion on event Rally Towels distributed at the Pre-Game Rally
- (1) V.I.P. Celebrity Table at Black & Gold Gala for company executives + guests (8 V.I.P. tickets); A celebrity will be seated at your table
- (1) Hero Table at Black & Gold Gala donated to Veterans + First Responders courtesy of your company
- Opportunity to request up to (22) complimentary tickets to Hero & Celebrity Game
- Verbal recognition by Ryan Malone at Gala
- Full-page ad in event program

HERO TOURNAMENT

TOURNAMENT PRESENTING \$15,000 // 1 available

- Presenting recognition for Hero Tournament comprised of (8) local Veteran and First Responder hockey teams; New for 2026!
- Logo integration into select tournament elements, including but not limited to, event signage, locker room branding, and team materials
- Opportunity to provide all tournament participants with a branded gift courtesy of your company
- Recognition as the Hero Tournament presenting partner via web, social, and on-site
- (2) V.I.P. Celebrity Tables at Black & Gold Gala for company executives + guests (16 V.I.P. tickets); Celebrities will be seated at your tables
- (1) Hero Table at Black & Gold Gala donated to Veterans + First Responders courtesy of your company
- Opportunity to request up to (22) complimentary tickets to Hero & Celebrity Game
- Verbal recognition by Ryan Malone at Gala
- Full-page ad in event program

TEAM HOST SPONSOR \$5,000 // 8 available

- Recognition as a Team Host sponsor for (1) of the tournament's participating Veteran + First Responder hero teams
- (1) Hero Table at Black & Gold Gala donated to Veterans + First Responders courtesy of your company; Opportunity to purchase additional tables for your team at a reduced rate
- Opportunity to attend the Hero Tournament with Hat Trick Club Access for tournament viewing
- Opportunity to request up to (22) complimentary tickets to Hero & Celebrity Game
- Opportunity to provide all team members with a branded gift courtesy of your company
- Logo inclusion to recognize your company as a Team Host Sponsor in event program



To **join our family** & finalize your sponsorship, email amanda@hockeyishealing.org or contact us via phone at **412.337.9184**

JOIN OUR FAMILY

2026 Sponsorship Opportunities

GALA

V.I.P. Tickets to the Black & Gold Gala include access to the gala's exclusive V.I.P. Reception – **New for 2026**. Our 1-hour reception will allow for your guests to meet, mingle and talk hockey with members of the NHL Alumni Association, local sports figures, and media personalities.

GALA PRESENTING SOLD // 1 available

MUSIC FEATURE \$20,000 // 1 available

- Recognition within The Malone Family Foundation's music video, with new foundation theme song written by a local military hero, to be unveiled at the Black & Gold Gala
- Logo integration into the music video's end card
- Music video to be shared post-gala on social media
- (1) V.I.P. Celebrity Table at Black & Gold Gala for company executives + guests (8 V.I.P. tickets); A celebrity will be seated at your table
- (1) Hero Table at Black & Gold Gala donated to Veterans + First Responders courtesy of your company
- Verbal recognition by Ryan Malone at Gala
- Full-page ad in event program designed by foundation with logo inclusion for your company

V.I.P. PRESENTING \$15,000 // 1 available

- Presenting recognition for V.I.P. Reception at Black & Gold Gala; New for 2026!
- Opportunity to provide all V.I.P. guests with a branded gift courtesy of your company
- Recognition as the V.I.P. Reception presenting partner via web, social, and on-site
- (3) V.I.P. Celebrity Tables at Black & Gold Gala for company executives + guests (24 V.I.P. tickets); Celebrities will be seated at your tables
- (1) Hero Table at Black & Gold Gala donated to Veterans + First Responders courtesy of your company
- Verbal recognition by Ryan Malone at Gala
- Full-page ad in event program

AUCTION PRESENTING \$10,000 // 1 available

- Presenting recognition for the event's Auction; The Auction will be LIVE for a 2-week window during Mental Health Awareness Month with proceeds supporting The Malone Family Foundation's Warrior Hockey Academy program
- Logo integration into online Auction platform with link to company's preferred webpage
- Recognition as the Auction presenting partner via web, social, and on-site
- (1) V.I.P. Celebrity Table at Black & Gold Gala for company executives + guests (8 V.I.P. tickets); A celebrity will be seated at your table
- (1) Hero Table at Black & Gold Gala donated to Veterans + First Responders courtesy of your company
- Opportunity to request up to (22) complimentary tickets to Hero & Celebrity Game
- Verbal recognition by Ryan Malone at Gala
- Full-page ad in event program



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2026 Sponsorship Opportunities

GALA (CONTINUED)

COURAGE \$12,000

- Sponsorship of (1) mutually agreed upon on-site element at the Black & Gold Gala, Hero & Celebrity Game, or Hero Tournament; *A foundation representative will collaborate with your team to meet your marketing objectives.*
- Recognition as a Courage partner via web, social, and on-site
- (2) V.I.P. Celebrity Tables at Black & Gold Gala for company executives + guests (16 V.I.P. tickets); Celebrities will be seated at your tables
- (2) Hero Tables at Black & Gold Gala donated to Veterans + First Responders courtesy of your company
- Full-page ad in event program

FREEDOM \$7,500

- Recognition as a Freedom partner via web, social, and on-site
- (1) V.I.P. Celebrity Table at Black & Gold Gala for company executives + guests (8 V.I.P. tickets); A celebrity will be seated at your table
- (1) Hero Table at Black & Gold Gala donated to Veterans + First Responders courtesy of your company
- Half-page ad in event program

HONOR \$5,000

- Recognition as an Honor partner via web, social, and on-site
- (4) V.I.P. Tickets to Black & Gold Gala for company executives + guests
- (1) Hero Table at Black & Gold Gala donated to Veterans + First Responders courtesy of your company
- Half-page ad in event program

VALOR \$3,000

- Recognition as a Valor partner via web, social, and on-site
- (4) V.I.P. Tickets to Black & Gold Gala for company executives + guests
- (4) Hero Tickets donated to Veterans + First Responders courtesy of your company

HERO \$3,000

- *Ideal for companies wishing to support the foundation' mission even if personally unable to attend the event*
- Recognition as a Hero partner via web, social, and on-site
- (1) Hero Table at Black & Gold Gala donated to Veterans + First Responders courtesy of your company



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