

Tab 1



2026-2027 Partnership Packet



League Footprint

Founded in 2020, the MIHL is a Michigan-based semi-professional men's hockey league that has experienced significant growth, expanding from four teams to twelve over the past six years. The league continues to build momentum and is targeting further expansion to sixteen teams by 2028.

North Division

- West Michigan (Grand Rapids Area)
- Muskegon
- Gaylord
- St. Ignace
- Kalkaska
- Alpena

South Division

- Jackson
- Waterford
- Michigan Shadow (Royal Oak)
- Motor City (Lincoln Park)
- Fort Wayne
- Findlay (Ohio)

Season Details

Each season, teams play between 2–4 exhibition games starting in late September, rolling right into 34–40 regulation games, followed by divisional playoffs and league championships into late May — stretching to 40+ games per season.



Our Mission Statement

Our mission is to develop and elevate high-level professional hockey players by building a culture rooted in preparation, accountability, and attention to the finer details of the game.

We are committed to creating an environment where players and staff pursue excellence every day, in our arena, and within the community.

Through disciplined development, professional standards, and an unforgettable game-day atmosphere, we strive to deliver a premier experience for our athletes, staff, and fans while building a program that competes for championships and represents our organization with pride.

Home Ice Advantage

Optimist Ice Arena

The Jackson Generals proudly call Optimist Ice Arena home - one of the premier hockey facilities in the Jackson area and a cornerstone of the local hockey community. Located in the heart of Jackson, the arena serves as a year-round destination for hockey players, families, fans, and community events.

Optimist Ice Arena provides an exciting and energetic atmosphere for game nights while creating a strong connection between the team and the community. With consistent daily traffic from youth hockey, adult leagues, figure skating, public skating, tournaments, and special events, the arena offers businesses valuable exposure to passionate local sports fans and families throughout the entire year.



Facility Features

- Two-sheet ice facility
- Fan-friendly, family-oriented environment
- Year-round hockey and skating programs
- Youth hockey, adult leagues, figure skating, and public skating
- Community events and tournaments hosted throughout the year
- Concessions and gathering areas for fans and families
- Strong local hockey culture and community support

Optimist Ice Arena is more than just a rink — it is a community hub that brings together athletes, families, businesses, and fans from across the region. Through sponsorship opportunities inside the arena and during Jackson Generals events, partners receive direct visibility in front of a dedicated and growing audience week after week.

Partnering with the Jackson Generals at Optimist Ice Arena creates an opportunity to align your business with a fast-growing organization that is committed to community involvement, player development, and delivering an unforgettable game-day experience.

Partner Benefits

- Reaching millions of fans and families year-round
- Increased exposure inside a winning, competitive game-day environment
- Creative, cost-effective marketing opportunities
- Local, statewide, and regional brand awareness
- Alignment with a team chasing championships every year

Supporting Our Players & Community

Sponsorship investments directly support players by helping cover:

- Ice time, off-ice training, and recovery
- Protective equipment, proper meals while traveling, and lodging
- Development resources and mentorship



Let's Make an Impact Together

Why Partner With Us?

Building and operating a high-level professional hockey program requires a tremendous commitment of resources, preparation, and support. From elite training and player development to medical care, recovery, equipment, travel, and game-day operations, every detail matters in giving athletes the tools they need to perform at their highest level. Our partners play a critical role in making that possible.

By partnering with our organization, you are directly investing in the success of our players, helping provide the training, recovery, and professional environment required to compete for championships. Together, we are not only building a winning hockey team, but we are also creating an organization that develops athletes, engages the community, and delivers an unforgettable experience for fans.

Jackson has a long-standing, passionate hockey history that continues to grow across every generation of players and fans. For decades, the city has supported youth hockey, high school programs, junior hockey, and community skating, helping create a culture where the sport is deeply rooted within the community. From young athletes stepping onto the ice for the first time to lifelong hockey supporters filling the rink on game nights, hockey has always played an important role in bringing the Jackson community together.

The Jackson Generals are proud to continue building on that tradition by providing a physical, fast-paced, highly skilled hockey experience that the community can rally behind. With a dedicated local fan base, a strong youth hockey presence, and growing excitement for the game throughout the region, Jackson continues to establish itself as a strong and respected hockey market in Michigan. Our goal is not only to build a successful organization on the ice, but to create something the entire community can take pride in for years to come. Supporting local hockey helps inspire the next generation of athletes, strengthens community pride, and brings families, fans, and businesses together throughout the Jackson area. By supporting the Jackson Generals, businesses are not only investing in a hockey team but also investing in the continued growth and positive impact of the local community.



Generals Hockey Classic Weekend

The **Generals Hockey Classic Weekend** is one of the Jackson Generals' premier annual community events, bringing together hockey players, families, sponsors, and fans from across Michigan and the surrounding states for an unforgettable weekend of competition and community.

The weekend will begin with a golf outing, providing sponsors, community partners, and supporters the opportunity to network while raising funds to support the Jackson Generals and future community initiatives.

Following the golf outing, the excitement continues with a roller/ball hockey tournament featuring teams and players traveling from throughout Michigan and neighboring states. The tournament is designed to celebrate the game of hockey, promote healthy competition, and create a family-friendly atmosphere while showcasing everything Jackson has to offer.

The Generals Hockey Classic Weekend is expected to become one of the organization's signature annual events, generating increased tourism, supporting local businesses, and creating additional exposure for our corporate partners. Sponsors will have numerous opportunities for brand visibility throughout the weekend, including event signage, promotional booths, product demonstrations, social media recognition, and direct interaction with participants and spectators.

Community Events & Fundraising

Community involvement is at the heart of the Jackson Generals organization. In addition to our home games and the Generals Hockey Classic Weekend, we will host a variety of special events and fundraising initiatives throughout the year to strengthen our connection with the Jackson community.



Planned events include, but are not limited to:

- Sponsor appreciation events
- Season ticket holder exclusive events
- Player meet-and-greet opportunities
- Youth hockey and community clinics
- Charity fundraisers benefiting local organizations
- Community appearances by players and staff
- Additional fundraising events throughout the season

These events provide our partners with valuable opportunities to engage directly with the community while expanding their brand visibility beyond game nights. Our goal is to build partnerships that create meaningful, year-round connections and lasting impact throughout Jackson and the surrounding region.

Partnership Packages

Bronze Package — \$1,000

- The logo posted on the sponsorship board will be displayed in the arena
- Logo and link on the website

Silver Package — \$2,000

- Bronze package plus:
- (1) 3x5 banner hung up in the rink
- Featured in rotation on social media posts, radio shows, and a mention during home broadcasts
- Hole sponsors at the golf outing
- Sponsor discount pricing for tickets to the game, as well as Jackson Generals apparel



Gold Package — \$3,000

- Bronze & Silver packages plus:
- Larger banner and the ability to choose the section where you want the banner to hang at home games
- The logo will go on the bench banner that will be hung at every game
- Personalized commercial during home broadcast
- (4) Season Tickets to every home game
- Automatic sponsors advertising to all fundraisers
- Jackson Generals social media ads

Platinum Package — \$5,000

- Bronze, Silver, and Gold packages plus:
- Logo on jerseys, helmets, OR bags (Choose 1)

Customizable Sponsorship Options

We understand that every business has different goals and marketing priorities.

Custom sponsorship opportunities are available, allowing partners to mix and match benefits from the Bronze, Silver, Gold, and Platinum packages to create a partnership that best fits their business and budget. Whether you are looking for brand exposure, in-arena advertising, social media promotion, game-day recognition, apparel branding, or community involvement opportunities, we are happy to customize a package specifically for you.



Join Us in Building Something Special

This organization is about more than hockey. It is about building a culture, creating opportunities for athletes, bringing communities together, and delivering an exciting experience for fans, families, and local businesses alike. Our partners are a major part of that vision. Every sponsorship directly contributes to helping our team operate at a professional level while giving businesses a unique platform to grow their brand in front of passionate and loyal supporters throughout the season. Whether your goal is increasing brand awareness, connecting with the local community, entertaining clients and employees, or aligning your business with a fast-growing organization, we are committed to creating a partnership that delivers real value.

We are excited about the future and would love the opportunity to have you become part of it. Thank you for your time, consideration, and support. We look forward to building a successful partnership together. For partnership opportunities or additional information, please contact us directly to discuss how we can customize a sponsorship package that fits your goals and budget.

If you would like to discuss partnership opportunities further, talk more about hockey, or have any additional questions, please feel free to reach out at any time.

Michael Klintworth - President

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Jackson Generals Join MIHL as Twelve-Team Cap for 2026-27 Becomes Official

(St. Louis, MI) – June 17, 2026 – The Michigan Independence Hockey League (MIHL) has announced the addition of its twelfth team for the 2026-27 season. The newest team, the Jackson Generals, will be based in Jackson, Michigan, and will call Optimist Ice Arena home.

The Jackson Generals become the latest addition to the MIHL's continued growth throughout Michigan and the Midwest. The team will begin competition during the 2026-27 season and will compete against teams from Michigan, Ohio, and Indiana as the league enters its largest season to date.

"We are excited to welcome the Jackson Generals to the MIHL family," said Commissioner Scott Brand. "Jackson has a strong hockey tradition, a passionate sports community, and a facility that is well-suited for semi-professional hockey. The ownership group has demonstrated a commitment to building a competitive organization both on and off the ice, and we believe the Generals will be an excellent addition to our league."

The Generals will begin hockey operations immediately, including front office development, coaching staff recruitment, player identification, and community outreach efforts throughout the Jackson area.

Team President Michael Klintworth: "We are incredibly excited to bring the Jackson Generals and the first professional hockey team in Jackson's history to our community. Jackson has always been an underrated but passionate hockey town, with a strong foundation of players,



families, and fans who have supported the game for generations. Our goal is to build more than just a hockey team - we want to create something the entire community can rally behind. We want to bring people together, create lasting memories for families, support local businesses, and give Jackson a team it can be proud of. This is an exciting opportunity not only for hockey, but for the continued growth and success of our community, and we look forward to building something special both on and off the ice.”

"The opportunity to bring semi-professional hockey to Jackson is something we are extremely excited about," said a team representative. "We look forward to creating a team that the community can be proud of and building strong rivalries throughout the MIHL."

The addition of Jackson brings the MIHL to twelve teams for the upcoming season, marking another milestone in the league's expansion and commitment to providing high-quality, affordable hockey throughout the region.

The MIHL recently announced it would cap membership at twelve teams for the 2026-27 season, creating a balanced league structure while continuing to focus on organizational stability and long-term growth.

Additional information regarding the Jackson Generals, including team branding, coaching staff, player tryouts, and season ticket information, will be announced in the coming weeks.

For more information about the Michigan Independence Hockey League, visit mihl.hockeyshift.com or follow the league on social media.