



NY DYNAMO

2026-27 Premier Team Organizational Overview



NY Dynamo Organization

MISSION STATEMENT

To develop a championship-caliber program that prioritizes team success, individual growth, and elite athletic performance—while building character, discipline, and accountability both on and off the ice.

PROGRAM DESCRIPTION

NY Dynamo plays 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 Premier League. The USPHL's reach spans coast to coast and includes teams in the United States and Canada, creating unmatched exposure and competition. Each Premier roster consists of 26 players between the ages of 18 and 20. Every Premier team is an affiliate of a National Collegiate Development Conference (NCDC) team. Often times, Dynamo's Premier team players advance to the Dynamo's NCDC team before joining a collegiate program.

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, ACHA, and professional programs worldwide. Dynamo's Premier team plays over 45 regular season games between September to March with at least 16 games at AC North Arena in Plattsburgh, NY. The 2026-27 campaign marks Dynamo's second season playing at AC North Arena.

The 2025-26 team featured a combination of local players such as Plattsburgh natives James Bayer, Ben Bezio, Ashtyn Catlin, and Shawn McLane. Our international talent featured a player from Kazakhstan (Elkhan Abibekov), and two skaters from Canada (Etienne Cartier and Thomas Provost). Plus, Tanner Hamilton took his talents abroad and joined the Central Coast Rhinos in the Australian Ice Hockey League.

The coaching staff is lead by Head Coach Brett Tryder. He was the inaugural coach of Dynamo's NCDC team during the 2025-26 season. His experience in junior hockey began with Seacoast Spartans, whom he coached for six years. The coaching staff is rounded out by Assistant Coaches Dustin Plumadore and Tristan Archambault. Coach Plumadore, a Plattsburgh native, set the Section 7 school record for shutouts as a goalkeeper and played college hockey at SUNY Broome. Meanwhile, Coach Archambault, hails from Peru, NY and played collegiate hockey at SUNY Morrisville. Afterward, he went on to have a three-year pro hockey career in Spain and Sweden.



NY Dynamo Program Highlights

- AC North Arena is the only rink in the region that remains open throughout the summer.
- The rink serves as a destination facility, drawing visitors from Essex, Franklin, and St. Lawrence counties in New York, as well as Chittenden County, Vermont (including the Burlington area).
- Superior ice quality by professional ice maintenance technicians.
- Video analysis through Spiideo and InStat.





Grow Your Brand

Each sponsorship worth \$1,000 or more include a complimentary set of benefits: two season tickets, multiple social media posts, a tabling opportunity, broadcast/PA reads, a program ad, a website listing, and a dedicated press release distributed to local media outlets highlighting the partnership.

Further details on these components can be found on pages 8-10, where these options are also priced as standalone sponsorship options.

Sponsors will also receive a separate invoice for production costs. NY Dynamo will not be accepting any advertising graphics that uses AI-generated imaging.

Ice Wolf Engo Wrap - \$8,500*

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 AC North Arena.



***Sign up as a two-year Zamboni Sponsor for \$15,000 and receive a 12% discount!**

***Sign Up as a three-year Zamboni Sponsor for \$20,000 and receive a 22% discount!**



Grow Your Brand

Broadcast Sponsor - \$1,500

Put your brand in front of fans all season long with a New York Dynamo Broadcast Sponsorship. Your company will be featured in a lower-thirds graphic during all 16 home game broadcasts, delivering consistent, high-visibility exposure during live game action.

With at least 2.5 hours of airtime per game and over 35 hours over the course of season, your brand appears pre-game, during intermissions, and postgame—maximizing visibility across every key moment of the broadcast. It's a powerful way to stay top of mind with an engaged audience while aligning your brand with Dynamo hockey.



AURA
LASH & NAIL
SALON

AURA.COM 518-XXX-XXXX
100 PLATTSBURGH LN. PLATTSBURGH, NY 12901





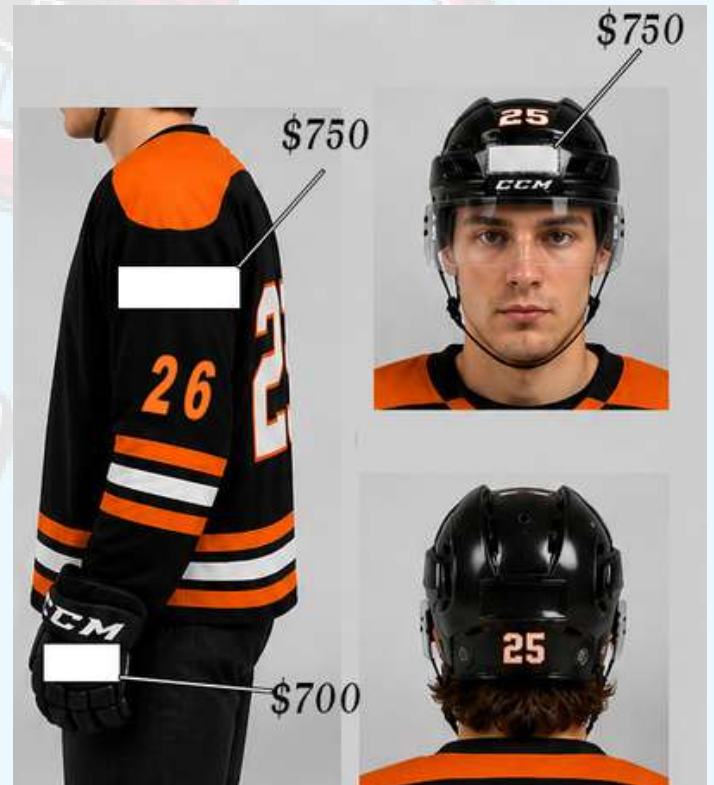
Above is an example of how your company's logo, address, phone number, website, and QR code can be listed on the lower thirds graphic on our broadcast.



Grow Your Brand

Uniform Logo - \$700-\$1,250

Your company's logo will be featured on the team's jerseys throughout the entire season, providing continuous exposure at home and away games, tournaments, photographs, broadcasts, and social media content. Uniform logo sponsorships are available on a sliding scale from \$700 to \$1,250, depending on logo size and placement, making this a cost-effective opportunity to align your business with one of the region's premier junior hockey programs while maximizing year-round brand visibility





Grow Your Brand

Gameday Sponsorship - \$1,000

As the presenting sponsor for a selected game, your organization will have the chance to speak to the fans on the broadcast and during intermission along with a table inside and outside of AC North Arena. Your brand will be featured on our promo schedule, which means extra visibility on social media, and in our press releases. Plus, there will be free tickets for your organization on your promo night.



Above is an example of a promo schedule with presenting sponsors.

Media Backdrop - \$1,000

This sponsorship places your brand in one of the most visible and professional settings associated with New York Dynamo's Premier 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.



Above is an example of a media backdrop

E-Newsletter Sponsor - \$1,000

An E-Newsletter Sponsorship places your brand front and center in an email delivered directly to NY Dynamo fans, providing consistent exposure to a highly engaged and targeted audience. As part of a communication platform families rely on for team news, updates, schedules, and announcements, your business benefits from recurring visibility in a trusted environment. This is a year-round sponsorship. In the off-season, there will be a monthly e-blast and in-season there will be a weekly e-blast.





Grow Your Brand

Roster Distribution - \$1,000

Because rosters are often held throughout the game—and sometimes taken home as keepsakes—this sponsorship provides sustained visibility in the hands of an engaged audience. It's a simple yet effective way to align your brand with the gameday experience while supporting New York Dynamo hockey for 16 Premier home games. This roster is also distributed to other coaches and fans during the team's 20+ road games, showcasing your brand across the Northeast.

NY DYNAMO NCDC HOCKEY				VS	
9/27/25			FORWARDS		
9	NATHAN BALSLEY h: 5'9", w: 165, shot: L Denver, CO 2008	10	BROOK CHAPMAN h: 6'5", w: 205, shot: R Atlanta, GA 2006	11	ADAM GODFREY h: 6'0", w: 185, shot: R Addison, NH 2005
13	DYLAN RABEN h: 5'10", w: 175, shot: R Manhattan, NY 2006	14	WILL McDONALD h: 6'1", w: 190, shot: R Madison, WI 2006	17	KAINE OTTERBACHER h: 6'2", w: 200, shot: R Lithia, FL 2007
19	NICK FERRARI h: 6'0", w: 175, shot: R Chicago, IL 2005	21	ADAM LARSSON h: 5'9", w: 180, shot: R Gothenburg, Sweden 2005	22	JACK FICKENSCHER h: 5'10", w: 180, shot: R Dairdon, NC 2005
23	OLIVIER SIROIS h: 5'10", w: 155, shot: L Montreal, QC 2007	24	JEGOR SOBOLEV h: 6'4", w: 190, shot: L Klaipeda, Lithuania 2006	26	FILIP WENNMAN h: 6'1", w: 180, shot: R Uppsala, Sweden 2005
39	GRANT LEVINS h: 6'0", w: 180, shot: L Columbus, OH 2007	81	ALEX ZELAZOWSKI h: 6'1", w: 155, shot: R Eau Claire, MI 2006	93	NOAH THOMSEN h: 5'11", w: 155, shot: L Vedbaek, Denmark 2005
DEFENSEMEN			GOALIES		
3	ROCCO MARINUCCI h: 6'1", w: 180, shot: L Troy, NY 2007	5	LOUIS SWEENOR h: 6'1", w: 200, shot: R Plattsburgh, NY 2006	31	MARKO VUCEMILOVICH h: 5'11", w: 180, catch: L Long Island, NY 2006
6	KYLE BALL h: 6'1", w: 205, shot: R Queensbury, NY 2006	7	JACOB MONROE h: 5'9", w: 165, shot: L Saugerties, NY 2006	33	JJ DIMITRIO h: 6'0", w: 175, catch: L Long Island, NY 2006
8	CADE MINER h: 5'8", w: 170, shot: L Lee, NH 2005	15	ERIC TRUESDELL h: 6'0", w: 185, shot: R Warrenville, NY 2005	27	JASMIN TREMBLAY h: 5'11", w: 170, shot: L Val-Dor, QC 2005
29	HEONWOO RO h: 5'9", w: 175, shot: R Seoul, S. Korea 2005	44	TIM ESPERI h: 6'5", w: 205, shot: L Lulea, Sweden 2005	51	LUKAS WIK h: 5'10", w: 160, shot: R Uppsala, Sweden 2006
COACHES			MEDIA		
BRETT TRYDER HEAD COACH	RON KUHL ASSISTANT COACH	PIERRE-LUC LEBLOND ASSISTANT COACH	YANN DANNIS GOALIE COACH	FB: @ NY DYNAMO JUNIOR HOCKEY CLUB WWW.NYDYNAMO.COM IG: @ NY_DYNAMO_JUNIOR_HOCKEY	

Dynamo's Premier team roster will have a similar format as our NCDC team.

Press Release - \$1,000

This sponsorship positions your brand alongside official communications shared with media outlets, providing professional, credibility-driven exposure. Your business is featured as an integrated part of that message with your logo at the top of the press release and a boiler plate with more information about your company.



NY Dynamo Premier Hockey

Proud Member of the USPHL





Engage Our Fans

Program Ad - \$200-\$800

Place your brand in front of players, families, fans, and community supporters through official NY Dynamo game programs. It's a classic, cost-effective way to support the team while promoting your business to a loyal and engaged audience.

Platinum Package - Full Page Inside Cover or Back Page (8.5 x 11) - \$800

Orange Package - Full Page Ad (8.5 x 11) - \$600

Black Package - Half Page Ad - (8.5 x 5.5) - \$400

White Package - Quarter Page Ad (4.25 x 5.5) - \$200

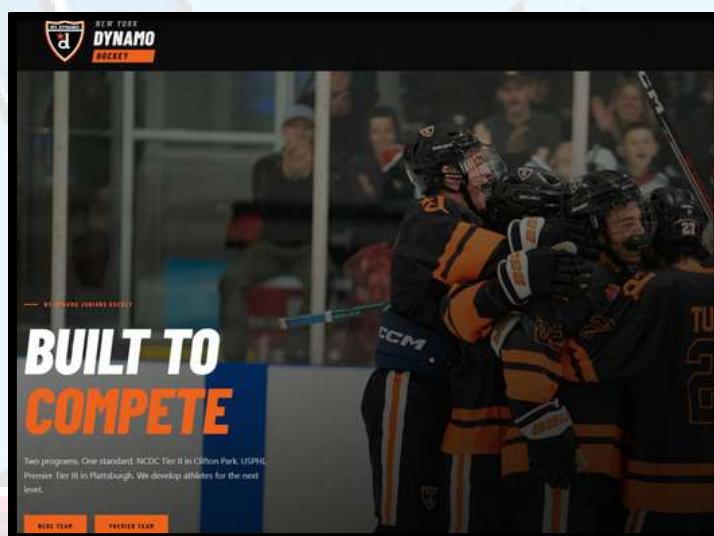
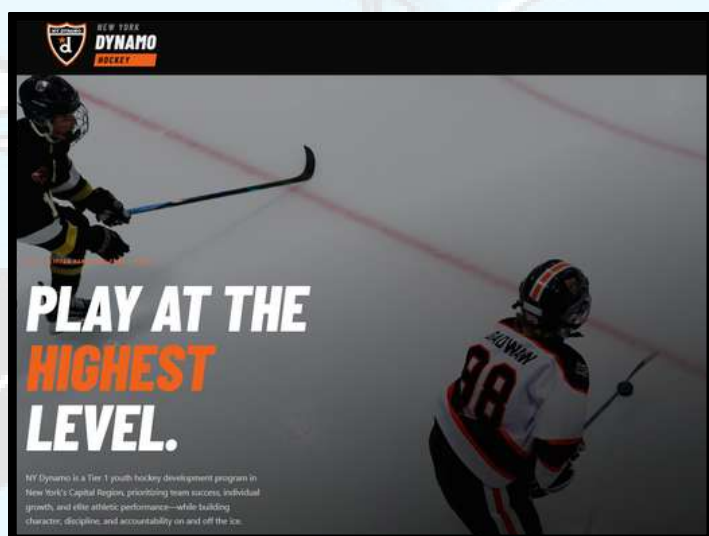




Engage Our Fans

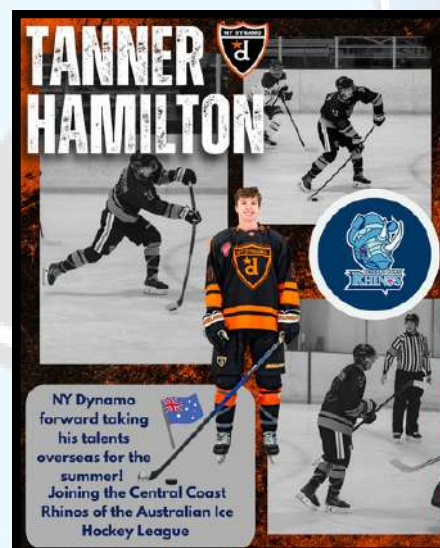
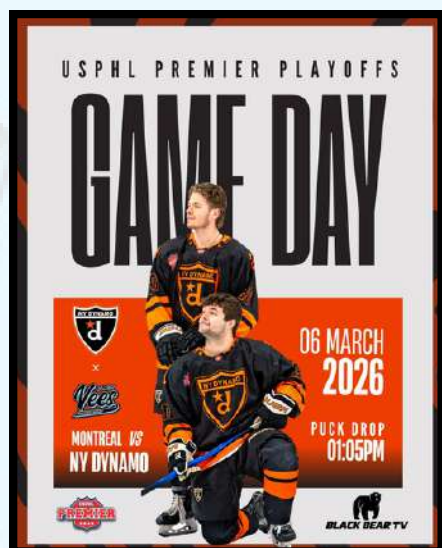
Website Listing - \$450

nydynamo.com is a one-stop shop for all Dynamo 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. It positions your company as a valued community partner while offering a professional online presence connected to the team's brand.



Social Media Presence - \$300

A social media sponsorship connects your brand with fans in a dynamic, digital environment before each home Premier game to a growing online audience on Facebook and Instagram. It's an effective way to increase brand awareness, align with the excitement of gameday, and reach supporters beyond the arena. Your logo will be on the graphic and the organization will be tagged on social media.





Engage Our Fans

Broadcast and PA Reads - \$300

This sponsorship delivers direct, repeated exposure for your brand through live in-game announcements and broadcasts across 16 home games. Your business is recognized in front of engaged fans during key moments throughout the game, creating memorable impressions in a trusted, high-attention setting.



Tabling Sponsorship - \$300

A tabling night offers your business direct, face-to-face engagement with players, families, and fans in one of the arena's highest-traffic areas. Positioned outside the rink in a central gathering space, your brand has the opportunity to interact with attendees, distribute materials, showcase products or services, and build personal connections throughout game days and events.



Choose any two of the following sponsorships: tabling, broadcast/PA, and social media for a \$500 package (\$100 discount).

Choose all three of the following sponsorships: tabling, broadcast/PA, and social media for a \$750 package (\$150 discount).



Community Appearance Program

Community Appearance Program

Players and coaches are available for appearances at corporate events, grand openings, youth programs, schools, charitable initiatives, and community celebrations on a work-for-hire basis. Appearance fees are determined on a case-by-case basis based on the type, duration, and location of the event, providing a flexible opportunity to create memorable experiences while connecting your organization with the area's Premier junior hockey program.





Individual Tickets

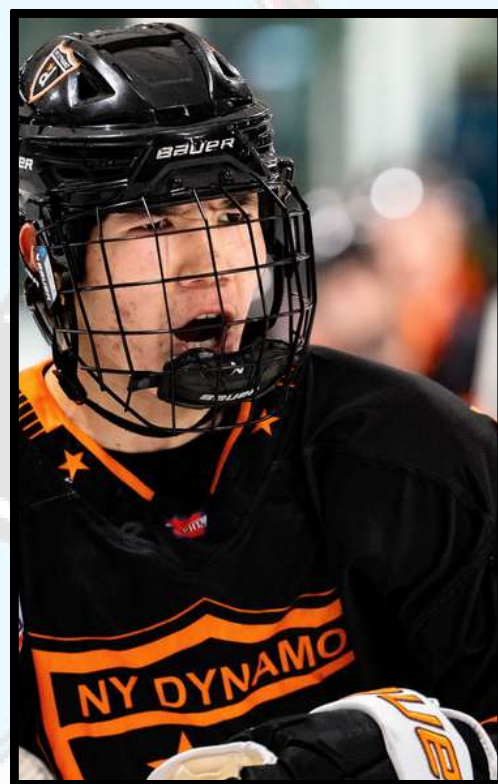
Standard Ticket - \$5

Experience the energy of NY Dynamo 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 NCDC, 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 NY Dynamo Premier games a family-friendly environment, our guests under the age of 18 receive free entry.





Season Tickets

Season Tickets - \$100-\$125

Become a NY Dynamo Season Ticket Member and enjoy the best value of the season while supporting junior hockey in Plattsburgh.

The \$100 Season Ticket Membership includes admission to all 16 regular season home games, plus any exhibition and postseason games. Members also receive an exclusive NY Dynamo hat, T-shirt, 10% discount at the team store (excluding Bauer-branded merchandise).

Fans looking for an upgraded membership can purchase the Premium Season Ticket Membership for \$125, which includes all of the same benefits, but replaces the T-shirt with a NY Dynamo sweatshirt.



**Thank you for your support of
NY Dynamo's Premier Team**

