



NY DYNAMO

2026-27 NCDC 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 focuses on creating a strong foundation, developing competitive mindsets, and instilling the integrity and discipline needed for success on and off the ice.

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 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 18 and 20.

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 NCDC team plays over 50 regular season games between September to March with 25 home contests at Capital Arena.

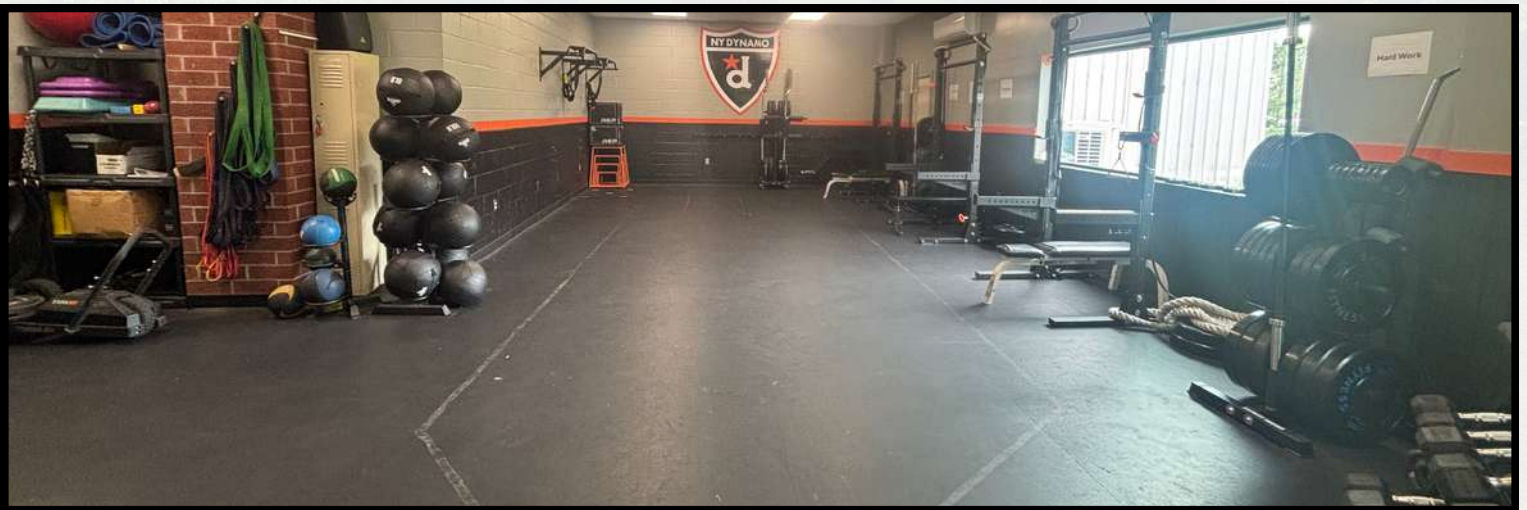
The 2025-26 season marked NY Dynamo's inaugural NCDC campaign and the team sent five players to the collegiate level: Will McDonald (Beloit), Eric Treusdell and Jegor Sobolev (Misericordia), Louis Sweenor (SUNY Plattsburgh), and Paul Schilcher (SUNY Canton). Players from all around the world join NCDC teams such as NY Dynamo for the chance to play college hockey. Last year, Heonwoo Ro (South Korea), Jegor Sobolev (Lithuania), Noah Thomsen (Denmark), Filip Wennman (Sweden), and Jasmin Tremblay (Canada) were some of Dynamo's international players.

Although Dynamo's NCDC team finished with a 20-32 record, they rounded out the year with a 14-16 record under Head Coach/General Manager, Ron Kuhl. He has over 30 years of hockey coaching experience in the Capital Region and is joined by Assistant Coaches Pierre Leblond, a five-year NHL player and Eric Leone who previously coached Dynamo's 18U team. 1



NY Dynamo Program Highlights

- An annual foot traffic of 185,000 people through the Capital Arena facility.
- Newly renovated 2-sheet home ice facility in Clifton Park, NY.
- Newly renovated Rink 2 for NCDC play.
- Roughly 700,000 total views on our NCDC Facebook and Instagram accounts in 2025.
- Superior ice quality by professional ice maintenance technicians.
- Revamped gym staffed by professional trainer.





Grow Your Brand

Each sponsorship outlined on pages 3–9 includes complimentary benefits: two season passes, preseason meet-and-greet with our players and coaches, multiple social media posts, tabling opportunity, broadcast/PA reads, program ad, website listing, and dedicated press release distributed to Capital Region media outlets highlighting the partnership.

Further details on these components can be found on pages 10-13, where these options are also priced as standalone sponsorship options.

Sponsors will also receive a separate invoice for production costs.

Ice Wolf Engo Wrap - \$10,000

A Zamboni wrap offers a unique, high-visibility advertising opportunity that puts your brand front and center at every game, practice, and arena event. As one of the most recognizable and beloved fixtures in hockey, the Zamboni captures attention from fans of all ages during intermissions and on the ice, creating repeated brand exposure in a memorable way.

The exposure doesn't stop when the game ends. Your branded Zamboni will be seen throughout the arena and during community events, practices, and other activities, giving your business continued visibility throughout the season. With its large footprint and constant movement around the rink, a Zamboni wrap turns your brand into a memorable part of the hockey experience while reaching players, families, fans, and visitors.





Grow Your Brand

Jersey Logo - \$5,500

Your brand would be placed directly on the team's most visible and iconic asset—the uniform. Your logo travels with the team and gains repeated exposure both inside and outside the rink. The NCDC team posts multiple times on gameday, and more than 500 times during the calendar year with the primary focus being on the players, who are always in uniform.



Arena Banner - \$5,000

A year-round arena banner provides continuous, long-term visibility for your brand. An average of 185,000 people annually will skate or view games in Capital Arena. The Dynamo home rink is used every day for youth hockey games, tournaments, men's league nights, stick-and-puck, public skate, training camps, and more.





Grow Your Brand

Helmet Decal - \$3,000

Your brand would receive premium placement on one of the most visible pieces of team equipment. The NCDC team has dedicated photographers capturing the most action-packed moments of the game, highlighting the helmet decal, which will be frequently posted on our social media channels with a reach of more than 700,000 fans per year.



Broadcast Sponsor - \$2,500

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 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.



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.

Trade with Us! Exchange products or services in return for valuable marketing and sponsorship assets—maximizing exposure without a full cash investment.



Engage Our Fans

Stick Sponsorship - \$1,500

Your company's logo will be featured on a shared sponsor banner alongside other participating businesses, creating a highly visible display that showcases your brand throughout the season. All proceeds from this sponsorship opportunity will help fund the costs of the hockey sticks for our NCDC players.

This sponsorship offers an affordable way to gain exposure while aligning your business with the energy and excitement of hockey. With your logo prominently displayed in the window of the gym upon entry to Capital Arena, your company becomes part of the game-day environment and gains valuable visibility among players, families, fans, and the local community. The banner itself will feature one of our players and fans are encouraged to take a photo with the artwork, tag NY Dynamo, and receive a prize at the end of the month - incentivizing more visibility for your brand.





Grow Your Brand

Gameday Sponsorship - \$1,500

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 Capital 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.

Date	Event / Sponsor	Opponent
10.15	T-SHIRT PRESENTED BY HONDA MAGNET SCHEDULE PRESENTED BY BALLY SPORTS	VS [Opponent Logo]
11.01	Celebration Del Dia De Muertos CREWNECK SWEATSHIRT PRESENTED BY HERDEZ* BRAND	VS [Opponent Logo]
11.12	LEGACY NIGHT Vol. 1 KARIYA BOBBLEHEAD PRESENTED BY UCI HEALTH	VS [Opponent Logo]
03.19	VS MINNESOTA WILD 30TH ANNIVERSARY BLANKET	VS [Opponent Logo]

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

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. Each e-blast will be sent out at least once a month.



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 game-day experience while supporting New York Dynamo hockey for 25 NCDC home games. This roster is also distributed to other coaches and fans during the team's 30 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 2005	10	BROOK CHAPMAN h: 6'5", w: 205, shot: R Atlanta, GA 2006	11	ADAM GODFREY h: 6'0", w: 185, shot: R Adkinson, 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	KAIKE 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 Daidson, 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, WI 2006	93	NOAH THOMSEN h: 5'11", w: 165, 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, IL 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	

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 Hockey Press Release

Proud Member of the NCDC





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



Postgame Meal Deal - \$500

Turn your products into a partnership that puts your business in front of our hockey community. In exchange for providing \$500 worth of food for our players to enjoy postgame, your business will receive a tabling night on a gameday of your choice, broadcast/PA reads for the entire season, and a social media post, tagging your company.

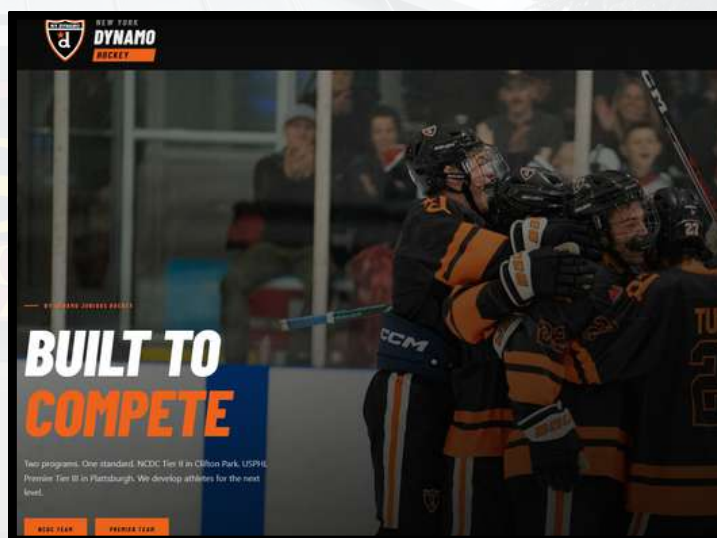
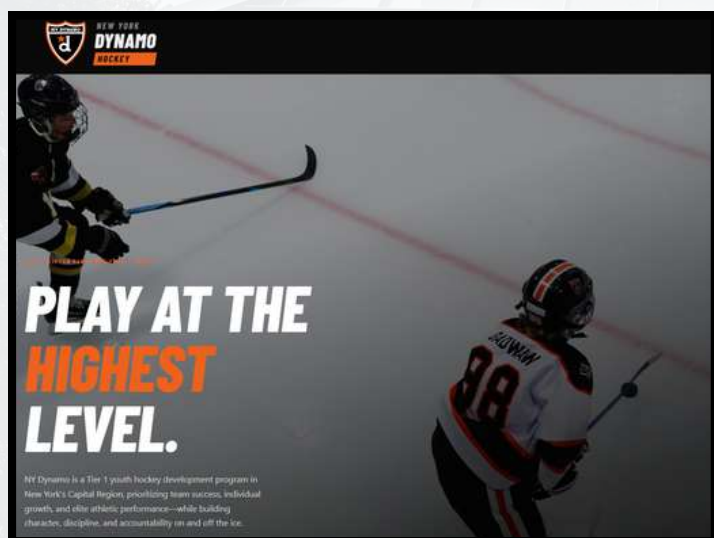
This sponsorship gives your business valuable in-person exposure while directly supporting our players. It's a great, cost-effective opportunity to turn a contribution to the team into meaningful visibility for your brand throughout the season.



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 NCDC game to a growing online audience on Facebook, Instagram, and X, formerly known as Twitter. 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 25 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 gamedays 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).



Season Tickets

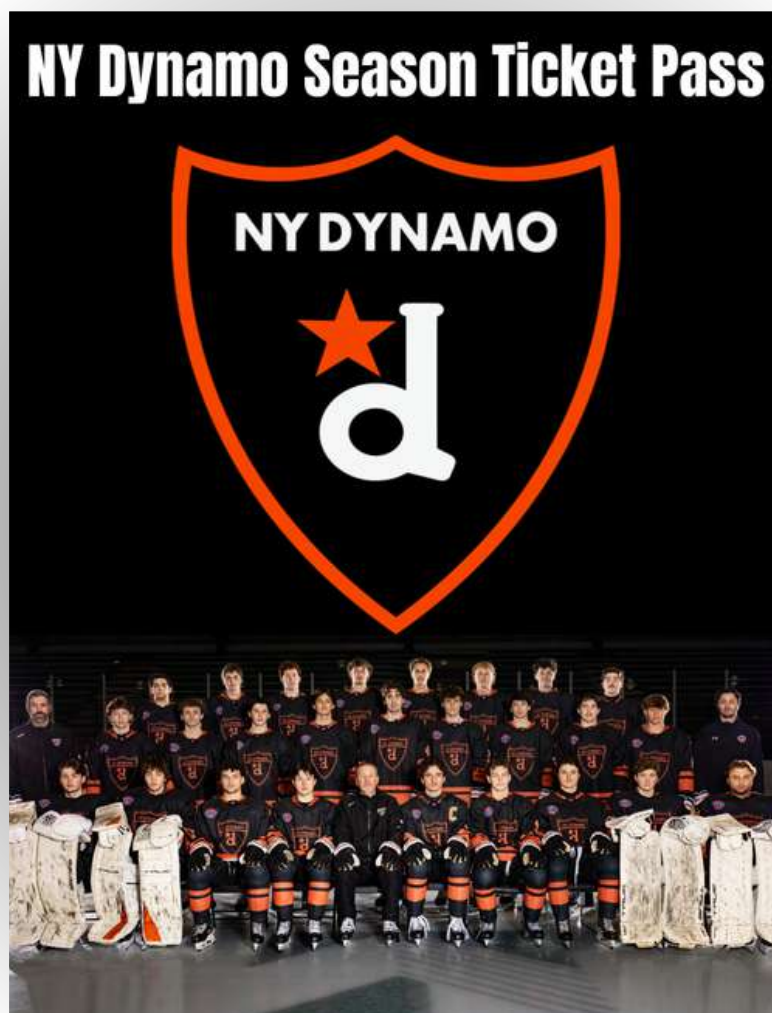
Season Tickets - \$275 (min. 2 people)

Take your gameday experience to the next level with NY Dynamo NCDC Season Tickets. Lock in your own dedicated front-row seat for every home game, complete with a personalized seat plate and exclusive roped-off section—your spot, every night all throughout the season, no exceptions. It's more than just a seat; it's your place inside the action all season long, giving you a consistent, premium view of high-level NCDC hockey.

Season Ticket Holders also get exclusive access you won't find anywhere else, including an invite to a private meet-and-greet autograph session with the team before the season begins, and 10% off all merchandise in the team store (excluding Bauer branded apparel and equipment).

On top of that, you'll receive a special Season Ticket Holder pass. It's the ultimate way to stay connected, be recognized, and fully immerse yourself in NY Dynamo hockey all season long.

Want to add more season tickets? Additional tickets can be added at a prorated rate of \$137.50 per ticket.





Mini-Plans

All mini-plan holders can attend any game of their choosing.
You can check in multiple people with your punch card.

15-Game Mini-Plan - \$135

This plan is built for fans who don't want to miss the action, fully immersed in the energy and excitement of NY Dynamo hockey. Along with a special punch card, you'll also enjoy 10% off all merchandise in the team store (excluding Bauer branded apparel and equipment), making it easier to represent the team while being a consistent part of the atmosphere that drives every game.



10-Game Mini-Plan: \$90

Become a regular at the rink. You'll enjoy ten games of fast-paced action, and a special punch card for added exclusivity. On top of that, you'll receive 5% off all merchandise in the team store (excluding Bauer branded apparel and equipment), giving you even more reason to gear up and show your support all season long.



5-Game Mini-Plan: \$45

You'll receive a special punch card that adds an interactive, rewarding element to attending games. Spreading your visits across multiple games helps you build a stronger connection to the team and game-day atmosphere, making each night at the rink feel more meaningful while still offering flexibility without a long-term commitment.





Group Tickets

Education Day Ticket - \$12.50

Education Day offers students an exciting opportunity to experience the fast-paced action of junior hockey while enjoying a fun and engaging field trip outside the classroom. Schools are invited to Capital Arena for a memorable day that begins with a public skating session, followed by a lunch that includes pizza, a bag of chips, and a bottle of water.

After lunch, students will head to the stands to watch the first two periods of the NCDC game, giving them the chance to experience the excitement of live hockey in a family-friendly atmosphere. Education Day combines recreation, entertainment, and community engagement to create an unforgettable experience for students, teachers, and chaperones alike.

The \$12.50 ticket price reflects this enhanced experience. While standard tickets may be \$10, those don't include food—and concessions are usually limited to vending machines at Capital Arena. For Education Day, Dynamo is bringing in a dedicated vendor to provide a full meal, making it a special, all-inclusive event. For a small increase in price, schools receive added convenience, better quality offerings, and a more memorable experience for their students.



Group Ticket - \$7.50

Bring your youth team, business, or community organization out to a NY Dynamo game and enjoy a fun, affordable outing at a discounted ticket rate of just \$7.50 per person (minimum 10 people per group). Group outings offer a unique way to experience the excitement of live hockey while creating a memorable shared experience for your organization.

Whether it's a team celebration, fundraiser, employee outing, or community event, group nights combine entertainment, camaraderie, and value in a family-friendly atmosphere. It's an easy and affordable way to enjoy Dynamo hockey together while making lasting memories at the rink. 15





Individual Tickets

Standard Ticket - \$10

Experience the energy of NY Dynamo junior hockey and see what makes this program special. From a newly renovated two-sheet facility in Clifton Park to high-level competition in the NCDC, 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 NY Dynamo NCDC games a family-friendly environment, guests under 18 years old receive free entry.





NY DYNAMO NCDC 2026-27 SEASON SCHEDULE



September

Friday, Sept 25th vs. CT Chiefs: 7:15 PM
Saturday, Sept 26th vs. Springfield Pics: 3:30 PM

October

Friday, Oct 2nd vs. CT RoughRiders: 7:15 PM
Sunday, Oct 4th @ Syracuse Lightning: 5:15 PM
Wednesday, Oct 7th @ Utica Jr. Comets: 2:00 PM
Saturday, Oct 10th @ Boston Jr. Rangers: 10:30 AM*
Sunday, Oct 11th @ Boston Jr. Terriers: 9:45 AM*
Friday, Oct 16th @ Red Bank Generals: 1:00 PM
Saturday, Oct 17th @ CT RoughRiders: 2:30 PM
Friday, Oct 23rd vs. CT RoughRiders: 7:15 PM
Saturday, Oct 24th vs. Syracuse Lightning: 3:30 PM
Sunday, Oct 25th vs. Springfield Pics: 3:00 PM

November

Sunday, Nov 1st @ Springfield Pics: 4:00 PM
Tuesday, Nov 3rd @ Utica Jr. Comets: 1:00 PM
Friday, Nov 6th vs. Vermont Universal: 7:15 PM
Saturday, Nov 7th @ CT RoughRiders: 3:00 PM
Sunday, Nov 8th @ Syracuse Lightning: 5:15 PM
Friday, Nov 13th vs. Utica Jr. Comets: 7:15 PM
Saturday, Nov 14th @ Vermont Universal: 7:00 PM
Sunday, Nov 15th @ Vermont Universal: 1:00 PM
Friday, Nov 20 vs. Syracuse Lightning: 7:15 PM
Saturday, Nov 21 @ CT RoughRiders: 5:50 PM

December

Friday, Dec 4th vs. Springfield Pics: 7:15 PM
Sunday, Dec 6th @ Springfield Pics: 4:00 PM
Wednesday, Dec 9th vs. CT RoughRiders: 12:00 PM
Friday, Dec 11th vs. Syracuse Lightning: 7:15 PM
Saturday, Dec 12th vs. Syracuse Lightning: 3:30 PM
Sunday, Dec 13th vs. Utica Jr. Comets: 3:00 PM
Friday, Dec 18th vs. CT RoughRiders: 7:15 PM

January

Friday, Jan 8th @ CT RoughRiders: 1:00 PM
Sunday, Jan 10th @ Springfield Pics: 4:00 PM
Tuesday, Jan 12th @ Utica Jr. Comets: 1:00 PM
Friday, Jan 15th vs. Vermont Universal: 7:15 PM
Saturday, Jan 16th @ Syracuse Lightning: 4:45 PM
Thursday, Jan 21st @ Vermont Universal: 1:00 PM
Saturday, Jan 23rd @ Vermont Universal: 1:00 PM
Wednesday, Jan 27th vs. Springfield Pics: 12:00 PM
Friday, Jan 29th @ Syracuse Lightning: 12:00 PM
Saturday, Jan 30th vs. CT RoughRiders: 3:30 PM

February

Wednesday, Feb 3rd @ CT Chiefs: 12:15 PM
Friday, Feb 5th vs. Springfield Pics: 12:15 PM
Sunday, Feb 7th @ Syracuse Lightning: 5:15 PM
Saturday, Feb 13th vs. Thunder Hockey Club: 5:00 PM#
Sunday, Feb 14th @ Lewiston MAINEiacs: 11:10 AM#
Wednesday, Feb 17th vs. Syracuse Lightning: 12:00 PM
Saturday, Feb 20th vs. Utica Jr. Comets: 1:00 PM
Sunday, Feb 21st @ Springfield Pics: 4:00 PM
Thursday, Feb 25th @ Syracuse Lightning: 12:30 PM
Saturday, Feb 27th vs. Vermont Universal: 3:30 PM
Sunday, Feb 28th vs. Vermont Universal: 3:00 PM

March

Tuesday, Mar 2 @ Syracuse Lightning: 12:00 PM
Friday, Mar 5th vs. Red Bank Generals: 7:15 PM
Sunday, Mar 7th @ Springfield Pics: 4:00 PM
Wednesday, Mar 10th vs. Syracuse Lightning: 12:00 PM

**JOIN NY DYNAMO FOR THEIR
SECOND NCDC SEASON**
LOG ONTO NYDYNAMO.COM

Key



Home Game

* = NJ Showcase



Away Game

= Foxboro Showcase

54-GAME NCDC SEASON

**25 HOME GAMES AT
CAPITAL ARENA**

**WATCH EVERY GAME
LIVE ON BLACK BEAR TV**



GAME DATES AND TIMES ARE SUBJECT TO CHANGE