

# LET'S PUT ALS ON ICE

## Event Venue

The Warrior Ice Arena, home to the Boston Bruins Training facility and home of the Boston Bruins Alumni

## Event Schedule

**Saturday, March 28, 2026**

**2pm -4pm**

Warrior Ice Arena  
90 Guest Street  
Boston, MA 02135

## Event Interactive

- Sports Memorabilia Silent Auction
- Public Family Free skate 2pm -2:30pm with Bruins Alumni

## Event Partnerships

### **Bourque Family Foundation**

[Bourquefamilyfoundation.org](http://Bourquefamilyfoundation.org)

### **The Peter Frates Family Foundation**

[www.petefrates.com](http://www.petefrates.com)

### **Sean M Healey Center**

[www.massgeneral.org/neurology/als](http://www.massgeneral.org/neurology/als)

**[ALSSUPERFUND.CA](http://ALSSUPERFUND.CA)**

## Event Participation

Single Ticket: \$5 + free skate

Family 3 or more \$15 +free skate



## Let's Put ALS on ICE

Join us for an action-packed day of hockey, history, and hope as we come together to support families afflicted with ALS. The Boston Bruins Alumni, led by Hall of Famer and Captain Ray Bourque, will face off against The Blue Line Blues—a team of competitive players and frontline workers dedicated to fighting ALS.

"Let's Put ALS on ICE" was founded to make a positive impact on those living with ALS today. Building on the legacy of Pete Frates (inspiration behind the Ice Bucket Challenge), funds raised for this event helps enabled direct patient care by providing essential financial assistance and home health care support to families to help patients retain #dignity.

**The Matchup:** The Bruins Alumni vs. The Blue Line Blues, a team inspired by the life of Jon C. Shepard (a frontline worker and avid goalie) and honoring law enforcement and families battling ALS



## Boston Bruins Alumni

The Boston Bruins Alumni has raised more than \$15 million for charities and youth hockey programs. It is through the support, generosity and interest of our fans, our collaborators and our sponsors that they have been able to achieve that goal.

When the Bruins legends skate onto the ice, hockey history comes alive again. Fantasy Fun for Families in need.

The Boston Bruins Alumni, led by **Captain and HOF Ray Bourque**, will face-off against **The Blue Line Blues** who are a team comprised of former and current competitive ice hockey players who have dedicated their passion for ice hockey to help raise awareness and funds for families who have been presented with the challenges, both personal and financial, due to ICE ALS Warriors afflicted with ALS.

### Sponsorship & Donor Link



## Corporate Sponsorship Opportunities

As a Corporate Sponsor you are proactively and immediately helping patients afflicted with ALS.

Your opportunities to sponsor will be considered donations directly to both the Pete Frates Foundation and The Bourque Family Foundation in support of ALS

### Here is a list of exciting and impactful options:

- 1. ICE ALS Warrior Sponsor - \$15,000.** This sponsorship opportunity allows you to sponsor a game day player who will play alongside the Boston Bruins Alumni with a professional Boston Bruins game day jersey with name and number on the back. Your sponsorship will also come with 2 large dasher signs of your choice, game day program full page ad, free admission for guests up to 10 people including free skate, all access to private after-party with Bruins Alumni and Blue Line Blues players
- 2. ICE ALS Advocate Sponsor - \$10,000.** This sponsorship opportunity allows you to sponsor a up to 3 players to play for The Blue Line Blues or to sponsor players that have already been accepted. Your sponsorship will also come with 2 large dasher signs of your choice, game day program full page ad, free admission for guests up to 10 people including free skate, all access to private after-party with Bruins Alumni and Blue Line Blues players
- 3. Warrior Ice Arena signage** that will be adhered to the rink dashboard will be seen by all attendees as well as captured on the Boston Bruins Alumni TV for replay.

**30x60=\$150 30x72=\$200. 30x96=\$300**

**Zamboni Signage during ice resurface = \$350**

- 4. Ceremonial** puck drop with photo: **\$250**
- 5. Opening Faceoff** Sponsored by: **\$150**
- 6. Singing** of the **National Anthem: \$500**
- 7. 2nd half Faceoff** Sponsored by: **\$150**
- 8. Silent Auction** items as donation: Price TBD
- 8. Virtual Program Ads**

**Presenting \$2,000. Full Page \$500. Half Page \$300**

All level of sponsorship will also include admission and 30 min free skate with The Boston Bruins Alumni and The Blue Line Blues

Contact: [jsheward@iceals.org](mailto:jsheward@iceals.org) to secure your sponsorship

# From the Rink to the Lab: How Community Events Fuel ALS Research

