



**COLORADO**  
NHL ALUMNI ASSOCIATION

HOCKEY IS FAMILY

WHO WE ARE

# OUR MISSION

The **Colorado NHL Alumni Association's** mission is to elevate the spirit of the game through our commitment to community and to support our hockey family with our three foundational pillars.

**The Locker Room.**

**Growing the Game.**

**Accessibility.**

WHAT WE DO

We strive to create a support network to ensure that our teammates are supported both during and after retirement.

**Ice Time**  
**Socializing**  
**Business Networking**  
**Newsletters**  
**Healthcare Navigation**  
**Mental Health Support**  
**Appearance Management**  
**Personal Passions**  
**Opportunities**

THE  
LOCKER  
ROOM



ALUMNI



WHAT WE DO

# GROWING THE GAME

We endeavor to expose as many as possible to the game of hockey that has given us so much and made us who we are.

- Community Outreach**
- Mountain Outreach**
- Coaching / Clinics**
- Youth Events**
- Affiliate Programs**
- Partnerships**
- Board Involvement**
- Hockey Events**



## YOUTH



WHAT WE DO

Our goal is to “pay it forward”  
by providing access –  
financially, physically and  
emotionally – to the game that  
we love. We have a goal of  
giving back 80% of our net  
profits annually.

**Philanthropy**

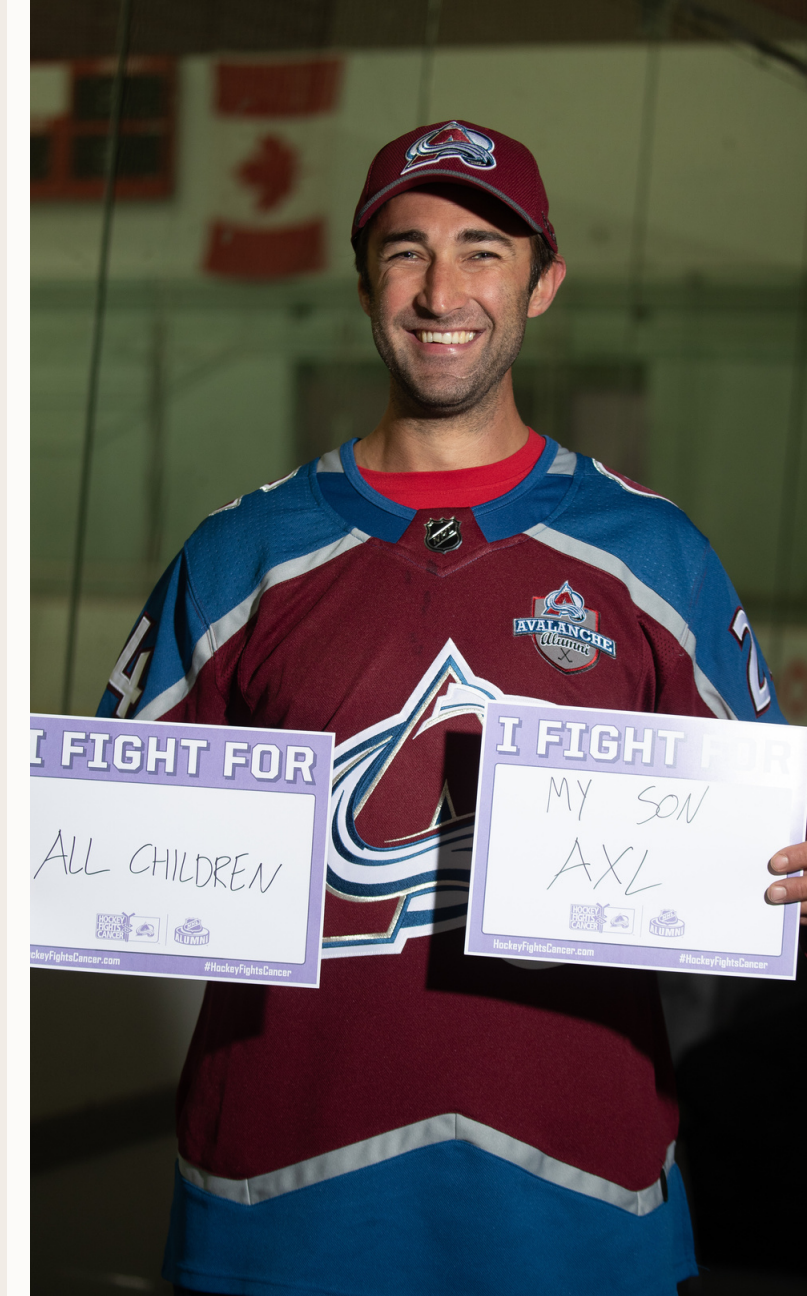
**Scholarships**

**Nonprofit Partners**

**Mentorship Program**

**Legacy Support**

ACCESS-  
IBILITY



**GIVE**



## HOW WE WILL DO IT

- To create the Colorado Chapter for the NHL Alumni and adopt a new logo and trademark the new name/mark
- To follow NHL Alumni precedence and change name to: **Colorado NHL Alumni Association**
- To change our website, social media, emails, etc. to this brand name
- To help create momentum for the organization to scale towards its mission
- Ability to partner with the “A” and any other entities when appropriate
- Creates credibility for the association on a national scale that is immediately marketable
- To grow our events, philanthropy, and locker room initiatives to a greater impact which will support our three pillars and mission

# OUR GOALS

# LOGO

NHL Alumni Logo



Approved MN NHL Alumni Logo



Horizontal Stack



Mark Only

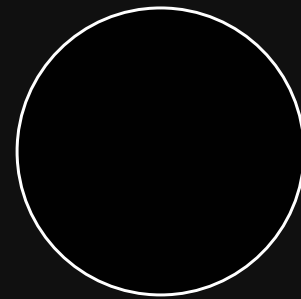


Vertical Stack



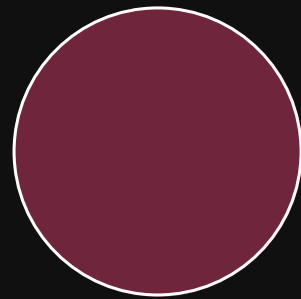
# OUR COLOR PALETTE

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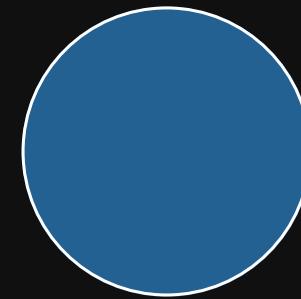
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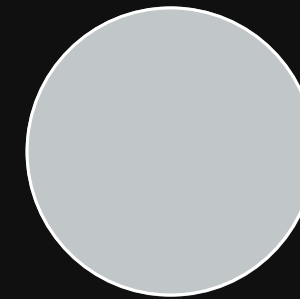
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R35 G97 B146  
PMS 647 C

GRAY



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PMS 428 C





## PARTNERSHIPS

Our vision is to partner with the "A" and other like-minded businesses whenever possible, and to co-promote and support one another in the hockey community as partners.



## TEAM



HOCKEY IS FAMILY



2023

# EXECUTIVE BOARD

John Michael-Liles - *President*

Kyle Quincey - *Vice President*

Mark Malone - *Secretary*

Darwin McCutcheon - *Treasurer*

Juli Rathke - *Executive Director*

John Hayes

John Mitchell

Adam Foote

Kyle Keefe

Eric Lacroix



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