



1.4M+

ANNUAL SESSIONS

424%

YOY GROWTH

921K

ORGANIC SEARCH

140

MHCA COACHES

WHO WE ARE

Legacy.Hockey is Minnesota's most authoritative boys' high school hockey media platform and the official statistics home of the Minnesota Hockey Coaches Association. All 140 MHCA coaches statewide use our platform to manage rosters, schedules, and statistics — making us the indispensable destination for every coach, player, and family in the sport.

Recognized by the Associated Press Sports Editors with three national awards: Top 10 for Digital Section and Top 10 for Event Coverage in 2026 — judged among 200 news organizations nationwide — plus a Top 10 Event Coverage honor in 2022, the first year Legacy.Hockey joined APSE. We are a credentialed media outlet, not a hobby site.

WHO WE REACH

- Minnesota boys' high school hockey coaches, players & families
- High-intent audience — readers actively seek our content via organic search
- High-income households spending \$2,000–\$5,000+ per season on hockey
- Season peaks November through March, aligned with purchase decisions
- Direct, repeat visitors — 381K direct sessions reflect genuine brand loyalty

PROVEN MARKET DEMAND

Minnesota boys' high school hockey attracts a loyal, high-spending audience that appeals to a wide range of advertisers — from national equipment brands and specialty retailers to regional businesses, sports medicine practices, financial services, and training facilities. Our readers are the parents, players, and coaches that these businesses are already actively trying to reach. Legacy.Hockey puts your brand directly in front of them in the most trusted context in the space.

MHCA EXCLUSIVE PARTNERSHIP

All 140 MHCA coaches use Legacy.Hockey to manage their programs. No competitor has this institutional relationship.

SPONSORSHIP PACKAGES

TITLE SPONSOR

\$2,500–\$3,000/mo

- Exclusive homepage banner
- Prominent header logo
- MHCA seasonal mention
- 2 articles + 4 social posts/mo
- Monthly analytics report

MOST POPULAR

FEATURED SPONSOR

\$1,500–\$2,000/mo

- Shared homepage banner
- Section sponsorship (any)
- MHCA seasonal mention
- 1 article + 2 social posts/mo
- Quarterly analytics report

SECTION SPONSOR

\$750–\$1,200/mo

- 1 dedicated section sponsorship
- Logo in site footer
- 1 social post/mo
- Quarterly analytics report

CONTENT PARTNER

\$500–\$800/mo

- Logo in site footer
- 1 social post/mo

3-month minimum. Annual commitment: 10% discount. In-season packages (Nov–Mar) available. Custom packages on request.