



PHOENIX FLEAS

PROFESSIONAL ROLLER HOCKEY CLUB

2026

SPONSORSHIP GUIDE





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ABOUT THE PHOENIX FLEAS

The Phoenix Fleas were founded on a simple belief: pro roller hockey in the U.S. can build a real, lasting fan culture. While participation in roller hockey continues to grow, the professional side has not yet translated that participation into mainstream fandom – and that gap is our opportunity.

The Fleas are built by the same player-led group that helped grow GCU Roller Hockey into a program known for generating genuine community support and pride around the sport. We've seen what happens when roller hockey is presented with higher production value, stronger storytelling, and a brand people want to wear.

Our name – Phoenix Fleas – draws inspiration from the most effective modern playbook in sports branding: memorable, community-first identities that turn teams into experiences. Think of the cult-following approach that has helped teams like the Savannah Bananas and Portland Pickles become local staples and merchandise brands.

Our mission is to make roller hockey something people follow, celebrate, and represent – starting with a team that feels fun, intentional, and truly different.



INVEST IN THE FLEAS

\$500 *ITCHY'S CLUB*

\$1000 *CAPTAIN'S CLUB*

\$2500 *PRESIDENT'S CLUB*

\$5000 *THE BIG FLEA*



\$500 *ITCHY'S CLUB*

IN ITCHY'S CLUB, YOU'LL RECEIVE ALL OF THE FOLLOWING:

- **A CUSTOM TEAM JERSEY OF YOUR CHOOSING**
- **A THANK YOU PACKAGE FROM THE TEAM**
- **A COLLABORATED INSTAGRAM POST**

\$1000 *CAPTAIN'S CLUB*

IN THE CAPTAIN'S CLUB, YOU'LL RECEIVE ALL OF THE ABOVE, PLUS:

- **YOUR COMPANY LOGO SEWN ONTO ALL FLEA JERSEYS**
- **A CUSTOM BRAND VIDEO, FEATURING THE BRANDED UNIFORMS**

\$2500 *PRESIDENT'S CLUB*

IN THE PRESIDENT'S CLUB, YOU'LL RECEIVE ALL OF THE ABOVE, PLUS:

- **A CORPORATE MEET & GREET FROM THE PLAYERS + MASCOT**
- **YOUR LOGO ON ALL SOCIAL MEDIA GRAPHICS**
- **3 TOTAL CUSTOM BRAND VIDEOS**

\$5000 *THE BIG FLEA*

AS A BIG FLEA, YOU'LL RECEIVE ALL OF THE ABOVE, PLUS:

- **5 TOTAL CUSTOM BRAND VIDEOS**
- **A CUSTOM UNIFORM SET FEATURING YOUR LOGO ON THE CHEST**

(THINK SOCCER STYLE, WHERE THE SPONSOR IS FRONT AND CENTER AND THE TEAM LOGO IS SMALL)



SOCIAL MEDIA

10M+ VIEWS
PER YEAR

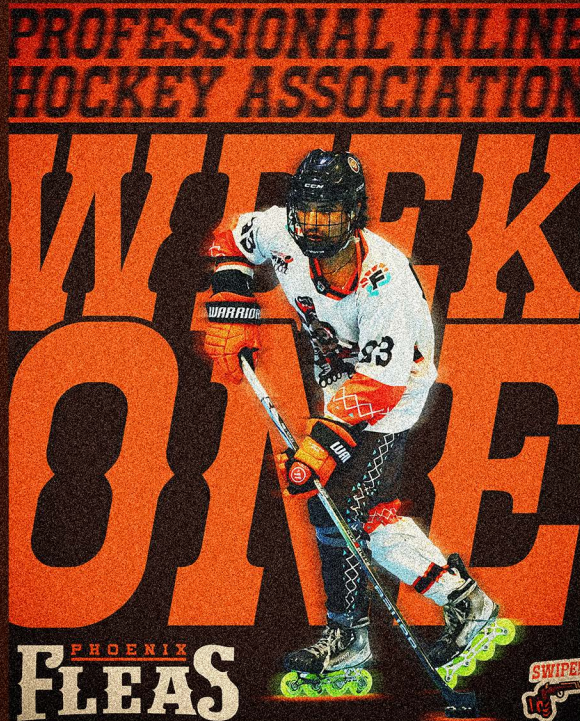
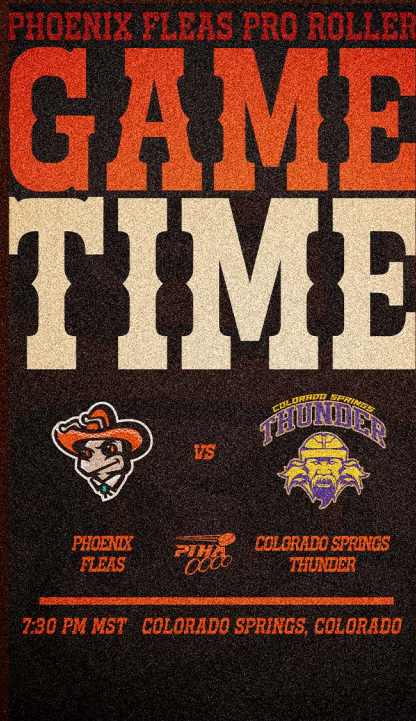


THE FLEAS OWNERSHIP GROUP HAS A WIDESPREAD PRESENCE IN THE ROLLER HOCKEY SOCIAL MEDIA SPACE, GENERATING OVER 10 MILLION IMPRESSIONS A YEAR AMONG THEIR SUITE OF SOCIAL MEDIA PAGES. YOUR BRAND WILL BE CROSSPOSTED ON ALL OF THE FOLLOWING ACCOUNTS:

- @PHXFLEAS
- @BRONSONROLLER
- @ROLLERCULTURE
- @ROLLERDADNEWS
- @GOODROLLERCO
- @THE_PIHA

OPPORTUNITIES TO SPONSOR

GAME SCHEDULE & FINAL SCORE GRAPHICS
\$1000



YOUR LOGO WILL APPEAR ON EVERY GAME SCHEDULE AND FINAL SCORE GRAPHIC FOR THE REMAINDER OF THE SEASON. THESE POSTS AVERAGE OVER 5,0000 IMPRESSIONS EACH. YOUR COMPANY WILL ALSO BE TAGGED AND COLLABORATED WITH.



SPECIALTY POSTS - \$750





WESTERN CONFERENCE STANDINGS

SPONSORED BY



Southern
HOCKEY CO



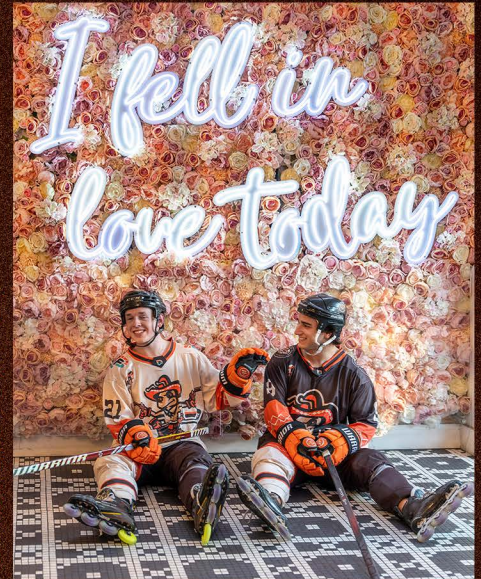








		GP	W	L	OTL	P
1st		ARIZONA OUTCASTS	12	10-2-0	28	
2nd		NAPLES KAOS	10	9-0-1	27	
3rd		COLORADO SPRINGS THUNDER	12	8-1-3	25	
4th		DENVER DEMON DOGS	10	8-5-0	18	
5th		PHOENIX FLEAS	12	4-7-1	12	
6th		LAKEWOOD FIRE	10	1-5-2	5	
7th		PARKER ROYALS	10	1-8-0	2	



SCORING FLEADERS

	GOALS	ASSISTS	POINTS
1st ZACH HOFFMAN	8	5	13
2nd AYDIN SCHWETZ	5	5	10
3rd CONNER DANIEL*	5	1	6
4th TYLER LARSON	3	2	5
5th RUBEN GONZALEZ	3	1	4

*CURRENTLY ANTI-DOPED TESTS ARE FOR APPROPRIATE PROTECT. JUSTICE

LEAGUE-WIDE LEADERBOARDS

1ST IN POWER PLAY GOALS	2ND IN SHUT OUTS
AYDIN SCHWETZ	TIED FOR PATRICK PUGLIESE

PHOENIX FLEAS PRO ROLLER CENTRAL COAST SUMMER CLASSIC

SKATERS

AYDIN SCHWETZ
ADAMS BERNHARDT
PARKER ELIOT
PAUL LINDER

GOALIE

PATRICK PUGLIESE

SCHEDULE

11:00 AM vs FRESNO FALCONS
1:30 PM vs VENTURA RHINGERS
3:15 PM vs BLAKEWELL RC
5:45 PM vs GONG SHOW RC
6:45 PM **PLAYOFFS START**

YOUR LOGO WILL APPEAR ON EVERY SPECIALTY POST FOR THE REMAINDER OF THE SEASON. THESE POSTS AVERAGE OVER 6,000 IMPRESSIONS EACH. YOUR COMPANY WILL ALSO BE TAGGED AND COLLABORATED WITH. YOU MAY ALSO REQUEST A CUSTOM SPECIALTY GRAPHIC IF YOU SO CHOOSE.

BRAND COLLAB VIDEO - \$250

THINK A TRENDING TIKTOK, PRODUCT REVIEW, POST GAME INTERVIEW. ANYTHING YOU CAN THINK OF WITH A DOZEN FLEAS TO CHOOSE FROM. THIS COLLAB WILL BE POSTED FROM THE MAIN @PHXFLEAS SOCIAL PAGES AS WELL AS THEIR SUITE OF ASSOCIATED PAGES AND THE OPPORTUNITY TO GO VIRAL!



**THANK YOU FOR CONSIDERING A PARTNERSHIP WITH THE
PHOENIX FLEAS.**

**ROLLER HOCKEY HAS ALWAYS DESERVED A REAL HOME IN
THE U.S. - A TEAM WITH AN IDENTITY FANS CAN RALLY
AROUND AND A GAME EXPERIENCE PEOPLE TALK ABOUT
AFTER THEY LEAVE THE RINK. THAT'S EXACTLY WHAT
WE'RE BUILDING IN PHOENIX: A CLUB THAT FEELS MODERN,
FUN, AND WORTH SHOWING UP FOR.**

**WHEN YOU PARTNER WITH THE FLEAS, YOU'RE NOT JUST
SPONSORING GAMES - YOU'RE HELPING CREATE A FAN
CULTURE. YOU'RE POWERING CONTENT, COMMUNITY EVENTS,
AND A BRAND THAT PEOPLE ACTUALLY WANT
TO REPRESENT.**

**WE'RE MOVING FAST, AND THE BUSINESSES THAT JOIN
EARLY WON'T JUST BE SEEN - THEY'LL BE REMEMBERED AS
PART OF THE FOUNDATION.**

**THANKS AGAIN FOR YOUR CONSIDERATION. LET'S BUILD THE
NEXT GREAT SPORTS COMMUNITY IN PHOENIX - TOGETHER.**

AYDIN SCHWETZ

PRESIDENT