

2024 RECAP

Hosted By:



CAPITAL CUP

FOR KIDS®

Presented By:



FAMILY DAY
SATURDAY, APRIL 27
1,100+ VISITORS

400 PLAYERS / 40 VOLUNTEERS /
100 HONORARY CAPTAINS & FAMILY
MEMBERS / 570 PLAYER GUESTS



24 TEAMS

427 ADULT HOCKEY PLAYERS
40 MITE MANIA PARTICIPANTS

BENEFITTING CHARITIES:



Ronald McDonald
House Charities®
of the Capital Region



\$226,072 RAISED

IN 2024

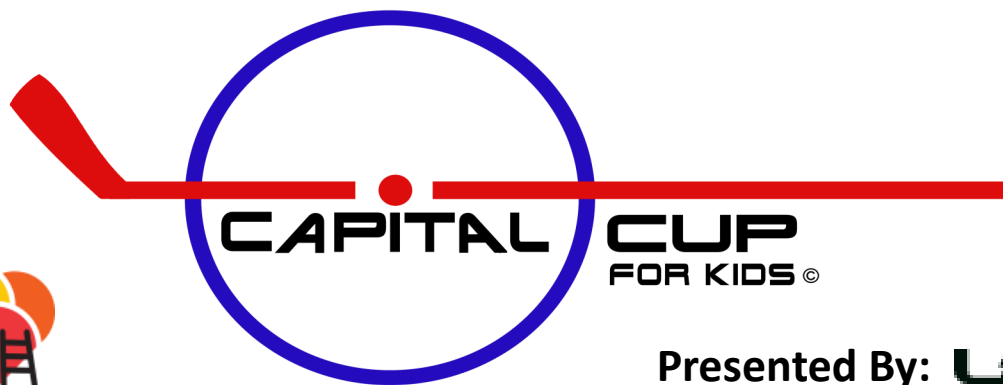
\$1,477,290 RAISED

SINCE INCEPTION IN 2011

2ND ANNUAL MITE MANIA EVENT
(YOUTH HOCKEY - 7 & 8 YEAR OLDS)

SOLD-OUT - 40 PARTICIPANTS
RAISED \$2,357

\$5,000+ IN ITEMS
FOR ANNA'S
SUNFLOWER
WARRIORS WISH
LIST DRIVE



2024 RECAP CONTINUED



JANUARY–MAY 2024

46 POSTS

1,177 “LIKES”

REACH: 26,407

5,292 VISITS

54% FEMALE / 46% MALE

1,338 FOLLOWERS



\$217,339 RAISED IN 2024

1,103 UNIQUE DONORS/SPONSORS

27% SPONSORS ** 10% TEAM REG FEES

63% GENERAL PUBLIC GIFTS

AVERAGE DONOR GIFT: \$104.15

MEDIA COVERAGE

NEWS10 / FOX
SPECTRUM NEWS
SPITTIN' CHICLETS
PODCAST

MEDIA PARTNER

FOX SPORTS
WOFX - 980AM
IHEART MEDIA

2024 HONORARY CAPTAIN PROGRAM IMPACT

25 CAPTAIN VISITS

\$3,254 IN PURCHASED GIFTS +
\$4,771 IN GIFT CARDS PROVIDED

LYLE JOINER INDUCTED TO THE
CAPITAL CUP FOR KIDS
HALL OF FAME

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