



# NHL Partnership Program

## Uniting Hockey Communities to Change Veterans' Lives

### Changing Lives, One Team at a Time

Canine Support Teams (CST) is proud to introduce a powerful new initiative: the CST x NHL Partnership Program — a league-wide opportunity for NHL organizations to transform the lives of America's wounded veterans through the placement of highly trained service dogs.

This program was inspired by the remarkable success and leadership of the Boston Bruins, the inaugural partner whose commitment to community, service, and veteran support has set the standard for what this partnership can achieve.

Through this initiative, NHL teams can play a direct, measurable role in helping veterans living with PTSD, mobility challenges, traumatic brain injuries, and the invisible wounds of service — giving them renewed independence, confidence, and hope.



### How the Program Works

Each NHL team partners with CST to sponsor and follow the journey of a service dog through the PAWZ for Wounded Vets program. Teams select a CST dog-in-training, share its story with fans throughout the season, and fund its placement with a deserving local veteran — at no cost to the veteran. The partnership culminates in a meaningful presentation when the dog is officially matched with its veteran recipient.

This collaboration is far more than symbolic; each placement represents a life changed, a family supported, and a community uplifted.



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### The Boston Bruins: Leading the Way

The Boston Bruins became the inaugural partner in 2025, inviting CST dog-in-training Bo and trainer Da'Von Patterson to a special meet-and-greet with organizational leadership at TD Garden.

The Bruins immediately demonstrated their commitment to the mission, embracing the impact of CST's work and choosing to sponsor the placement of a service dog with a Boston-area veteran. Their enthusiasm and generosity have helped establish a model that other NHL teams can follow.

"It is an extraordinary honor to partner with Canine Support Teams and further our commitment to the New England community," said Bob Sweeney, Executive Director of the Boston Bruins Foundation.

"We look forward to the day Bo is placed with a deserving veteran, and we're confident he will provide the support, companionship, and stability that can truly change a life."



### Canine Support Teams

At the heart of this partnership is Canine Support Teams' mission: to restore independence, dignity, and confidence to individuals with disabilities through highly trained service dogs. For veterans living with PTSD, mobility challenges, traumatic brain injuries, or the invisible wounds of service, CST dogs offer life-changing support.

Every dog placed through this program provides essential support for veterans — offering PTSD grounding, emotional stability, mobility and balance assistance, increased daily independence, renewed confidence in public, and a strengthened connection to family and community.

For many veterans, these dogs are more than trained partners — they are lifelines. CST's work gives veterans the tools to rebuild their lives with strength, security, and hope, and this partnership brings that mission directly into NHL communities across North America.



*Providers of Assistance Dogs*

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### Supporting Those Who Served: A Call to Action

For over three decades, Canine Support Teams (CST) has stood proudly behind one unwavering mission — to provide professionally trained service dogs to America's Veterans at no cost to them. These brave men and women have sacrificed so much in service to our nation, and it is our profound duty to serve them in return.

In years past, this mission was supported by federal funding. However, that grant has now ended — and with it, the safety net that made these life-changing placements possible.

Yet our commitment remains unshaken.

To continue giving Veterans the support they deserve, we now turn to compassionate individuals, companies, and community partners like you. Your generosity ensures that no Veteran is ever denied the service dog that could change — or even save — their life.

Below are three levels of partnership designed to help you join us in this mission of service, healing, and hope.

## \$32,000

### Hero Partner

Full sponsorship: funds a complete veteran-service dog pairing & training for 24 months

- Purchase of the Dog
- 24 Months of Advanced Training
- Complete Veterinary and Wellness Care
- Naming Rights to the Dog
- Staff Oversight
- Rights to digital content

## \$20,000

### Guardian Partner

Half sponsorship: supports 12 months of advanced training and support costs

- Purchase of the Dog
- 12 Months of Advanced Training
- Complete Veterinary and Wellness Care
- Naming Rights to the Dog
- Staff Oversight
- Rights to digital content

## \$12,000

### Patriot Partner

Initial sponsorship: covers the dog's purchase, veterinary care, and foundational training

- Purchase of the Dog
- Initial Veterinary and Wellness Care
- Staff Oversight
- Naming Rights to the Dog
- Rights to digital content