

A large graphic celebrating the Chicago Blackhawks' 100th anniversary. The number '100' is rendered in large, white, outlined numerals on a red background. A black banner with red borders is draped across the middle of the '100', featuring the years '1926' on the left and '2026' on the right in white. The Chicago Blackhawks logo, a Native American head in profile with a yellow face, black hair, and a feathered headdress, is positioned in the center of the banner, overlapping the '0'.

PR 3210
FALL 2025

TABLE OF **CONTENTS**

Media Plan **3**

Fact Sheet **4 - 5**

Key Messages **6**

Press Release **7**

Keywords & Media Pitch **8 - 9**

Blog Post **10**

Local Event **11**

Content Grid **12**

Social Media Plan **13 - 15**

Chicago Blackhawks Media Plan

The Chicago Blackhawks are one of the NHL's Original Six teams and a driving force in building the sport of hockey. As the team approaches its centennial year in 2026, the organization continues to emphasize innovation, community, and excellence for another century ahead.

Fan Appreciation Night will take place on Saturday, Jan. 17, 2026, at the United Center, when the Blackhawks face the Boston Bruins. The event is designed to celebrate and thank fans for their steadfast support throughout the 2025-26 regular season. Highlights of the night include a Tommy Hawk bobblehead giveaway for the first 8,000 fans, custom warm-up jerseys, in-game prizes and activations, and the signature "Jerseys Off Our Backs" ceremony following the game.

This media plan outlines an earned, owned and social media strategy to promote Fan Appreciation Night, strengthen community connection, and increase awareness and attendance for the event. The plan focuses on reinforcing the Blackhawks' legacy, fan-centric culture and pride in Chicago.

The media plan includes:

- Fact sheet
 - Includes team background, land acknowledgment, key administration personnel and players
- Press release event announcement
 - A formal announcement of the event, including the who, what, where, when, and why
- Media list and pitch
 - Targeted outreach to top sports, entertainment and local outlets aligned with event keywords
- Blog post
 - This builds credibility and maintains engagement beyond our media coverage
- Local calendar event listing
 - Event details for arena calendar and website
- Social media content calendar
 - A week of posts with images and captions building up to game-day

This plan is designed to ensure consistent messaging across platforms while celebrating the fans who make Blackhawks hockey what it is.



CHICAGO BLACKHAWKS

ABOUT US

The Chicago Blackhawks, founded in 1926, are one of the NHL's Original Six teams. The team was named after the 333rd Machine Gun Battalion, known as the "Blackhawk Division," which was named in honor of Black Hawk, a notable Native American leader of the Sauk Tribe.

ACKNOWLEDGEMENT

The Chicago Blackhawks recognize that the team's namesake Sauk War Leader Black Hawk serves as a continuous reminder of its responsibility to the Native American communities we live amongst and draw inspiration from.



TOMMY HAWK TEAM MASCOT

Tommy Hawk, an inductee into the Mascot Hall of Fame, is the mascot of the Chicago Blackhawks, introduced in 2001



QUICK FACTS

Conference: Western

Division: Central

Home Arena: United Center

Capacity: 19,717

Team Valuation: \$2.75 billion



Six Stanley Cup Championships

1934, 1938, 1961, 2010, 2013 and 2015



Nine Consecutive Playoff Appearances

between 2009 – 2017



CHICAGO BLACKHAWKS



JEFF BLASHILL - HEAD COACH

Jeff Blashill, a coach with more than 25 years of experience, was named the 42nd head coach of the Chicago Blackhawks in 2025.



KYLE DAVIDSON - GENERAL MANAGER

Kyle Davidson is the general manager of the Chicago Blackhawks, known for strategic rebuilds and long-term team development.



NICK FOLIGNO - TEAM CAPTAIN

Nick Foligno is a left wing known for his leadership, having won the King Clancy Trophy and the Mark Messier Leadership Award.



CONNOR BEDARD - ASSISTANT CAPTAIN

Connor Bedard, drafted first overall, is a center known for his playmaking, impressive shot and work ethic.



CONNOR MURPHY - ASSISTANT CAPTAIN

Connor Murphy, the Blackhawks' longest tenured player, is a defenseman known for his leadership amongst players.



JASON DICKINSON - ASSISTANT CAPTAIN

Jason Dickinson is a forward known for his versatility and reliability on the ice.

KEY MESSAGES

FAN APPRECIATION NIGHT

01 - Legacy

- The Blackhawks will reach their centennial this season and “Always and Original” honors its status as one of the Original Six teams in the National Hockey League.
- The team’s legacy is built on unforgettable moments that connect generations of fans.

02 - Fan-Centric Identity

- When Chelsea Dagger plays, it’s more than a goal being scored; it reflects the fans that are loud from puck drop to the final buzzer.
- The Blackhawks want fans to feel not just appreciated but indispensable to the team’s success.

03 - Chicago Pride

- The Blackhawks’s reflect the city itself, valuing hard-work, community and loyalty.
- The team showcases the Chicago and what it stands for on a global stage.

04 - Unity & Resilience

- Through championships and low standings, the fans remain loyal to the team, forming a generational bond throughout the community.
- The players are not just athletes but are brought together by legacy, resilience and adversity.



**Media Contact:**

Ava Johnson

816.854.0644

avajohnsonkc@gmail.com

FOR IMMEDIATE RELEASE

Blackhawks Host Fan Appreciation Night in Honor of 100 Years of Hockey

Bobblehead giveaway, custom warm-up jerseys, in-game prizes, activations, and “Jerseys Off Our Backs” will honor the team’s fan base

CHICAGO (Dec. 10, 2025) — The Chicago Blackhawks today announced Fan Appreciation Night, to be held at the United Center, honoring the support and loyalty of their fan base. This event is set for Saturday, Jan. 17, when the Blackhawks take on the Boston Bruins.

The first 8,000 fans to enter the United Center will receive a Tommy Hawk bobblehead, courtesy of American Express. The night will include custom warm-up jerseys, in-game prizes, activations, and more to celebrate Blackhawks fans during the 2025-2026 regular season.

The evening will conclude with the team’s “Jerseys Off Our Backs” ceremony, during which each Blackhawks player will remain on the ice to autograph and present his game-worn jersey to pre-selected fans following the conclusion of the game.

"The last three games have been probably the loudest of my career. We feed off that so much, we appreciate it," said Alternate Captain Connor Bedard. "Ever since I got drafted there's been so much support... Just the support we get here every night, you can't help but love that. I love playing here. I love being in this city... We're going to keep getting better, and I think the fans should be excited."

The custom warm-up jerseys feature a reimagined Blackhawks crest made up of a mosaic of fans, symbolizing the thousands of supporters who come together to form the backbone of the organization. Inside the neck, the inscription “Thank You Fans 2026” serves as a lasting message of appreciation. The collar features an “Always an Original” embroidered detail, reinforcing the Blackhawks’ enduring identity and commitment to authenticity, while the Chicago skyline along the lower hem grounds the design firmly in the city it represents.

Custom warm-up jersey replicas will be available for purchase on Fan Appreciation Night. Player-worn jerseys will be available for auction beginning Monday, Jan. 19, through Jan. 26, benefiting the G.O.A.L. Program.

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About the Chicago Blackhawks

The Chicago Blackhawks are a professional ice hockey team based in Chicago, Illinois. Founded in 1926, the team is one of the NHL’s Original Six teams and has won six Stanley Cup championships. The Blackhawks are committed to excellence on the ice and making a positive impact in the community.



nhl.com/blackhawks
@NHLBlackhawks

Keywords & Media Outlets

TARGET KEYWORDS

Chicago Blackhawks Fan Appreciation Night	54,800
Blackhawks fan event	7,070,000
Blackhawks community event	8,830,000
Blackhawks game promotions	3,070,000
Chicago Blackhawks fan experience	8,830,000

MEDIA OUTLETS

CHGO Sports - Local, Sports News

Jay Zawaski, Blackhawks Analyst, Podcast Host

On Tap Sports Net - Local, Sports News

Tony Marchese, Founder On Tap Sports Net, Reporter, Podcast Host

Chicago Hockey Now - Local, Sports News

Greg Boysen, Beat Reporter, Podcast Host

FOX 32 Chicago - Local

Nick Flosi, Journalist

Blackhawks Up - Local, Sports News, Hockey

Bryan Germinaro, Sports Reporter, Podcast Host



MEDIA PITCH

Subject Line Options:

- Blackhawks Celebrate Fans with Special Fan Appreciation Night at United Center
- Fan Appreciation Night Returns: Bobbleheads, Jerseys and Giveaways for Blackhawks Fans
- Story Idea: How the Blackhawks Are Giving Back to Fans in 2025
- Chicago Blackhawks Honor Fans with Jerseys Off Our Backs Ceremony

Body Copy:

Hi [[First Name]],

I'm reaching out with a story idea that may be a strong fit for your sports, entertainment, or local coverage.

The Chicago Blackhawks will host **Fan Appreciation Night** on **Saturday, Jan. 17**, at the **United Center**, located at 1901 W Madison St, Chicago when they face the **Boston Bruins**. The event is celebrating the unwavering support and tireless energy of Blackhawks fans during the 2025-26 regular season.

The first **8,000** fans in attendance will receive a **Tommy Hawk bobblehead**, courtesy of **American Express**. The night will also feature **custom warm-up jerseys**, in-game prizes, fan activations, and more excitement throughout the game.

Following the final buzzer, the evening will conclude with the Blackhawks' signature "**Jerseys Off Our Backs**" **ceremony**, during which each Blackhawks player will remain on the ice to autograph and present his game-worn jersey to pre-selected fans.

We have availability for media interviews with players, coaches and team leadership available on Friday, Jan. 16 from 12 p.m. - 2 p.m. When can I schedule you?

I'm happy to help coordinate:

- Activation previews, including custom warm-up jerseys and bobbleheads
- How the Blackhawks are recognizing Chicago Culture and the team's history
- In-game or postgame event coverage, including the "Jerseys Off Our Backs" ceremony

Please let me know if you need more information, I'm more than happy to connect and help facilitate.

Thank you for your time,

Ava Johnson

-

Ava Johnson

816.854.0644

avajohnsonkc@gmail.com



BLOG POST

By Ava Johnson

Blackhawks fans, this night is for you.

On Saturday, Jan. 17, the Chicago Blackhawks will host Fan Appreciation Night at the United Center when they take on the Boston Bruins. It's a celebration dedicated to the strong loyalty, steadfast support and exhilarating energy that fans bring to every game all season long.

As a thank-you, the first 8,000 fans through the doors will receive a Tommy Hawk bobblehead, courtesy of American Express. It's a collectible that lets fans bring home a piece of the team with them.

Throughout the game, fans can expect special in-game moments, prizes and activations celebrating the unmatched atmosphere ticket holders bring every night. The Blackhawks will also take the ice for warm-ups wearing custom-designed jerseys meant to reflect the city the team calls home. The center crest reimagines the iconic logo with a mosaic made of the fans that make every night possible. Along the bottom, the skyline of Chicago grounds the Blackhawks firmly in the city they represents. "Thank You Fans 2026," inscribed in the collar and "Always An Original," embroidered on the collar reinforces the loyalty of the fans and the legacy of the Blackhawks.

The night will wrap up with one of the most meaningful traditions of the season: the Jerseys Off Our Backs ceremony. After the final buzzer, players will stay on the ice to personally autograph and present their game-worn jerseys to selected fans.

Fan Appreciation Night goes beyond the ice. The atmosphere the fans create is indispensable to the Blackhawks' success and now it's time for the team to give back to you.

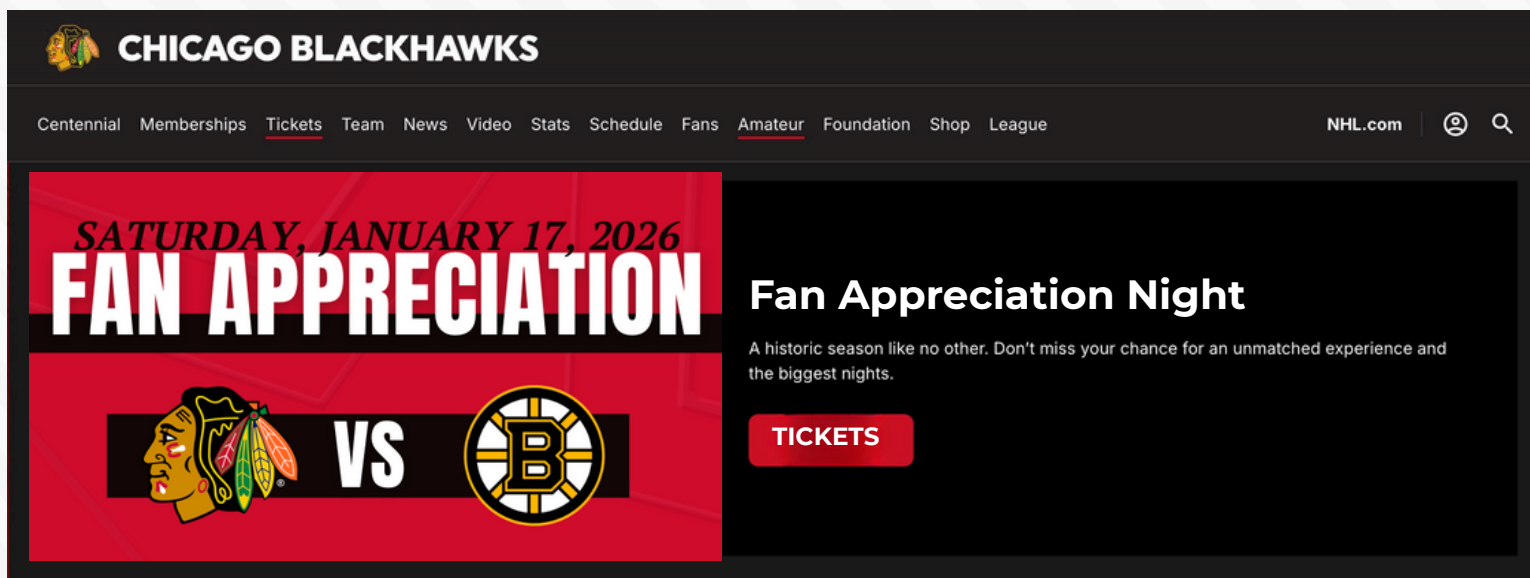
Mark your calendar for Jan. 17 and join us at the United Center for a night dedicated to you.

Caption:

Made up of hundreds of illustrated faces, moments and memories, the iconic Blackhawks crest becomes a tribute to the people who fill the United Center night after night. Every figure represents the passion, energy and loyalty that fuel the team, from lifelong season-ticket holders to first-time fans experiencing the roar of the crowd.



LOCAL CALENDAR EVENT



CHICAGO BLACKHAWKS



Centennial Memberships Tickets Team News Video Stats Schedule Fans Amateur Foundation Shop League NHL.com

SATURDAY, JANUARY 17, 2026
FAN APPRECIATION

Fan Appreciation Night

A historic season like no other. Don't miss your chance for an unmatched experience and the biggest nights.

TICKETS

 **VS** 

Join the Chicago Blackhawks for Fan Appreciation Night as the team celebrates the passion, loyalty and support of Blackhawks fans. The night features special in-arena activations, in-game prizes and custom warm-up jerseys.

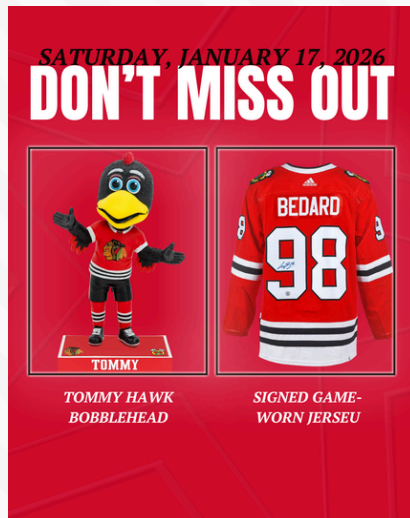
Saturday, Jan. 17, 2026

Chicago Blackhawks vs. Boston Bruins

United Center

A night dedicated to the fans who make Blackhawks hockey unforgettable.





CONTENT GRID

SOCIAL MEDIA

PLAN

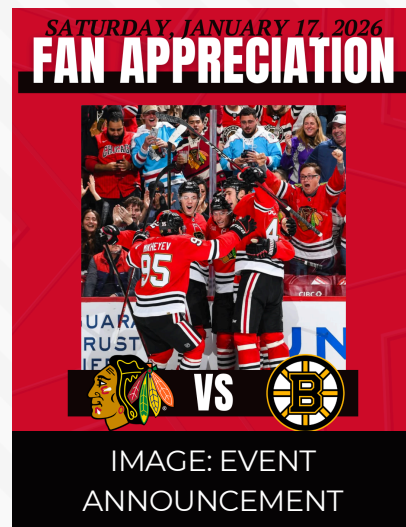


Social Media Calendar

DAY 1 - ANNOUNCEMENT

Caption:

Because of YOU, the Madhouse is home ❤️
Join us on Jan. 17 for Fan Appreciation Night
as the Hawks take on the Bruins!



DAY 2 - JERSEY REVEAL

Caption:

New threads Saturday 👁️

Player's will debut 2026 fan appreciation jerseys paying homage during warm-ups Saturday.

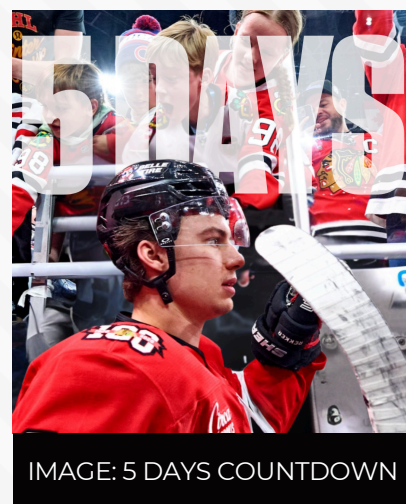


DAY 3 - COUNTDOWN

Caption:

5 days 'til puck drop

Bring the noise, Chicago. 🎆



Social Media Calendar

DAY 4 - PROMOTIONS

Caption:

Be early. Be loud.

First 8,000 fans get a Tommy Hawk Bobblehead thanks to American Express.

After the final horn, players will stay on the ice to present signed, game-worn jerseys to a group of lucky fans.

DAY 5 - LOGO REVEAL

Caption:

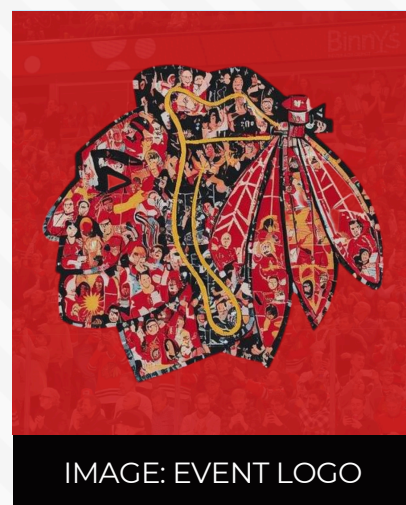
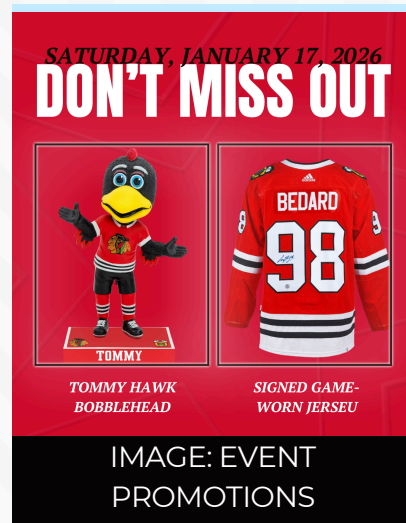
A logo built by the people who make us loud !!

DAY 6 - PLAYERS IN JERSEY

Caption:

This is Chicago hockey 🏒

Join us tomorrow for Fan Appreciation Night.



Social Media Calendar

DAY 7 - GAME DAY

Caption:

GAME DAY.

Fan Appreciation.

Your House.

Our Fight.

7 PM • United Center



SOURCES & CREDITS

AI Renderings: Fan Appreciation Night logo, Tommy Hawk bobblehead, and custom warm-up jersey illustrations created with AI.

Chicago Blackhawks Instagram: Player images.

Chicago Blackhawks: Centennial logo and primary logo.

Boston Bruins: Primary logo.

Original Work: All other writing, graphics, and designs created by Ava Johnson.

