

2024-25

COMMUNITY IMPACT REPORT



This season, Smith Entertainment Group (SEG) welcomed an entirely new Big Four professional sports league to the state of Utah. In partnership with the NHL came Utah Hockey Club—showcasing our commitment to be Community Obsessed and creating a new sense of camaraderie.

Along with this excitement, SEG introduced the SEG Foundation, a 501(c)(3) nonprofit organization established to rally behind the people and causes that make Utah the amazing place it is. Now serving as the primary vehicle for SEG's philanthropic work, the SEG Foundation builds on the legacy of the Utah Jazz Foundation, while its All In on Utah Campaign helps build the framework for a new team that strengthens our community by supporting a variety of causes.

Across the state, SEG strengthened its youth program offerings to encourage younger generations to play basketball and hockey and learn about sportsmanship. Junior Jazz (the NBA's longest-running youth league) was in full swing as 70,000 kids from Utah and surrounding states joined to better themselves on the court. SEG introduced more than 10,000 kids to on-ice and street hockey programming, including Hockey 101, Learn to Play, and clinics. As the sport is new to many across the state of Utah, we saw great success in teaching the game of hockey to a new generation, and we are excited about plans underway to continue this momentum and make an even greater impact in growing the game.

The SLC Stars (NBA G-League affiliate of the Utah Jazz) also made an impact by bringing basketball to a broader audience within the community.

The Stars hosted 10 theme nights connecting basketball fans with local advocacy and cultural groups throughout the season and brought over 10,000 students to Delta Center through several Kids Day games.

SEG is proud to serve diverse communities throughout our home state!



COMMUNITY OBSESSED



\$6,550,000

TOTAL PROVIDED TO THE COMMUNITY THROUGH
MONETARY AND IN-KIND DONATIONS

1,078

TOTAL ORGANIZATIONS IMPACTED THROUGH
COMMUNITY PROGRAMMING

115

TOTAL BEAR APPEARANCES

75

TOTAL JAZZ DANCER APPEARANCES

14,857

TOTAL JAZZ AND UTAH HOCKEY CLUB TICKETS
DONATED TO COMMUNITY ORGANIZATIONS

SEG FOUNDATION MONTHLY CAMPAIGNS



Teacher Wish Lists

The SEG Foundation fulfilled wish lists of over 100 teachers from 100 Utah schools

OCTOBER



Thanksgiving Meals

75 Granite School District families were given Thanksgiving meals after skating and playing street hockey with Utah Hockey Club players

NOVEMBER



Pay It Forward

Players and personalities from Utah Hockey Club and the Jazz surprised members of our community by buying their groceries, a meal, gas, or coffee

DECEMBER



Expungement Summit

In collaboration with the NBA Social Justice Coalition, Clean Slate Utah, and Rasa, the Expungement Summit provided hundreds of Utahns with an opportunity to begin clearing their records at no cost

JANUARY



Black-Owned Restaurants

The SEG Foundation supported Black-owned businesses throughout Black History Month by sponsoring food trucks for community partners and their staff

FEBRUARY



En Plein Air

In collaboration with The Blocks Art District, 16 artists created unique Utah Jazz and Utah Hockey Club pieces live at games. Ashley Smith surprised afterschool art program students, and donated \$5,000 to Bad Dog Arts summer camps.

MARCH



Food Insecurity

Utah Jazz and Utah Hockey Club fans assembled 500 meal kits and 500 hygiene kits for families in the Salt Lake School District

APRIL

UTAH JAZZ SCHOLARS

In Spring 2025, the first cohort of Utah Jazz Scholars graduated from their respective universities. Sixteen scholars received their bachelor's degrees in majors ranging from Elementary Education and Business Administration to Political Science and others.

These scholars are actively engaged in finding their first full-time roles or preparing for graduate school. The rest of our scholars are continuing to work towards finishing their degrees and taking advantage of everything the college experience offers.



Shoot 360

Back-to-school kickoff events were held at Shoot 360. Scholars and guests enjoyed dinner and utilize the facility where technology meets basketball.

University of Utah Lunch

During a lunch hosted by the Jazz, University of Utah students got to hear directly from Ryan Smith about the importance of working hard dreaming big, and making sacrifices for long-term gain.

Utah Jazz Game

All scholars were invited to a game with guests, where they enjoyed a pregame dinner and got to connect directly with Ryan and Ashley Smith and participate in postgame court time.

Utah Hockey Club Game

All scholars were invited to a Utah Hockey Club game with guests, where they sat down for dinner with Ryan and Ashley Smith and got to hear directly from other influential figures including Utah State Governor Spencer Cox. This was the first-ever NHL game for many scholars, making it an unforgettable event.

Graduation Dinner

To celebrate our first group of college graduates, scholars and their parents were invited to the Zions Bank Basketball Campus for a dinner with Ryan and Ashley Smith. Each student received a professional headshot, and families were invited to shoot around on the Jazz practice court.

PARTNER-DRIVEN EVENTS



Archie—Puppy with a Purpose

Utah Hockey Club teamed up with America’s Vet Dogs to co-raise Archie.

The franchise’s first puppy with a purpose will be paired with a veteran or first responder after spending 14–16 months with the team.



Liberty Park Community Court and Clinic

Jazz personalities and community leaders unveil the 23rd Community Court at Liberty Park

U.S. History Tour

Utah Jazz teamed up with Close Up Foundation to take 20 high school students to Washington D.C. to dive into the history of the U.S. Civil Rights Movement



Unified High School Tournament

We hosted 32 high school teams on the Jazz home court for the 2025 Unified Basketball Championship games



Military 3v3 Tournament

We hosted 16 military basketball teams for a 3v3 tournament on the Jazz practice courts



Stem Day

60 Future Goals students from Grant Elementary School spent the day at the Olympic Oval learning about hockey, STEM, and cybersecurity



Packs and Kicks

We distributed 500 backpacks and 500 pairs of shoes to non-profits, schools, and other organizations

Pucks and Pages

We donated 5,109 books to students



UTAH JAZZ PLAYER APPEARANCES



American Indian Services — Mocc Walk

Patty Mills celebrated Indigenous Peoples’ Day with American Indian Services at their Mocc Walk “Steps for Scholarships” event

Jordan Clarkson Thanksgiving

Jordan Clarkson’s JC Cares Foundation donated 250 Thanksgiving dinners to Utah families at Heartland Elementary School

Walker Kessler Christmas Shopping

Walker Kessler took 10 young members of the Midvale Boys and Girls Club on a shopping spree

Taylor Hendricks Holiday Party

Students at Arcadia Elementary built gingerbread houses with Taylor Hendricks and left with swag and Walmart gift cards to treat their family during the holiday season

Primary Children’s Hospital Visit

Jordan Clarkson, Taylor Hendricks, Keyonte George, Jazz Bear, and Jazz Dancers visited patients at Primary Children’s Hospital

Highland High All-Team Bowling Event

100 students from Highland High school spent the afternoon bowling with the Jazz

UTAH HOCKEY CLUB PLAYER APPEARANCES



Opening Day School Visit

Clayton Keller, Barrett Hayton, and Bear visited David Gourley Elementary School in Kearns to kick off Utah Hockey Club’s inaugural game celebrations. All 616 elementary schools in Utah received a flag and stickers.

Huntsman Cancer Institute Visit

Players spent time with staff and patients at Huntsman Cancer Institute undergoing treatment

U of U Men’s Hockey Visit with Patrick O’Donnell

John Marino and Sean Durzi visited University of Utah goaltender Patrick O’Donnell who was diagnosed with glioblastoma just before the 2022 season

Primary Children’s Hospital Visit

Utah Hockey Club made friendship bracelets, played with slime, and visited patients at Primary Children’s Hospital

Nick Bjugstad School Visit

Nick Bjugstad and Bear made a visit to West Valley Elementary school to talk hockey and deliver gifts

Parker Hicks — Make-A-Wish Canada

Make-a-Wish Canada recipient Parker Hicks spent gameday with Utah Hockey Club, from breakfast, to mini mic question of the day, to game time

Alex Kerfoot Tickets

Alex Kerfoot encouraged female hockey players to stay in the sport by giving 18 girls a special gameday experience throughout the season. They watched warmups on the home team bench, met Alex, and left with a signed item and personal note.

THEME NIGHTS



Hispanic Heritage Month

In celebration of Hispanic Heritage Month, we ran the family zone at the Hispanic Heritage Festival, participated in the parade, and honored Utah Health Policy Project for their service to Hispanic and Latinx communities in Utah

Hockey Fights Cancer

Utah Hockey Club hosted two Hockey Fights Cancer nights that included ceremonial puck drops, in-game tributes to local cancer fighters, and jersey auctions, which brought in more than \$44,000 for Huntsman Cancer Institute

Next Gen Game

Utah Hockey Club celebrated the next generation of youth in hockey by having kids shadow team employees and participate in in-game activities. That evening's special rally towel was also designed by a young fan.

Black History Month

For Black History Month, we expanded our Black Book and partnered with three local black non-profits to showcase their efforts. We engaged with youth and college students through MLK Service and Innovation events, and CounterPoint's Art of the Game Workshop at SpyHop.

Military Appreciation

We announced our puppy with a purpose, Archie, and held special recognitions for some of the hundreds of active military members and veterans that were invited to Military Appreciation games

Women's History Month

Utah Jazz and Utah Hockey Club launched Forward Together, a month-long Women's History Month campaign including an all-female Jazz broadcast, a girls' basketball clinic with Holly Rowe and Lynne Roberts, and in-game storytelling opportunities for fans



UTAH JAZZ YOUTH



70,000

TOTAL JUNIOR JAZZ PARTICIPANTS

JUNIOR JAZZ PARTIES

8,000 ATTENDEES

Collin Sexton, Isaiah Collier, Walker Kessler, Keyonte George, and Brice Sensabaugh meet and greets

JUNIOR JAZZ ROADTRIPS

1,500 KIDS IN 16 CITIES
AROUND UTAH AND NEVADA

Taylor Hendricks, Brice Sensabaugh, and Taevion Kinsey

3V3

1,395 PARTICIPANTS

Age ranges impacted: 8–50 years old

CAMPS AND CLINICS

1,900 KIDS

UTAH HOCKEY CLUB YOUTH



ICE PROGRAMS

341 GRADUATES

in eight Learn to Play programs

66 PARTICIPANTS

in two Continue to Play sessions

STREET PROGRAMS

45

Hockey 101
programs

20

Paid
clinics

1

League play
completed

GIRL-SPECIFIC INITIATIVES/EVENTS

LEARN TO PLAY
RIVALRY SERIES CLINIC
CONTINUE TO PLAY



SALT LAKE CITY STARS



To the Max Foundation

Specialty Autism Acceptance Night jerseys were autographed and available for auction after the game, with all proceeds benefitting To The Max Foundation

Academia Mis Raices

This year’s Hispanic Heritage Night featured performances from Academia Mis Raíces Youth Mariachi and a collaboration with local SLC artist Pablo Cruz-Ayala for an original art piece to celebrate Hispanic Heritage

West Valley City

Four West Valley City theme nights offered free West Valley City edition replica jerseys to the first 500 fans in attendance and highlighted a West Valley businesses and organizations during each game

Kids Days

Throughout the season, the Stars hosted multiple ‘Kids Days’ when Granite School District and Salt Lake School District brought over 10,000 students to Delta Center for day games

