



SSS ACADEMY

HOCKEY PATHWAY

Launching August 2026 | Phoenix, Arizona



YOUR HOCKEY JOURNEY STARTS HERE

SSS ACADEMY HOCKEY PATHWAY
- LAUNCHING AUGUST 2026 - PHOENIX, ARIZONA
PHOENIX, ARIZONA



COMPLETE ECOSYSTEM • CLEAR PROGRESSION • REAL OUTCOMES

THE PATHWAY LADDER

U8 through Juniors

SSS Academy is building a full hockey ecosystem in Arizona with a transparent progression. Below is the development ladder and the exact rollout by year, so families know what is live at launch and what expands next.

Step	Stage	Age Range	Leagues / Focus
1	Foundation Training	U8–U18	Skating + skills + goalie/position training (continues at every level)
2	House Hockey	U8–U18	Local programs & competition; athletes graduate into Club/Varsity based on readiness
3	Club & Travel	U8–U16	USA Hockey: Tier 3 → Tier 2 (phased by year)
4	High School Varsity	U14–U18	Varsity Blue & Gold (school-registered); performance + academics
5	Academy Hockey	U14–U18	CSPHL + NAPHL academy teams; combined schedule up to ~40 games
6	Juniors	U16–20	NA3HL (Year 1) → NAHL (Year 2+) with placement support

YEAR-BY-YEAR ROLLOUT

What Launches When



3-YEAR ROLLOUT PLAN

Building Arizona Hockey Excellence

YEAR 1
(2026-27)
LAUNCH

LAUNCH

- House Hockey U8-U18
- Tier 3 Club
- High School Varsity Blue & Gold
- NA3HL Juniors

YEAR 2
(2027-28)
EXPANSION

EXPANSION

- House Hockey
- Tier 3 + Tier 2 Club
- CSPHL + NAPHL Academy Teams
- NA3HL + NAHL Juniors

YEAR 3
(2028-29)
NATIONAL PRESENCE

NATIONAL PRESENCE

- Full Program
- National Competition
- Complete Pathway

TRANSPARENT PROGRESSION • PUBLISHED ROADMAP

KEY NOTES FOR FAMILIES



WHAT PARENTS SHOULD KNOW

- Foundation training continues through U18:** players do not "age out" of development.
- Club teams are USA Hockey-sanctioned:** Tier 3 launches first, then Tier 2 is added in Year 2.
- High School Varsity is a separate, dedicated pathway:** Varsity Blue & Gold.
- Academy hockey expands in Year 2:** with CSPHL + NAPHL participation (guest team registration initially) and is designed for up to ~40 games between leagues/showcases.
- Juniors begin in Year 1 with NA3HL:** NAHL is added in Year 2 as the program matures and partnerships deepen.

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WHAT MAKES SSS ACADEMY UNIQUE

In Arizona



- **One ecosystem from U8 to Juniors:** with a published multi-year rollout (no guessing).
- **A true ladder:** families can enter at the right level and see the next step clearly.
- **Both CSPHL and NAPHL planned (Year 2+):** to increase quality competition and build a ~40-game academy schedule.
- **Aligned junior pathway (NA3HL → NAHL):** to create real post-U18 outcomes.

MARKETING MATERIALS

Social Media & Email Assets

Social Media Square (Instagram/Facebook)



Email Banner



Instagram Story



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