

2025-26

COMMUNITY IMPACT REPORT



Smith
Entertainment
Group



DELTA
CENTER

A Letter from Ashley Smith

At Smith Entertainment Group, we believe sports have the power to unite people across neighborhoods, generations and communities, and help each of us create connections and foster belonging—that belief is at the center of everything we do.

This year, the SEG Foundation focused its efforts on creating meaningful opportunities for youth and families across Utah—not only meeting immediate needs, but helping the next generation feel empowered, included, and inspired by what is possible for their future.

We saw the impact of that work in classrooms, where teachers received resources to better support their students; in adaptive sports clinics, where young athletes experienced joy, confidence, and a sense of belonging—many for the first time; and in career exploration programs, where students gained hands on experiences that encouraged them to imagine futures they may have never considered before.

We also witnessed the incredible power of simple acts of kindness. During Pay It Forward Day, our players, employees, and partners came together to surprise Utahns by paying for groceries, meals, gas, and everyday essentials. What stood out most were the human moments—the tears, the hugs, the stories shared, and the reminder that even the smallest gestures can make people feel seen, supported, and valued.

Through every initiative this year, one thing became clear: community impact is not defined by a single event or donation, but by a continued commitment to showing up. None of this work happens alone. It is only possible because of the collective effort of those who share in this mission. Together, we are using the power of sports to create connection and a lasting impact across Utah.

Utah is more than where we live and work—it's home. It is a community built on resilience, generosity, and people who show up for one another. As we continue building the future of Smith Entertainment Group, we remain equally committed to helping build a stronger future for the communities and families who make this state so special.

Thank you for believing in this mission and being part of the impact we are creating together.

Ashley Smith
Founder, SEG Foundation

Community Obsessed

\$6,676,470

Total Provided to the Community Through
Donations and In-Kind Donations

330+

Total Organizations Impacted
Through Community Programming

12,000+

Total Tickets Donated

\$552,530

Total Community Programming Led
Fundraising for the SEG Foundation

Mystery Pucks: \$200,000
Online Auctions: \$352,530



SEG Foundation — All In On Utah

October

Utah's Child Nutrition Programs

Hundreds of classroom kits were donated to teachers in the Jordan School District and the Foundation united with Utah leaders from business, government, philanthropy, and nonprofit sectors to collectively contribute \$250,000 to Utah's Child Nutrition Programs.



November

Utah Mammoth Museum Quest

The Utah Mammoth Museum Quest connected fans to the Ice Age history that inspired the Utah Mammoth brand and identity. Through a partnership with 10 museums across the state, Utah residents explored the science, discovery sites, and fossil evidence that connects the Mammoth to Utah's past.



December

Pay It Forward Day

Co-Founders Ryan and Ashley Smith, groups of Utah Jazz and Utah Mammoth players, broadcasters, mascots, and employees surprised Utahns by purchasing groceries, gas, meals, and other essentials. SEG staff volunteered at The Road Home, Ronald McDonald House, and Granite Education Foundation. Adoption fees at the Best Friends Adoption Center were covered, and staff delivered lunch to first responders and social workers.



January

Adaptive Clinics

Accessibility clinics were hosted at the Zions Bank Basketball Campus and Mammoth Ice Center to introduce youth to adaptive sports experiences. Members of the National Wheelchair Basketball Association's (NWBA) Utah Wheelin' Jazz and Utah Sled Hockey helped facilitate the clinics, working directly with participants to introduce fundamentals, share their experiences, and demonstrate what's possible through adaptive athletics.



February

Spy Hop x Counterpoint

High school students explored creative careers, connected with industry leaders, and gained hands-on experience throughout a workshop to discover career paths at the intersection of sport, fashion, and design.



March

Assist for Good Grant

Students submitted applications that included action plans to address a specific challenge facing their school and student body, with the chance to earn the school up to \$2,000 in grant funding to address the issue. 10 schools were selected and recognized for their leadership at a Jazz or Mammoth home game.



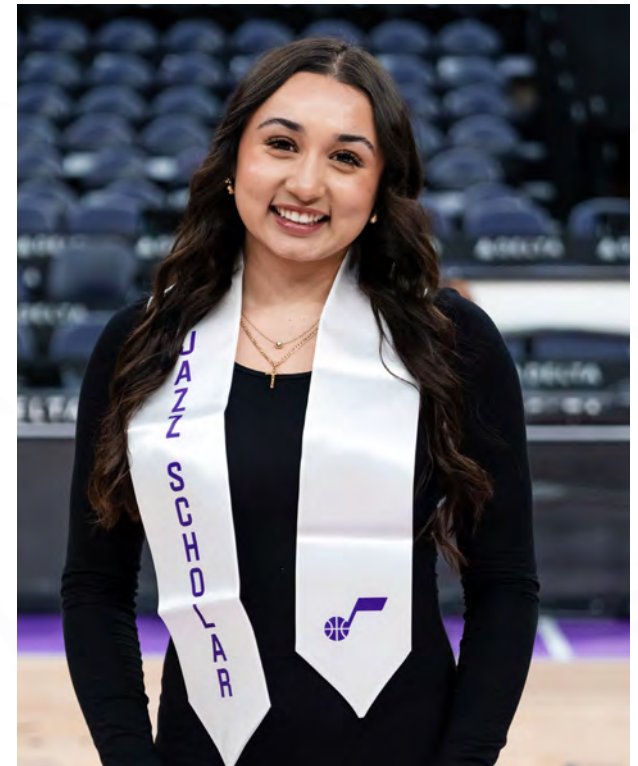
April

Junior Achievement

The SEG Foundation partnered with Junior Achievement to support the In-Class Whole School Elementary Sponsorship. Over 15 SEG volunteers led hands-on lessons that introduced elementary students to the concepts of money, careers, and entrepreneurship.

Jazz Scholars

The Utah Jazz celebrated the graduation of 39 scholars this spring for a total of 55 graduates to date. These amazing students will be securing jobs, preparing for graduate school and moving on to the next chapter of their lives. We feel incredible pride and gratitude for each of them. Their desire to serve their communities and help those around them is inspiring.



Jazz Player Appearances

Utah Jazz Rookie Clinic

The 2025 NBA Draft Class was welcomed to the Utah Community at a basketball clinic at a local Boys & Girls Club.



Open Scrimmage, presented by SeatGeek

The team made a surprise visit at East High School where they scrimmaged in front of the school's 2,000 students.



Back-to-School Shopping Sprees

Brice Sensabaugh and Taylor Hendricks each invited kids from a local Boys & Girls Club to shop for new clothing and school supplies.



Community Ticket Program

Lauri Markkanen, Walker Kessler, Taylor Hendricks, Jusuf Nurkic, and Kevin Love donated season tickets that were utilized by 100+ local non-profit partners.



Primary Children's Hospital Visit

Keyonte George, Cody Williams, and Oscar Tshiebwe visited the Lehi campus and participated in arts and crafts with the youth.



Georges Niang Thanksgiving Dinner

Georges Niang served families from Utah Community Action a special holiday catered meal, engaged with families, and distributed meal kits for each family to take home with them to prepare their own holiday meal during the season.



Utah Jazz Winter Wonderland

The Utah Jazz hosted a Winter Wonderland Celebration at the Discovery Gateway Children's Museum. Three hundred attendees from local community partners were invited to attend the museum after-hours to engage with the museum exhibits and participate in special holiday activities, led by Utah Jazz players and Utah Jazz volunteers.



Svi Mykhailiuk Thanksgiving Ham Donation

Svi Mykhailiuk donated 300 hams for Thanksgiving in partnership with Mercedes Farmington. The hams were distributed to two local high school teen centers at Farmington and Davis High Schools.



Walker Kessler Holiday Shopping

Walker Kessler surprised youth from the Boys & Girls Club with a shopping experience to pick out holiday gifts with help from Jazz Bear.



Keyonte George Holiday Party

Keyonte George, Ace Bailey, and Jazz Bear surprised 50+ kids at a local Boys & Girls club with games, dinner, and gifts.

Jazz Partner Driven Events

Mark Miller Subaru Adopt-a-School — Santa Sack Assembly

To tip off the Adopt-a-School partnership with Mark Miller Subaru and Granite Education Foundation, 30 volunteers from MMS and SEG assembled nearly 300 Santa Sacks for students at Thomas W. Bacchus Elementary in Kearns. Students received their presents during a surprise holiday assembly from Jazz Bear.



Springville Community Court

Clyde Companies, Layton Construction, and LVT sponsored the newest Utah Jazz Community Court in Springville, Utah. Local leaders and Jazz personalities presented the court with a ribbon cutting ceremony, and a clinic for Springville Junior Jazz participants.



WCF Insurance

Community Connections

WCF volunteers served lunch to SLCPD staff and packed "comfort kits" that officers and social workers will distribute as needed when responding to calls and engaging with the community.



Toyota Her Time Clinic and Watch Party

Over 75 girls ages 11–17 in Bantam and/or Junior Jazz were invited to the Jazz practice facility for a clinic and watch party sponsored by Toyota. Local collegiate athletes coached and mentored the girls, and they had the opportunity to win prizes during the Jazz away game.

Zions Bank Slam Dunk Savings

The Utah Jazz and Zions Bank teamed up for the inaugural Slam Dunk Savings program, where students at West High had the opportunity to develop their financial literacy skills through interactive lessons. West High educators led out on the program, and Zions Bank staff supported by leading lessons and offering opportunities for students to continue their financial literacy journey. Throughout the program, students were surprised with VIP Jazz experiences, such as sitting courtside for warmups and receiving custom jerseys and swag.



Delta U.S. History Tour

The Utah Jazz and Delta Air Lines teamed up for their annual U.S. History Tour, where they hosted 20 local high school students on a cross-country immersive learning journey. This year, the program took place in Atlanta, GA, where students explored prominent civil rights historical sites while learning how they can be leaders in their own communities. Students also attended a Utah Jazz away game and explored the Delta Flight Museum.



Partners

Acronis

AMERICA FIRST
CREDIT UNION

awardco

CLYDE
COMPANIES

DELTA

entrata

Gallagher

Instructure.
SETTING POTENTIAL IN MOTION

Layton
CONSTRUCTING WITH INTEGRITY

LMT

MARK MILLER
SUBARU

MOUNTAINLAND
SUPPLY COMPANY

SEATGEEK

SME
STEEL

STANLEY

TOYOTA

HEALTH
UNIVERSITY OF UTAH

WCF INSURANCE

ZIONS BANK

Jazz Bear Appearances



Awardco Recognize the Good



Archie's First Birthday



Instructure Most Valuable Educator



Keyonte George Holiday Party



Excel Bus Tour Awards



Jazz Fit

Jazz Community Events & Theme Nights

Military Appreciation

The second annual Commander's Cup, presented by SeatGeek, was hosted at the Jazz practice facility. Each branch of the military was represented at the basketball tournament for local veterans and those in active-duty. Throughout the season, local service members were recognized at games through the Delta Hometown Heroes activation.



MLK Day

In the spirit of Dr. King's quote, "The time is always right to do what is right," students from the University of Utah worked in teams to develop and present a service project that helps address a need within their community. Winning teams received funding to execute their project.



Hispanic Heritage

Utah Health Policy Project, Somos Foundation, and Cemelle were hosted at Delta Center for our Hispanic Heritage night. They received dinner and gifts before watching the game filled with cultural celebrations. Additionally, SEG supported the 2025 Hispanic Health and Heritage fair with games, arts & crafts, activities, and swag.



Women's History Month

Dr. Katie Liljenquist from the University of Utah's Executive Education program led a Salary Negotiation Workshop for young women and professionals throughout the community. Participants learned practical skills, practiced real world scenarios, and networked with peers and mentors. They were also invited to attend the WHM Jazz game.

Black History Month

To tip-off BHM, the Jazz partnered with local non-profit, "Curly Me!". Creative Operations Manager for Counterpoint, Nailah Mansa, taught a clothing workshop on how to read labels, basic clothing care, and styling tips for their first BRAID'd cohort of the year. Halfway through the program, the girls were surprised with a shopping spree. Later in the month, Curly Me! and Black Physicians of Utah attended the BHM game where they received food and swag vouchers.

Jazz Youth



Junior Jazz Recreation
Center Partners

101

Junior Jazz
Participants

70K+

3v3 Tournament
Participants

1,000+

between 8 and 60 years old

Camps & Clinics
Participants

1,734



Junior Jazz Roadtrips

Oscar Tshiebwe and John Tonje went on roadtrips and made 17 stops, visiting over 1,500 kids in Idaho and Utah.



Junior Jazz Parties

Three Junior Jazz Parties were hosted with over 8,000 participants to meet Jazz players: Walker Kessler, Ace Bailey, Kyle Filipowski, Cody Williams, Keyonte George, Brice Sensabaugh, and Taylor Hendricks.

Jazz Bantam



In the program's first season

783

Bantam Teams

6,655

Bantam Players

40%

of Utah High Schools Joined

3,821

Games Played



Jazz Youth All-Star Saturday
The youth basketball celebration brought over 10,000 attendees for an All-Star Game, 3-Point Contest, Celebrity Game, and more. Mascots and celebrities joined in on the fun, including Devon Dampier and Bear Bachmeier who led the showcase teams. \$24,000 was donated to various Utah school district foundations throughout the competition.



Salt Lake City Stars



Autism Acceptance

The Stars hosted an Autism Resource Fair in the kids zone, welcoming six local non-profit partners. The evening also included a performance from the Special Olympics Dance Team, and a visit from the Golden Healers Therapy Dogs.



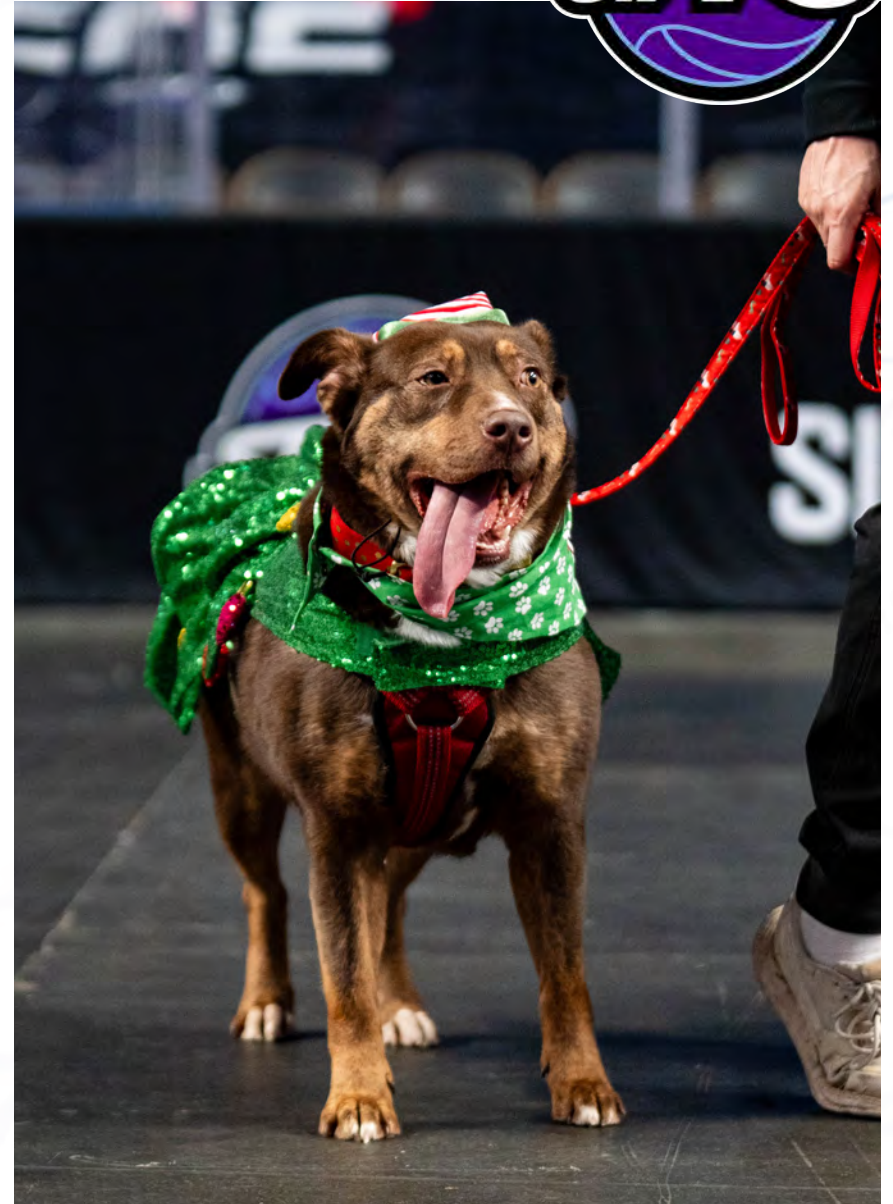
Hispanic Heritage Night

The first 500 fans received special edition Las Estrellas replica jerseys. In partnership with Take Care Utah and Avanza 88.3, hundreds of free tickets were dispersed to the local Hispanic and Latinx community. Following the game, player-worn and autographed jerseys were auctioned off, with proceeds going to Academia Mis Raices youth mariachi.



Med One Kids Days

Three Kids Days were hosted in partnership with Jordan and Granite School districts to bring over 10,000 students to Delta Center. Med One supplied all tickets to students and families at zero cost. Additionally, The Guadalupe Center brought out students for a VIP experience, including courtside seats during the game.



Best Friends Dog Adoption Nights

Fans got to meet and apply for adoptable dogs on the concourse, and the Stars covered all adoption fees. Six dogs found their forever homes over the course of two Dog Adoption Nights.

Mammoth Player Appearances



Alexander Kerfoot's Female Hockey Clinic

Mammoth alternate captain Alex Kerfoot hosted a girls hockey clinic to further his season-long efforts to make hockey more accessible to girls. Mammoth youth coaches helped provide an on ice skills clinic for 12U and 19U girls at the Utah Olympic Oval, in addition to a Try Hockey for Free session for any female interested in trying the sport for the first time. Hilary Knight, professional women's hockey player, world champion, Olympic champion and three-time silver medalist, attended the clinic to support Alex and all of the participants.



Hospital Visit (All Team)

Utah Mammoth players, coaches, Tusky, and others visited patients and their families at Intermountain Primary Children's Hospital in Salt Lake City to raise spirits as well as donate books and blankets to patients staying at the hospital. Mammoth players spent time in the main playroom as well as conducted room visits to children receiving treatment.



Bill Armstrong and André Tourigny Career Panel

GM Bill Armstrong and Head Coach André Tourigny led a career panel at Highland High School about career success.



Topgolf (All Team)

The Utah Mammoth hosted fans and supporters at Topgolf for a fun night of fundraising that benefitted the SEG Foundation. As the Mammoth prepared to return to the ice, the event served as a unique opportunity for fans to engage with players and front office staff before the start of the 2025-26 NHL season, while supporting the Foundation's initiatives.



Natural History Museum of Utah

Karel Vejmelka and Nate Schmidt hosted a field trip for students of Olene Walker School and Dos Munos Charter School at the Natural History Museum of Utah's Mammoth exhibit as part of a SEG Foundation initiative announcing the Utah Mammoth Museum Quest, launched across the state of Utah.



Target Holiday Shopping (All Team)

The Utah Mammoth players were excited to host an all expenses paid holiday shopping event for kids at the Boys and Girls Club of Midvale. Mammoth players and children went around Target shopping for holiday gifts followed by a hot chocolate bar.



Hospital Visit

Lawson Crouse, Liam O'Brien, and Brandon Tanev spent time with patients and their families at Huntsman Cancer Institute, as part of the Utah Mammoth's Hockey Fights Cancer initiatives.

Socks for World Down Syndrome Day

Michael Carcone created a special sock in a pair designed to honor World Down Syndrome Day, as part of an NHL, NHLPA, and For Bare Feet initiative. The Utah Mammoth players wore Carcone's sock pair to their March 20 game to celebrate World Down Syndrome Day.



Tusky Appearances



Huntsman Cancer Institute



SEG Foundation's field trip to the Natural History Museum of Utah



Pay It Forward Day



3v3 Clinic



Doctors and Nurses, as part of the Utah Mammoth's Hockey Fights Cancer initiatives.



Guadalupe School's holiday celebration, hosted by Nomi Health

Mammoth Partner Driven Events

AFCU Puppy with a Purpose — Archie's Birthday

Open-to-the-public community event at Smith's Ballpark on Saturday, August 9, to celebrate Archie's first birthday. The family-friendly celebration will run from 10 A.M. to 1 P.M. and will feature a variety of activities for all ages, including street hockey games, food trucks, a meet-and-greet with Archie, and more.



SME Steel Birthday Party

Smith Entertainment Group and SME Steel are teaming up to host 74 foster kids and their families for a birthday party at The Rush Funplex. Kids will be able to play arcade games, laser tag, go mini golfing, bowling, go-kart racing, and more when they arrive at the party. Following the games, the kids and their families will eat pizza and birthday cake, and open presents before heading home.



Nomi Health — Cookie Decorating

The Utah Mammoth and Nomi Health teamed up to spread the joy of the holiday season by throwing a cookie decorating party for the students at the Guadalupe Center. Classes took turns rotating into the cafeteria over the course of the event. Students decorated sugar cookies with all the fixings, while Tusky ran around and greeted the children. At the end of the event, every student went home with a craft kit and a Utah Mammoth T-Shirt.



Huntsman Cancer Recognition Program

Recognized 5 individuals at 5 designated games to continue Hockey Fights Cancer programming following the official HFC game in November. Each individual was selected by the Huntsman Cancer Institute and received complimentary tickets to the game, an in-game recognition with photos on the video board and a PA read, a custom jersey, and a Zamboni ride.

VLCM Stem Day

In partnership with VLCM, the Utah Mammoth invited 80 students from Eastmont Middle School to participate in a STEM Day at the Utah Mammoth Ice Center. Students participated in five on- and off-ice activities to learn the science behind hockey.



Pucks and Pages

The Utah Mammoth and Zions Bank teamed up to spread the joy of reading with students across the state of Utah by sponsoring three Scholastic Book Fairs at local Title 1 schools. Classes took turns rotating to attend the Book Fair throughout the day. Students had the opportunity to select any 3 books they wanted to take home at no cost to themselves as well as fun Utah Mammoth/Zions Bank swag. The school also received 300 books to be donated to the teachers' classrooms.



Partners



Mammoth Community Events & Theme Nights



Women's History Month

The Utah Mammoth hosted a Mom's Night In at the YWCA Utah Chapter. Held at the YWCA Utah, residents received complimentary salon and spa makeovers provided by cosmetology students at Taylor Andrews Academy. As mothers enjoyed spa and salon treatments, their children were invited to take part in hockey-themed games and arts and crafts during a Mammoth watch party for the game against the Dallas Stars.



Military

The Utah Mammoth celebrated Military Appreciation by offering complimentary tickets to military members stationed at Hill Air Force Base. Proceeds from the Military Jersey Auction went to the Utah Guard Charitable Trust.



Hispanic Heritage Fair

The Utah Mammoth and Utah Jazz were the presenting sponsors of the Hispanic Heritage Health Fair. Both teams brought games, giveaways, and crafts to the participants and spectators of the festival.



Black History Month

The Utah Mammoth introduced the BOLD (Black Outstanding Leaders and Doers) Award, and recognized Dr. Ferguson from the Black Physicians of Utah in-game.



Hockey Fights Cancer

The Utah Mammoth recognized patients of the Huntsman Cancer Institute in-game at the annual Hockey Fights Cancer game, as well as during additional games throughout the season. The Mammoth further supported Hockey Fights Cancer initiatives by having players visit patients as well as donating the proceeds of the Hockey Fights Cancer Jersey Auction to the Huntsman Cancer Foundation.



Next Gen Game

The Next Gen game spotlighted kids ages 8-14 by giving them the opportunity to step into real gameday roles, including singing the national anthem, becoming a rinkside reporter for the night, hitting the goal horn, and more. Selected through a community-wide submission process on the Utah Mammoth social media channels, these young fans played an active role in elevating the gameday atmosphere.



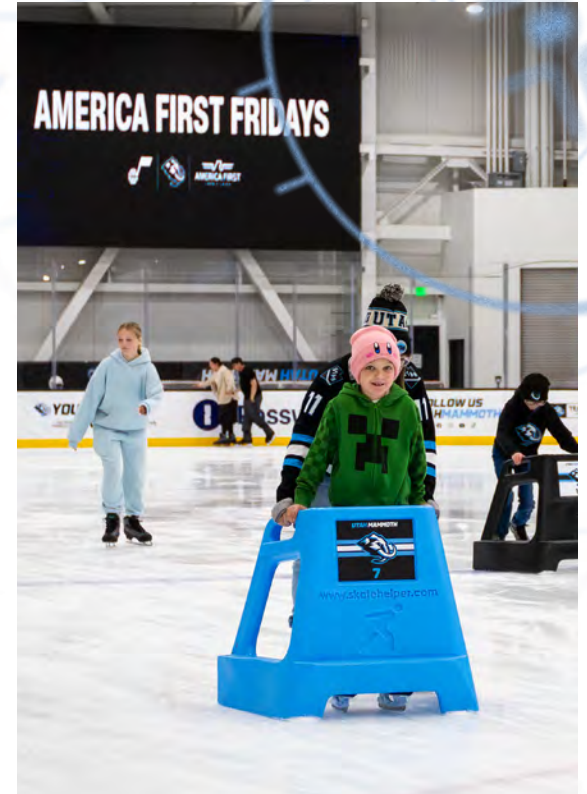
MLK

The Utah Mammoth partnered with the Utah Martin Luther King Jr. Human Rights Commission to host 50 students at a Utah Mammoth Game. Students from various diversity-focused community groups arrived early and participated in a hands-on, educational program centered around Dr. King's principles of non-violence.

Mammoth Ice Center

The Utah Mammoth Ice Center, a 146,000-square-foot facility in Sandy, Utah, opened in February 2026 as a year-round community destination to grow the game of hockey and create ice access for people of all ages and skill levels. It offers recreational skating, foundational classes, leagues, clinics, skate rentals, as well as public/private venue rentals. The ice center, an entity of Smith Entertainment Group, also serves as the practice and training facility for the NHL team, the Utah Mammoth, complete with state-of-the-art performance, training, and medical resources plus team offices. For more information, visit mammothicecenter.com.

When the team isn't using the space, the facility's two full-size ice sheets are available for community programming such as public open skate sessions, introductory skating classes, youth hockey development programs, and an adult recreational hockey league. The Utah Mammoth Ice Center also offers off-ice community programming including on-site skate rentals, public locker rooms, food and beverage options from 'Tusky's Cooler', and flexible multi-use spaces for private events and team gatherings.



Mammoth Youth Ice Hockey

4,029
Total Participants

336

Hours of Ice Time for Learn
and Continue to Play

47

Total Camps and Clinics

814

Sets of Hockey Equipment Donated



Mammoth Youth

Street Hockey



24,508
Total Participants

146
Total Camps and Clinics

445
PE Class Takeovers

25
Complete Sets of Street Hockey
Equipment Donated



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@deltacenter