

THE FIRST RESPONDERS FOUNDATION PRESENTS

GUNS & HOSES

HOCKEY CHALLENGE



EVENT RECAP



URGENT CARE CLINIC
OF LINCOLN



WoodmenLife

THANK YOU SPONSORS!



An Event Recap From the Guns & Hoses Team



EVENT RECAP

Wow! Thank you for making the 4th Annual Guns & Hoses Hockey Challenge a huge success! Check out the media links below and Page 2 to find out more about the impact you made!

Event Photos: We have several different photo albums from the event. [View Here!](#)

Event Video: Watch and share the amazing recap video by [clicking here](#).

Save the Date: The next event will be March 15, 2026 at Baxter Arena. Reach out to Gina Mowat to secure your sponsorship spot now and join/share the official 2026 Facebook Event by [clicking here!](#)



Save the Date

The next Guns & Hoses Hockey Challenge will be:

3.15.26

BY THE NUMBERS

3,474

Tickets Distributed

\$100,000+

Raised to support our heroic first responders.

17,180+

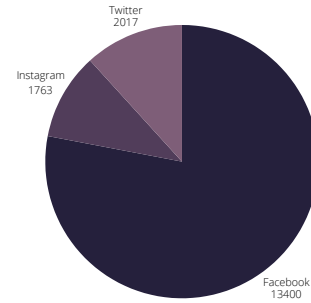
Social media fans across Guns & Hoses and First Responders Foundation platforms.

TEAM BLUE

10 different metro-area agencies represented with a combined 273 years of service.

TEAM RED

7 different agencies represented with a combined 291 years of service



TV/MEDIA

News coverage from KETV and WOWT leading up to and after the event, including a morning show interview on KETV. Partnerships with Family Fun in Omaha, Omaha Guidebook, and influencers.

PODCASTS

Mention/giveaway on Hurrdat Sports Live podcast, and event coverage from Hurrdat ONE.

292,300

Total reach on the Guns & Hoses Facebook Page alone during 2025 Event Campaign.

953,000

The number of views on the Guns & Hoses Facebook page alone.

11,800

Content interactions on Facebook and Instagram.

1,600

Facebook Event Responses

25,500

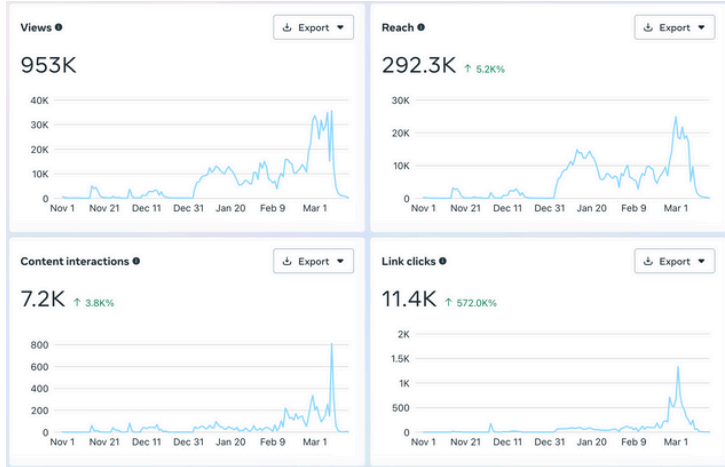
Ticket link engagements; 10,000 unique clicks



Thank you for your support.

SOCIAL MEDIA ANALYTICS

FACEBOOK



Content overview

Breakdown: Organic/ads

All Posts Stories Reels Videos Live

Views 953K **Reach** 292.3K ↑ 5.2K% **3-second views** 32.4K ↑ 13.6K% **1-minute views** 135 ↑ 2.1K% **Content interactions** 7.2K ↑ 3.8K% **Watch time** 5d 17h ↑ 12.7K



Views breakdown

Nov 1, 2024 - Mar 17, 2025

Total 952,972

From organic 24%

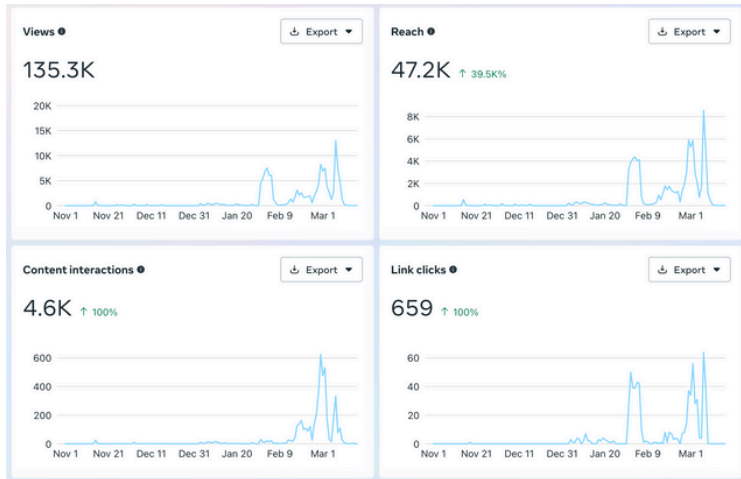
From ads 76%

Top content by views

Boost content See all

<p>Calling all First Responders, Veteran... Wed Feb 26, 10:00am 52K ♥ 113 16 ↗ 8</p>	<p>First Responders and Veterans, this one's f... Wed Feb 26, 7:28am 39.8K ♥ 203 9 ↗ 11</p>	<p>Calling all hockey fanatics! The Gun... Mon Mar 3, 7:53am 36.8K ♥ 55 11 ↗ 11</p>	<p>Get your tickets to the 2025 Guns & Hoses... Mon Feb 3, 6:43am 28.8K ♥ 62 1 ↗ 17</p>	<p>We're so excited to welcome you to the... Sat Feb 22, 10:00am 25.7K ♥ 61 5 ↗ 9</p>
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INSTAGRAM

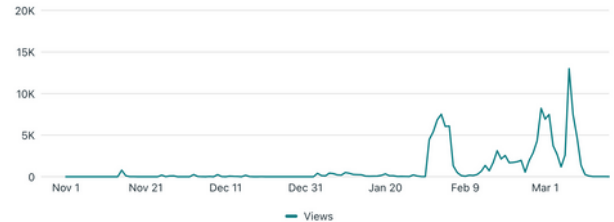


Content overview

Breakdown: Organic/ads

All Posts Stories

Views 135.3K **Reach** 47.2K ↑ 39.5K% **Content interactions** 4.6K ↑ 100%



Views breakdown

Nov 1, 2024 - Mar 17, 2025

Total 135,350

From organic 25%

From ads 75%

Top content by views

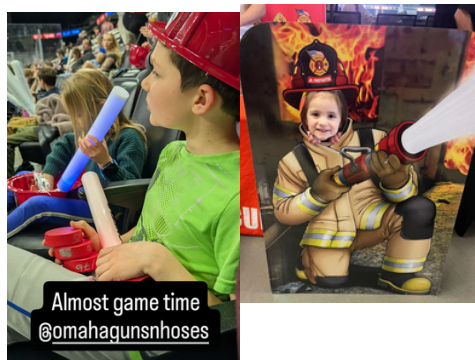
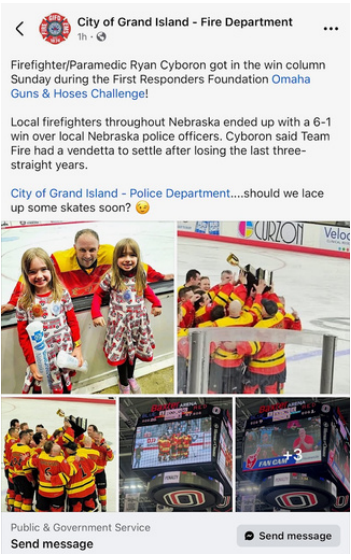
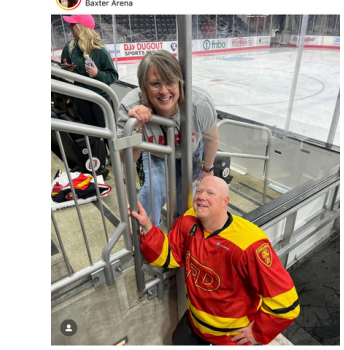
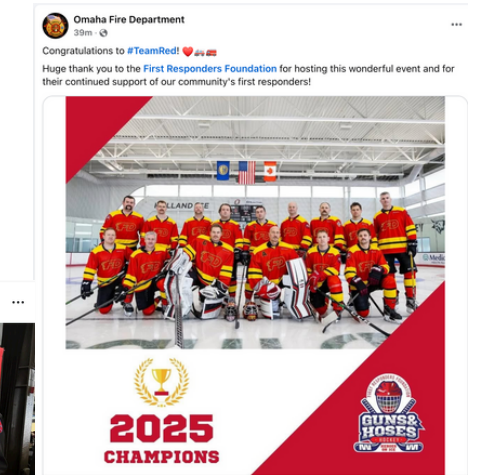
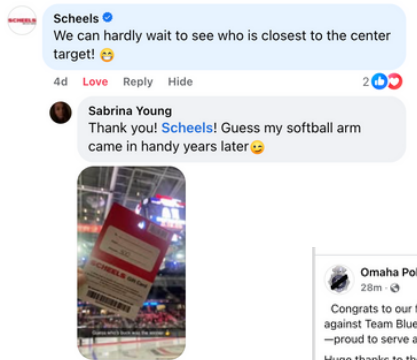
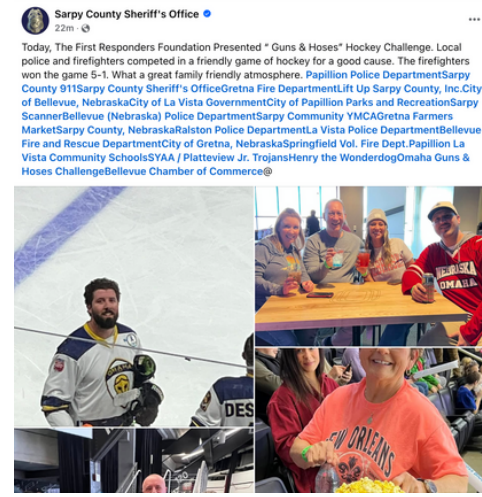
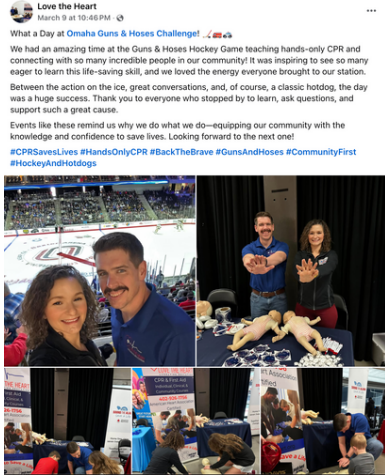
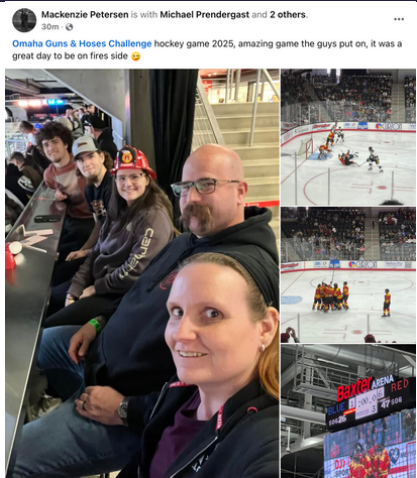
Boost content See all

<p>Ice hockey fans, this is the showdown... Fri Jan 31, 6:51am 28.5K ♥ 85 0 ↗ 11</p>	<p>Looking for the ultimate family... Thu Mar 6, 7:38am 11.5K ♥ 19 0 ↗ 2</p>	<p>Officer Crick and Valor greeted... Tue Mar 11, 7:35am 9.1K ♥ 297 6 ↗ 45</p>	<p>The next Guns & Hoses Hockey Challenge is... Fri Jan 3, 7:40am 8.5K ♥ 78 0 ↗ 26</p>	<p>GIVEAWAY TIME! I've partnered with t... Mon Feb 24, 4:09pm 7.5K ♥ 39 120 ↗ 6</p>
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Thank you for your support.

SOCIAL MEDIA BUZZ



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