

# PARTNERSHIP OPPORTUNITIES



**RUN**  
**WALK**  
**HIKE**  
**BIKE**  
**VOLUNTEER**  
**VIRTUAL QUEST**

**Hanover, NH**

**October 20, 2019**



# CHaD HERO 2019

- CHaD's largest fundraiser
- Family-friendly event
- Now in its 14th year on October 20th
- Many ways to participate | Run, Walk, Hike, Bike, Volunteer or Virtual Quest
- Attendees, often in superhero costumes, enjoy a festival with food vendors, activities and entertainment

2018 CHaD HERO raised **\$800,000**

CHaD event  
proceeds fund  
important  
programs

CHILD ADVOCACY AND CHILD ABUSE INTERVENTION

MANAGEMENT OF CHRONIC ILLNESS

WELLNESS AND INJURY PREVENTION

PATIENT AND FAMILY SUPPORT SERVICES

COMPLEX CARE

CHILD LIFE

CHILD DEVELOPMENT



## MANY HEROES: ONE MISSION

**Children's Hospital at Dartmouth-Hitchcock**

*Providing the right care, in the right place, at the right time. Every time.*



- NH's only children's hospital
- 85,000 unique patients served annually in 13 locations
- High-quality care in a family-centered environment
- Network of over 250 pediatric providers
- 300,000 annual outpatient visits
- Providing care regardless of a family's ability to pay

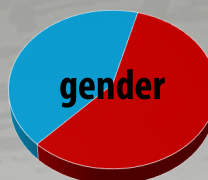
### 2018 Demographics

3,200 Participants | 400+ Volunteers

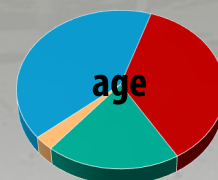
2,000+ Spectators



Over \$100K: 54%  
\$50 - \$99K: 24%  
Under \$50K: 22%



Female: 58%  
Male: 42%



U23: 41%  
24 - 44: 20%  
45-64: 20%  
65+: 3%





# PARTNERSHIP OPPORTUNITIES

Let us customize a partnership to meet the needs of your organization!

	CHAMPION \$100,000 Exclusive	GUARDIAN \$50,000	PROTECTOR \$25,000	SIDEKICK \$10,000	PROVIDER \$5,000	ADVOCATE \$2,500	UPSTANDER \$1,000	NURTURER \$500
Presenting Partner	•							
Event day booth space	•	•						
Logo on participant emails	•	•	•					
Banner on main stage	•	•	•	•				
Logo on every website page	•	•	•	•				
Social media mentions Facebook & Twitter	•	•	•	•	•			
Right of first refusal for 2020	•	•	•	•	•			
Naming rights to one race or event element	race element	race element	race element	event element	event element	water/cheer station		
Event entries	8	6	4	4	4	2	2	
Sponsor page website recognition	logo & link	logo & link	logo & link	logo & link	logo & link	logo & link	logo & listing	logo & listing
Event t-shirt recognition	logo	logo	logo	logo	logo	logo	listing	listing
VIP tent access	8	6	4	4	4	2	2	2
Recognition on event signage	logo	logo	logo	logo	logo	logo	listing	listing
Post Event Certificate of Recognition	•	•	•	•	•	•	•	•
"Tribute to HEROES" invitations (award evening prior to event)	8	6	4	4	4	2	2	2

## VISIBILITY

Be recognized for corporate social responsibility and raise brand awareness

### Media Partners

Great Eastern Radio  
The Point Radio  
WMUR - TV  
NH Public Television  
NH Union Leader  
iHeart Media  
Daily UV

### Web Presence

Event Page: [chadhero.org](http://chadhero.org)  
Over 25,000 annual views

### E-Mail

Electronic distribution: 20,000  
Average open rate: 25%

### Social Media



# Ready for your mission?

chadhero.org

Contact:  
Evan Seely  
CHaD Community Relations  
603.308.2233  
Evan.S.Seely@hitchcock.org



## CUSTOMIZED PARTNERSHIPS

Raise brand visibility and engage employees

*A great event for a great cause!*

### Employee Engagement and Wellness

- Encourage employees to create a company team or participate as individuals
- Foster community engagement by promoting event volunteer opportunities
- Promote wellness and an active lifestyle



*"We travel up every other week and my kids always look forward to visiting Molly's Place. Going there helps take the edge off the stress of all the stays and appointments. We love the coffee and snacks, the gas cards, the health care notebooks, the lending library, the strollers, and the staff are remarkable" – CHaD Parent*



Jeff Hastings (center), HERO Race Director with Caroline Pennacchi (left), top female 5k finisher and Ian Stiehl (right), top male 5k finisher.

### Do the Right Thing!

Giving to CHaD is an investment in the children of our community, and impacts the health and wellness of thousands of kids each year, regardless of their family's financial status. It is through the generous support of our partners that we are able to continue advancing and expanding our services.

Consider partnering with us today to help us continue our role in the community for the generations of tomorrow.