

# A DECADE OF TRADITION, A DECADE OF CARING



**PROCEEDS BENEFIT:**

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



## **PARTNERSHIP OPPORTUNITIES**

**SATURDAY, JUNE 25, 2022 - 1:00 PM**

**GRAPPONE STADIUM - ST. ANSELM COLLEGE**

**Support Children's Hospital at Dartmouth-Hitchcock and the 10th Edition of the CHaD NH East-West High School All-Star Football game, presented by Bedford and Nashua Ambulatory Surgical Centers with our unique partnership opportunities. Promote your organization and make a difference!**

## ABOUT THE GAME

- NH's only intrastate high school all-star football game, celebrating its tenth game in 2022!
- Founded by Manchester business leader Nick Vailas.
- Over \$2.3 million has been raised since its inception in 2012. The goal is to surpass \$2.5 million total in 2022.
- The game consists of two teams of 44 graduating high school seniors from across N.H., nominated by their head coaches on ability, scholarship and community involvement.
- All-Star players are *encouraged* but not required to raise funds for CHaD, teaching them the power of giving back. Players have raised over \$610,000 in ten years (nine games).



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

## ABOUT CHaD

- NH's only children's hospital
- Providing care regardless of a family's ability to pay
- 95,000 unique patients served annually in 12 locations
- High-quality care in a family-centered environment
- Network of over 250 pediatric providers
- Over 322,000 annual outpatient visits

### 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

Coordinated care for complex health needs

Child Life Program

Child Development Program







# PARTNERSHIP OPPORTUNITIES

Uniquely market your organization while providing healthier futures for CHaD kids

	All-American Partner \$10,000	Action Partner \$5,000	Tackle Partner \$2,500	Program Book Full-Page Ad \$1,000	Program Book Half-Page Ad \$500
Company logo on volunteer shirts	✓	✓			
Company banner at event	✓	✓			
Social media mentions	✓ Exclusive post with Logo & Links	✓ Action Partner spotlight post	✓ Tackle Partner mention		
PA mentions at event	✓	✓	✓		
Premium company naming & logo opportunities	Choose one: • Team East or Team West Sponsor • Company-branded fan giveaway item • All-Star Alumni	Choose one: • Touch Downs • First Downs • Sacks • Turnovers • Chain gang & ball crews • Fan Partner • Pre-Game • Half-Time	Choose one: • Timeouts • Player spotlights on social media and during the game • CHaD Buddies • Player Practice		
Website recognition	✓	✓	✓	✓	
Program Recognition	Full Page	Full Page	Half Page	Full Page	Half Page

## PROGRAM BOOK ART SPECS:

Full Page—8"w X 10.5"H  
(Black and White)

Half Page—8"w X 5"H  
(Black and White)

**ALL FINAL PROGRAM  
ARTWORK IS DUE BY  
FRIDAY, MAY 20, 2022**

Submit electronically to  
CHaD.AllStarFootball@hitchcock.org

## VISIBILITY & REACH

Earn recognition for corporate responsibility & raise brand awareness

### Media Partners

WMUR - TV  
NHPBS  
NH Union Leader  
WGIR  
iHeart Media

### Social Media



@CHaDKids: 13,727 likes



@CHaDKids: 1,557 followers



@CHaDKids: 1,267 followers



**FOR MORE INFORMATION, CONTACT  
CHAD COMMUNITY RELATIONS AT  
603-629-1234 OR  
[CHAD.ALLSTARFOOTBALL@HITCHCOCK.ORG](mailto:CHAD.ALLSTARFOOTBALL@HITCHCOCK.ORG)**

**PROCEEDS BENEFIT:**



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



# 2022 CHaD NH East-West High School All-Star Football Game Partner Registration

All-Star Underwriter—Bedford & Nashua Ambulatory Surgical Centers

## Partnership Levels:

- ☐ **\$10,000** - All-American Partner
- ☐ **\$5,000** - Action Partner
- ☐ **\$2,500** - Tackle Partner
- ☐ **\$1,000** - Full-Page Program Recognition
- ☐ **\$500** - Half-Page Program Recognition

## Donation Opportunity:

- ☐ In lieu of or in addition to a partnership, I'd like to support the game with a donation in the amount of \$\_\_\_\_\_.

**Contribution Total:** \_\_\_\_\_ **in support of** \_\_\_\_\_

*(All-Star Player or Committee Member's name)*

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Contact Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

- ☐ Enclosed is our partnership check (made payable to "D-HH/CHaD Football")
- ☐ Please charge our partnership to the following credit card:

Name as it appears on card: \_\_\_\_\_

Billing Address (if different than above): Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV \_\_\_\_\_

Signature: \_\_\_\_\_

**Logo:** A company logo should be made available to CHaD for use in print material and web media, as outlined by partnership level. We will accept logos in .TIF, .EPS, PDF or JPEG format. Please send logo to [CHaD.AllStarFootball@hitchcock.org](mailto:CHaD.AllStarFootball@hitchcock.org).

**All-Star Football Program Recognition Artwork due on or before: Friday, May 20, 2022**

*CHaD is a program of Mary Hitchcock Memorial Hospital, a 501(c) (3) non-profit, tax-exempt organization. Proceeds are tax deductible to the extent permitted by law. Tax ID# 26-4812335, Mary Hitchcock Memorial Hospital, dba: Children's Hospital at Dartmouth, CHaD.*

## Please mail this form to:

Office of Development & Alumni Relations - Dartmouth-Hitchcock/Geisel School of Medicine

One Medical Center Drive (HB 7070) - Lebanon, NH 03756

or email to [CHaD.AllStarFootball@hitchcock.org](mailto:CHaD.AllStarFootball@hitchcock.org)