

2022 SPONSORSHIP OPPORTUNITIES



Oct. 9, 2022



Hanover, NH

Half-Marathon, 5K Run / Walk, & Cam's Course 1-Mile Fun Run Benefiting Dartmouth Health Children's
Your Contact: Polly Antol • 603.359.9538 • polly.antol@hitchcock.org • chadhero.org



MANY HEROES: ONE MISSION

Learn more at CHADHERO.org



The CHaD HERO is the premier fundraising and athletic event benefiting Dartmouth Health Children's. Since 2006, the CHaD Hero has grown from a half marathon event to include a competitive 5K run, Cam's Course 1 Mile Fun Run, and a Virtual Quest.

YOUR IMPACT!

All CHaD HERO proceeds benefit Dartmouth Health Children's and every dollar makes a difference!

Children and families at Dartmouth Health Children's receive expert, compassionate care and benefit from the latest discoveries in child health research. Your support makes that possible.

Dartmouth Health Children's is committed to its purpose to help all children lead their healthiest, happiest lives, with a promise to continue to improve health, advance knowledge, and deliver the very best patient and family centered care through discovery, innovation, education, and advocacy.

In addition to the many locations throughout New Hampshire and Vermont where families can receive Dartmouth Health Children's care, the flagship Children's Hospital at Dartmouth Hitchcock Medical Center (CHaD) serves as New Hampshire's only children's hospital, delivering top quality care and services to the sickest children in our region, provided by exceptional and dedicated caregivers and staff.

Dartmouth Health Children's At-A-Glance

- **95,000 CHILDREN** served each year, including 322,050 outpatient visits
- **250 DARTMOUTH CHILDREN'S PROVIDERS** in 30 specialties
- **1 CHILDREN'S HOSPITAL** in NH (CHaD) serving families throughout both NH and VT
- **30-BED** neonatal intensive care unit
- **23-BED** pediatric and adolescent progressive care unit, including pediatric intensive care
- **2,500 SURGICAL CASES** and **3,600 HOSPITAL STAYS**
- **0 FAMILIES TURNED AWAY** by Dartmouth Health Children's based on their inability to pay for medical care.

The philanthropic generosity of our community is an important source of financial support for many Dartmouth Children's programs including the following:

- Child Life Program
- Pediatric Mental Health Access Initiative
- CHaD Social Work Team
- Child Advocacy and Protection Program (CAPP)
- Molly's Place and Family Resource Center



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

EMPLOYEE ENGAGEMENT AND WELLNESS

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

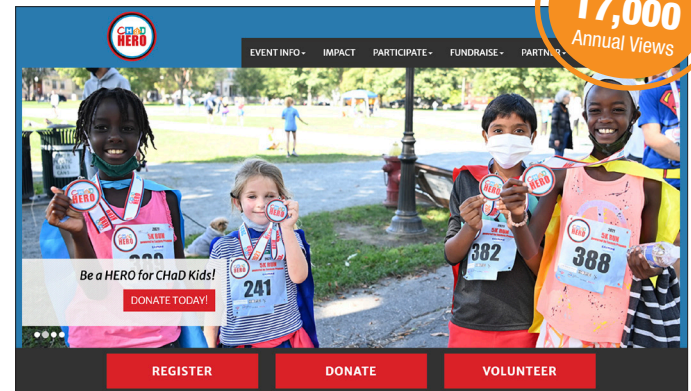
ROUND UP CAMPAIGN

Consider starting a round up campaign to benefit Dartmouth Health Children's! Customers at your business can 'round up' their purchase to the nearest dollar as a donation to the HERO.

Please contact **CHaD HERO HQ** at chadhero@hitchcock.org to learn more.

Web Presence

Event Page: chadhero.org



E-Mail

Electronic Distribution: 12,000

Average Open Rate: 24%

Social Media

CHaD Kids: 14,317 likes

@CHaDKids: 1,663 followers

@CHaDKids: 1,668 followers





PARTNERSHIP OPPORTUNITIES

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

| | \$100k Champion | \$50k Guardian | \$25k Protector | \$10k Provider | \$5k Advocate | \$2,500 Upstander | \$1,000 Nurturer |
|--|--------------------|-------------------|--------------------|-------------------|------------------|----------------------|---------------------|
| Presenting Partner (Exclusive) | • | | | | | | |
| Inclusion on All Marketing and Event Materials | • | | | | | | |
| MEDIA, PRINT & ELECTRONIC RECOGNITION | | | | | | | |
| Dedicated Email Blast featuring partnership | • | • | | | | | |
| Inclusion in HERO Press Release | • | • | | | | | |
| Logo on Participant Emails | • | • | • | | | | |
| Logo on Every Website Page | • | • | • | | | | |
| CHaD HERO Brochure (deadline 7/1/22) | Logo | Logo | Logo | Logo | Listing | | |
| Featured in Social Media Post | Dedicated | Dedicated | Dedicated | Within Level | Within Level | Within Level | |
| Sponsor Page website recognition | Logo & Link | Logo & Link | Logo & Link | Logo & Link | Logo & Link | Logo | Logo |
| EVENT RECOGNITION | | | | | | | |
| Opportunity to Speak During Opening Ceremony | • | • | | | | | |
| Verbal Recognition During Opening Ceremony | • | • | • | | | | |
| Banner on Main Stage | • | • | • | • | | | |
| Event Day Booth Space | • | • | • | • | • | | |
| Recognition Event Signage | Logo | Logo | Logo | Logo | Logo | Listing | |
| Event T-Shirt (deadline 8/15/22) | Logo | Logo | Logo | Logo | Logo | Listing | Listing |
| Opportunity to Display Banner at Water Stop | • | • | • | • | • | • | • |



SPONSORSHIP REGISTRATION



- ☐ CHAMPION \$100,000
- ☐ GUARDIAN \$50,000
- ☐ PROTECTOR \$25,000
- ☐ PROVIDER \$10,000
- ☐ ADVOCATE \$5,000
- ☐ UPSTANDER \$2,500
- ☐ NURTURER \$1,000

Company Name: _____
Please list company name as it will need to appear in all print materials

Contact Person: _____

Contact Title: _____ **Email:** _____

Address: _____

Phone: _____ **Fax:** _____

Please select one of the following:

- ☐ Enclosed is our sponsorship check (made payable to "D-HH/CHaD HERO")
- ☐ Please invoice our company at the address listed above
- ☐ Please charge our sponsorship to the following credit card:

Name as it appears on card: _____

Card number: _____ Expiration Date: _____ CVV: _____

Signature: _____

LOGO: A company logo should be made available to Dartmouth Health Children's for use in print material and web media, as outlined by sponsorship level. We will accept logos in .TIF, .EPS or JPEG format. Please send logo to Brittany.A.Brown@hitchcock.org

Fundraising on behalf of Dartmouth Health Children's and CHaD is conducted by Dartmouth-Hitchcock Health, a 501(c)(3) recognized charity by the IRS (EIN#26-4812335).

PLEASE RETURN FORM TO:

CHaD HERO Headquarters

Attn: Polly Antol

One Medical Center Drive, HB 7070

Lebanon, NH 03756 •

Contact: Polly Antol • Phone: 603.359.9538 • Email: polly.antol@hitchcock.org

