



OCTOBER 19, 2025
DARTMOUTH GREEN
HANOVER, NH

All proceeds benefit

 Dartmouth
Health Children's

PARTNERSHIP OPPORTUNITIES



ABOUT DARTMOUTH HEALTH CHILDREN'S AND CHaD

Dartmouth Health Children's is the only comprehensive pediatric healthcare system in the region. Fully integrated in Dartmouth Health and anchored for more than 30 years by CHaD — Children's Hospital at Dartmouth Hitchcock Medical Center in Lebanon, NH — Dartmouth Health Children's promotes health, advances knowledge, and delivers the best patient and family-centered care for infants, children, and adolescents across New Hampshire and Vermont.

Dartmouth Health Children's conducts groundbreaking research and educates the next generations of health professionals as the primary pediatric partner of the Geisel School of Medicine at Dartmouth. Our specialists care for the most critically injured and ill pediatric patients **regardless of their ability to pay.**

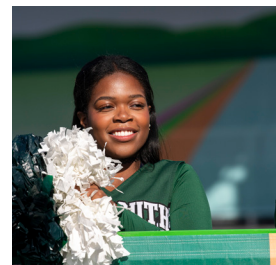
Many of Dartmouth Health Children's programs and services would not be possible without philanthropy. Proceeds from the CHaD HERO and other community fundraising activities support our Child Life program, Pediatric Mental Health Access Initiative, Child Advocacy and Prevention Program, Family Resource Centers and more. Your partnership with Dartmouth Health Children's makes life-saving work possible.

ABOUT THE HERO

2025 marks the 20th annual CHaD HERO event — the premier fundraising and athletic event benefiting Dartmouth Health Children's and CHaD. Since 2006, the CHaD HERO has grown from a half marathon run to include a 5K run/walk, Cam's Course 1 Mile Fun Run, and a Virtual option.

Centered on the Dartmouth Green in Hanover, NH the variety of course options and volunteer opportunities create an accessible, unique and engaging event for the community.

Since its inception the HERO has raised more than \$9 million. **In 2024, the event brought more than 3,100 participants and community partners together to raise \$825,000.** Will you help us reach new heights in 2025?





2025 PARTNERSHIP OPPORTUNITIES

Be a HERO! Below are our official sponsorship offerings. Additional opportunities are available and may be tailored to meet your goals.

	Premium Benefit	Avail Spots	On Site Booth Space	Opening Ceremony Recognition	Logo Placement				
					Participant Emails & Homepage	Event Shirt & Brochure	Sponsor Signage	Post-event Email	Website Sponsor Page
Presenting \$100,000	Lead Partner opportunity. Premier event sponsor. Inclusion on all marketing and event materials. Co-branding with event logo and name.	1	✓	✓	✓	✓	✓	✓	Logo/Link
Platinum \$50,000	Lead Partner opportunity. Prominent logo representation in communications and event day. Dedicated communication featuring partnership to full HERO community. Recognized on Main Stage.	1	✓	✓	✓	✓	✓	✓	Logo/Link
Gold \$25,000	Lead partner opportunity. Prominent logo representation in communications and event day. Recognized on Main Stage.	2	✓	✓	✓	✓	✓	✓	Logo/Link
Anniversary HERO \$20,000	Commemorative anniversary sponsor. Recognized on signage and logo on 20th anniversary giveaways and activities.	1		✓	✓	✓	✓	✓	Logo/Link
Rewards \$15,000	Official partner of our fundraising rewards program. Name and logo on rewards webpage, rewards communications (est. 5), and event day rewards area signage.	1		✓	✓	✓	✓	✓	Logo/Link
Registration \$10,000	Sponsor of event check-in and registration days. Logo included in check-in emails, signage and main stage recognition.	1		✓	✓	✓	✓	✓	Logo/Link
Kid HERO Sponsor \$7,500	Sponsor of our patient ambassador (Kid HERO) program. Logo included in Kid HERO emails, signage and main stage recognition.	1			Kid HERO Emails Only	✓	✓	✓	Logo/Link
Premier Water Stop \$7,500	Sponsor of a premier water area for all participants and routes (2 available). Signage at water area and logo on route maps.	2			Course Maps Only	✓	✓	✓	Logo/Link
Water Stop \$5,000	Sponsor of a half marathon water stop. Logo included on signage and on route maps.	4			Course Maps Only	✓	✓	✓	Logo/Link
Volunteer \$5,000	Sponsor our volunteer program. Logo on volunteer hats and in all volunteer communications.	1			Volunteer Emails Only	✓	✓	✓	Logo/Link
Upstander \$2,500	Recognized as event sponsor on signage, shirts, website and through post-event sponsor emails.	open				✓	✓	✓	Logo Only
Nurturer \$1,000	Recognized as HERO Community Partner on website and provided in-store/business signage	open						✓	Logo Only

Deadline for logo inclusion on printed materials: **JULY 1, 2025.** | For inquiries please contact chadhero@hitchcock.org.



PARTNERSHIP OPPORTUNITIES

For more information, contact
603-646-5316 or email
chadhero@hitchcock.org