



OCTOBER 20, 2024
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

2024 marks the 19th year of the CHaD HERO event – the premier fundraising and athletic event benefiting Dartmouth Health Children's. 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 2023, the event brought more than 3,000 participants and community partners together to raise nearly \$800,000.**

Will you help us reach new heights in 2024?





2024 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	Festival Booth	Opening Ceremony Recognition	Logo Placement					Social Media	
				Participant Emails & Homepage	Event Shirt	Event Brochure	Sponsor Signage	Post-event Email		Website Sponsor Page
Presenting \$100,000	Inclusion on all marketing and event materials/press releases. Logo lock-up with event logo.	✓	✓	✓	✓	✓	✓	✓	Logo/Link	Dedicated
Platinum \$50,000	Dedicated email featuring partnership. Festival tent and activity space. Inclusion in HERO press releases. Main stage signage and recognition.	✓	✓	✓	✓	✓	✓	✓	Logo/Link	Dedicated
Gold \$25,000	Festival tent and activity space. Main stage signage and recognition.	✓	✓	✓	✓	✓	✓	✓	Logo/Link	Dedicated
Rewards \$15,000	Official partner of our fundraising rewards program. Name and logo listing on rewards webpage, rewards communications (est. 5), and event day rewards area signage.		✓	✓	✓	✓	✓	✓	Logo/Link	Dedicated
Registration \$10,000	Lead sponsor of event check-in and registration days. Logo included in check-in communications, signage and main stage recognition.		✓	✓	✓	✓	✓	✓	Logo/Link	Within Level
Premier Water Stop \$7,500	Choice of sponsorship of water area at Festival Site or Water Stop 1 (all routes). Branded water distribution area with signage and logo included on route maps.				✓	✓	✓	✓	Logo/Link	Within Level
Water Stop \$5,000	Branded water stop on half marathon route. Logo on water stop signage, route maps and related participant communications.				✓	✓	✓	✓	Logo/Link	Within Level
Volunteer \$5,000	Name and logo listing with all volunteer communications and on volunteer hat.			Volunteer Only	✓	✓	✓	✓	Logo/Link	Within Level
Upstander \$2,500	Logo on event sponsor signage. Logo included in post-event sponsor email.				✓	✓	✓	✓	Logo Only	No
Nurturer \$1,000	Recognized as HERO Community Partner on website and provided in-store/business signage							✓	Logo Only	No

Deadline for brochure inclusion: **JULY 01, 2024**. For other printed materials inclusion: **AUGUST 01, 2024**. | For inquiries please contact chadhero@hitchcock.org.



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For more information, contact
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