



POLICE VS FIRE

SNHU ARENA - MANCHESTER

MARCH 13, 2022 - 1PM

PARTNERSHIP OPPORTUNITIES

ALL PROCEEDS BENEFIT

CHaD Children's Hospital at
Dartmouth-Hitchcock

ABOUT CHaD



- CHaD is an acronym for Children's Hospital at Dartmouth-Hitchcock.
- CHaD is New Hampshire's only comprehensive, full-service children's hospital.
- CHaD has a network of over 250 providers in 12 locations in NH and VT.
- CHaD never turns a child away due to financial circumstances. Our specialists take care of the region's sickest and most critically injured patients regardless of their ability to pay for their care.
- CHaD cares for over 95,000 unique patients with over 300,000 visits annually.
- CHaD is home to the state's leading injury prevention program.
- Many programs at CHaD rely on philanthropy, such as Child Life Services, helping minimize the psychological trauma of staying in the hospital.

ABOUT THE GAME

- The game was inspired by WMUR sports director Jamie Staton, who has remained strongly involved with the event and CHaD.
- Firefighters and police officers from across the state bring their passion and skills to the ice in a fast-paced, physical game of hockey.
- Each player commits to raising at least \$1,500 in order to play in the game.
- Players are buddied up with CHaD patients as a way to engage and stay connected with the game's mission.
- In 2020, the game was played to an online-only crowd of 12,000 viewers and raised \$210,000.





PARTNERSHIP OPPORTUNITIES

Uniquely market your business or organization
while providing healthier futures for CHaD kids

	Premium Benefit	Comp Tickets	Website & Social Media Recognition	Program Recognition	Streaming Broadcast Recognition	Video Board & PA Recognition
Spirit of the Game \$5,000	Logo on fan giveaway items for the crowd.	25	Logo	Full Page	✓	✓
Volunteer Partner \$3,000	Logo on all volunteer tee shirts	15	Logo	Half Page	✓	✓
Production Partner \$2,500	Logo on video board during (choose one): power plays, goals, intermission activity, fan cam	15	Logo	Half Page	✓	✓
Dasher Board Partner \$2,000/\$1,000	144" x 31" or 114" x 31" company logo/branding message on boards around ice	15/8	Logo/Listing	Half Page/Logo	✓	✓
Concourse Booth \$1,250	Concourse booth table with direct access to 7,000 fans	15	Listing	Half Page	✓	✓
Luxury Suite \$1,000	Luxury suite at SNHU Arena LIMITED INVENTORY	12	Logo	Half Page		✓
Community Partner \$1,000	30 tickets donated to your chosen non-profit	10	Listing	Logo	✓	✓
Logo & Program \$800	Logo placement on video board & program ad	4	Listing	Full Page		✓
Logo Partner \$600	Logo placement on video board	4	Listing			✓
Local Badge Partner \$500	Logo on your designated player's/team's fundraising page	4				

Program Recognition Opportunities

Full Page - \$350 (5" W x 8" H, B&W)

1/2 Page - \$200 (5" W x 3.75" H, B&W)

Company Logo Placement - \$125 (B&W)

*All program recognition includes
two tickets to the game!*

**ALL FINAL ARTWORK IS
DUE BY MONDAY,
FEBRUARY 7, 2022.**

*All program artwork MUST be
submitted electronically to
CHaDHOCKEY@hitchcock.org.*

Live Stream Advertising

Streaming Video Ad
\$1,000

Logo displayed 2x during broadcast
\$500

Logo displayed 1x during broadcast
\$250

**For more information, contact
603-629-1238 or email
CHaDHockey@Hitchcock.org**



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



CHaD BATTLE of the BADGES

Partner Registration Form

Thank you for supporting CHaD and the fundraising efforts of our local heroes
by partnering with the CHaD Battle of the Badges Hockey Championship!

<input type="checkbox"/> Spirit of the Game Partner	\$5,000	<input type="checkbox"/> Streaming Log Ad (2x)	\$500
<input type="checkbox"/> Volunteer Partner	\$3,000	<input type="checkbox"/> Streaming Logo Ad (1x)	\$250
<input type="checkbox"/> Production Partner	\$2,500	<input type="checkbox"/> Logo & Program Combo	\$800
<input type="checkbox"/> Dasher Board Partner	\$2,000/\$1,000	<input type="checkbox"/> Logo Partner	\$600
<input type="checkbox"/> Concourse Booth Partner	\$1,250	<input type="checkbox"/> Local Badge Partner	\$500
<input type="checkbox"/> Luxury Suite Partner	\$1,000	<input type="checkbox"/> Full-page Program Recognition	\$350
<input type="checkbox"/> Community Partner	\$1,000	<input type="checkbox"/> Half-page Program Recognition	\$200
<input type="checkbox"/> Streaming Video Ad	\$1,000	<input type="checkbox"/> Company Logo Placement	\$125

Our company wishes to support the following player: _____

Company Name: _____

Please list company name as it will need to appear in all print materials

Contact Person: _____

Contact Title: _____

Address: _____ Phone: _____

_____ Fax: _____

Email: _____

Please select one of the following:

☐ Enclosed is our sponsorship check (made payable to "CHaD/DHH")

☐ Please charge our sponsorship to the following credit card:

Name as it appears on card: _____

Billing Address (if different than above): _____

Card number: _____ - _____ - _____ - _____ Expiration Date: ____/____ CVV: ____

Signature: _____

**Program Artwork and
Logos Due:**

**Monday,
February 7, 2022**

Logo: A company logo should be made available to CHaD for use in print material and web media, as outlined by sponsorship level.
We will accept logos in .PNG, .EPS, .PDF, or JPEG format. Please send logo to CHaDHockey@hitchcock.org

*Fundraising on behalf of the Children's Hospital at Dartmouth (CHaD) is conducted by Dartmouth-Hitchcock Health, a 501(c)(3) recognized charity
by the IRS (EIN#26-4812335), for the benefit of CHaD. Your gift will appear on your credit card statement as a payment to CHaD/DHH Donation.*

Please return form to:

CHaD Community Relations

5 Bedford Farms Drive—Suite 200, Bedford, NH 03110

Phone: 603.629.1238 • Email: CHaDHockey@hitchcock.org • Fax: 603.302.1399



Children's Hospital at
Dartmouth-Hitchcock