

POLICE VS FIRE SNHU ARENA - MANCHESTER MARCH 13, 2022 - 1PM PARTNERSHIP OPPORTUNITIES

ALL PROCEEDS BENEFIT







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 regions 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

PRINCEE AUTOFAIR Main 1 Hayron	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	\checkmark	\checkmark
Volunteer Partner \$3,000	Logo on all volunteer tee shirts	15	Logo	Half Page	\checkmark	\checkmark
Production Partner \$2,500	Logo on video board during (choose one): power plays, goals, intermission activity, fan cam	15	Logo	Half Page	\checkmark	\checkmark
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	\checkmark	\checkmark
Concourse Booth \$1,250	Concourse booth table with direct access to 7,000 fans	15	Listing	Half Page	\checkmark	\checkmark
Luxury Suite \$1,000	Luxury suite at SNHU Arena LIMITED INVENTORY	12	Logo	Half Page		\checkmark
Community Partner \$1,000	30 tickets donated to your chosen non-profit	10	Listing	Logo	\checkmark	\checkmark
Logo & Program \$800	Logo placement on video board & program ad	4	Listing	Full Page		\checkmark
Logo Partner \$600	Logo placement on video board	4	Listing			\checkmark
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.

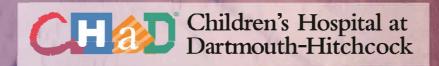
Live Stream Advertising

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



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!

Card number:			ry 7, 2022
Name as it appears on card:			onday,
☐ Please charge our sponsorship t		os Due:	
☐ Enclosed is our sponsorship che		Artwork and	
Please select one of the following			
Liliali.			
		Fax	
	Phone: Fax:		
		Dhono	
Please list company name as it will no			
Our company wishes to support t	he following player:		
☐ Streaming Video Ad	\$125		
☐ Community Partner	\$1,000 \$1,000	☐ Half-page Program Recognition☐ Company Logo Placement	\$200
☐ Luxury Suite Partner	\$1,000	☐ Full-page Program Recognition	\$350
☐ Concourse Booth Partner	\$1,250	☐ Local Badge Partner	\$500
☐ Dasher Board Partner	\$2,000/\$1,000	☐ Logo Partner	\$600
☐ Production Partner	\$2,500	☐ Logo & Program Combo	\$800
☐ Volunteer Partner	\$3,000	☐ Streaming Logo Ad (1x)	\$250
☐ Spirit of the Game Partner	\$5,000	☐ Streaming Log Ad (2x)	\$500

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:

Signature:

CHaD Community Relations
5 Bedford Farms Drive—Suite 200, Bedford, NH 03110

Children's Hospital at Dartmouth-Hitchcock

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