



PARTNERSHIP OPPORTUNITIES



October 18, 2020 | Hanover, NH

Run · Walk · Hike · Bike · Volunteer · Virtual



CHaD HERO 2020

- CHaD's largest fundraiser
- Family-friendly event
- Now in its 15th year on October 18th
- Many ways to participate | Run, Walk, Hike, Bike, Volunteer or Virtual Quest
- Attendees, often in superhero costumes, enjoy a festival with food vendors, activities and entertainment

2019 CHaD HERO raised **\$830,000**

Child Advocacy and Child Abuse Intervention

CHaD event
proceeds
fund
important
programs

Management of Chronic Illness

Wellness and Injury Prevention

Patient and Family Support Services

Complex Care

Child Life

Child Development



MANY HEROES: ONE MISSION

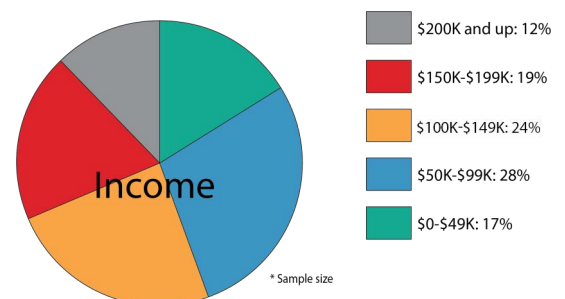
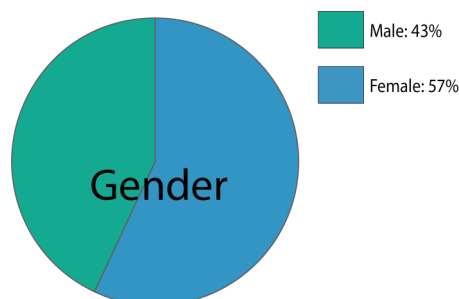
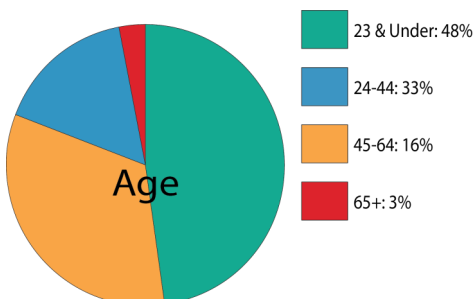


Children's Hospital at Dartmouth-Hitchcock

Providing the right care, in the right place, at the right time. Every time.

- NH's only children's hospital
- Providing care regardless of a family's ability to pay
- 85,000 unique patients served annually in 13 locations
- High-quality care in a family-centered environment
- Network of over 250 pediatric providers
- 300,000 annual outpatient visits

2019 Demographics 3,200 Participants | 300+ Volunteers 2,000+ Spectators





PARTNERSHIP OPPORTUNITIES

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

	PROTECTOR \$25,000	SIDEKICK \$10,000	DEFENDER \$5,000	AVENGER \$3,500	GUARDIAN \$2,500	CHAMPION \$1,000	NURTURER \$500
Logo on participant emails	•						
Media mentions on The Point radio station	•	•					
Banner on main stage	•	•					
Logo on every website page	•	•					
Social media partner spotlight	•	•	•				
Naming rights to one race or event element	15th Year Celebration	Choose one: • Half • 5K • Kid HERO Crew • Cam's Course • Finish line • Start line • Participant bibs	Choose one: • Awards tent • Cheer team • Photo station • Recharge station • Bag drop	Event day booth space	Water stations		
Event entries	8	6	4	4	2	2	
Sponsor page website recognition	logo & link	logo & link	logo & link	logo & link	logo & link	logo & listing	logo & listing
Event t-shirt recognition	logo	logo	logo	logo	logo	listing	listing
Recharge Station access	8	6	4	4	2	2	2
Recognition on event signage	logo	logo	logo	logo	logo	listing	listing
15th year celebration invitations	8	6	4	4	2	2	2

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

Web Presence

Event Page: chadhero.org
Over 33,000 annual views

E-Mail

Avg. number of recipients: 4,233
Avg. open rate: 25%

Social Media



CHaD Kids: 13,604 likes
CHaD HERO: 2,842 likes



@CHaDKids: 1,522 followers

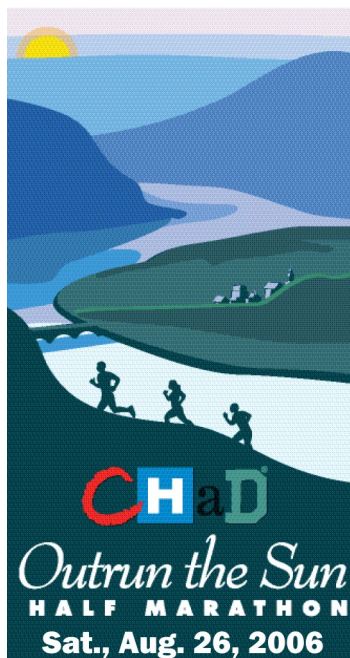


@CHaDKids: 1,133 followers



Ready for your mission?
chadhero.org

Contact:
CHaD HERO HQ
603.308.2236
chadhero@hitchcock.org



*CHaD Outrun the Sun eventually
became the CHaD HERO that we
know today*

15 Years of HEROES

Starting in 2006 as just a half marathon run, the CHaD HERO has grown to also include a competitive 5K run, Cam's Course 1 Mile Fun Run, 5K walk, 5 mile wooded hike, bike ride, one AMAZING family-friendly street festival, and the KidZone. There is something for everyone at this year's 15th annual CHaD HERO!

15 Years of HEROES looks like:

- **175,000 miles** run, walked, hiked and biked
- **\$7.4 million** raised for CHaD programs and services
- **30,000 HEROES** on the Dartmouth College Green
- **3,200 volunteers** ensuring a safe and successful event

Round Up Campaign

Consider starting a round up campaign to benefit CHaD! 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.



Employee Engagement and Wellness

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

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