



2021 PARTNERSHIP OPPORTUNITIES



CHaD HERO

September 19 - 26, 2021 | Virtual

September 26, 2021 | 5K Run | The Dartmouth Green

Virtual Quest · Run · Walk · Hike · Bike



CHaD HERO 2021

- Anytime, anywhere from September 19 - September 26, 2021
- In-person 5K run will be held on The Dartmouth Green on September 26 contingent on CDC, state, local, Dartmouth College, and Dartmouth-Hitchcock Health guidelines at that time
- Many ways to participate | Virtual Quest, Run, Walk, Hike, Bike
- CHaD's single largest fundraiser

2020 CHaD HERO raised **\$517,000**

	Child Advocacy and Child Abuse Intervention
CHaD event	Management of Chronic Illness
proceeds fund	Wellness and Injury Prevention
important	Patient and Family Support Services
programs	Complex Care
	Child Life
	Child Development



MANY HEROES: ONE MISSION

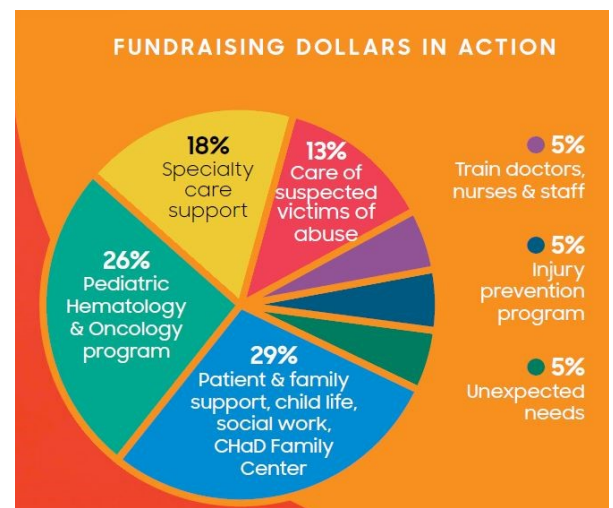
Children's Hospital at Dartmouth-Hitchcock

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
- 95,000 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

COVID-19 FUNDRAISING IMPACT

- CHaD Community Relations typically hosts a variety of annual events that raise close to \$3 million to support the children, families, and programs at CHaD.
- COVID-19 has changed the way we fundraise. Three of the six fundraising events were made virtual in 2020 while the remaining three were cancelled, resulting in a loss of over a million dollars in fundraising revenue.
- In addition to providing pediatric COVID-19 care, our needs have increased, particularly around family support and our programming for victims of abuse.
- **We need your help now more than ever.**





PARTNERSHIP OPPORTUNITIES

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

SIDEKICK
\$10,000

DEFENDER
\$5,000

GUARDIAN
\$2,500

CHAMPION
\$1,000

NURTURER
\$500

Logo on every website page	•				
*Logo on all participant bibs	•				
Recognition at the CHaD HERO Virtual Celebration	•				
Media mentions on The River radio station	•	•			
Logo on participant emails	•	•	•		
Logo in holiday issue of CHaD Matters - CHaD's quarterly digital newsletter	•	•	•		
**Naming rights to one race or event element	Choose one event element such as: <ul style="list-style-type: none"> • Virtual Half marathon • In-person 5K Run • Virtual 5K Walk • Virtual Quest 	Choose one engagement activity: <ul style="list-style-type: none"> • HERO Giveaway • HERO Happening • Post-event celebration 	Social Media Spotlights: <ul style="list-style-type: none"> • Participant/Team social media spotlights • CHaD patient/family story blog posts • Fun & Fit Friday social media spotlights 		
Social media partner spotlight	•	•	•	•	
Virtual event entries	15	10	6	4	2
***5K Run event entries	8	6	4	2	2
Name on participant t-shirt (before August 6)	Logo	Logo	Logo	Listing	Listing
Sponsor page website recognition	Logo & Link	Logo & Link	Logo & Link	Listing	Listing

ADDITIONAL PARTNERSHIP DETAILS

*Participants will be encouraged to post selfies on the CHaD HERO Facebook page highlighting their bib and completed activity.

**All naming right partners will be recognized within the element name, i.e. CHaD HERO Half Marathon Powered by (company name).

***Live portion of the event contingent on CDC, state, local, Dartmouth-Hitchcock Health and Dartmouth College guidelines at that time.



Ready for your mission?
chadhero.org

Contact:
Meg Durkee
603.629.1234
chadhero@hitchcock.org

VISIBILITY

Be recognized for corporate responsibility and raise brand awareness

Media Partners

Great Eastern Radio
The River
WMUR - TV
NHPBS
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: 13,988 likes
CHaD HERO: 2,863 likes



@CHaDKids: 1,609 followers



@CHaDKids: 1,495 followers



EMPLOYEE ENGAGEMENT AND WELLNESS

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

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.

