

2018 CHaD Battle of the Badges Hockey Championship

Partnership Opportunities



PRESENTED BY:

AUTOFAIR
Makes It Happen!



March 25, 2018

SNHU Arena

CHaDHockey.org



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, including 180 pediatric specialists and 77 general pediatricians, in 14 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 60,000 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, providing care to minimize the psychological trauma of hospitalization.

ABOUT THE GAME:

- The game was inspired by WMUR's 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 2017, the game raised a record-breaking \$273,000. This year our goal is to raise \$275,000 to enhance the CHaD patient experience.





PARTNERSHIP OPPORTUNITIES

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

	Premium Benefit	Comp Tickets	Website Recognition	Company-Provided Banner at SNHU Arena	Program Recognition	Logo on Video Board	Public Address Mentions
Entertainment \$7,500	Company branding during intermission activities	30	Logo	✓	Full Page	✓	✓
Spirit of the Game \$5,000	Logo on spirit merchandise items for crowd for chosen team	25	Logo	✓	Full Page	✓	✓
Concourse Partner \$4,000	Opportunity to brand across the concourse vendors	20	Logo	✓	Full Page	✓	✓
Volunteer Partner \$3,000	Logo on all volunteer tee shirts	15	Logo	✓	Half Page	✓	✓
Power Play \$2,500	Logo on video board during Power Plays	15	Logo	✓	Half Page	✓	
Community Partner \$1,250	30 tickets donated to your chosen non-profit	10	Listing	✓	Half Page		
Concourse Booth \$1,000	Concourse booth table with direct access to 7,000 fans	10	Listing				
Banner & Program \$800	Banner placement at game & in program book	4		✓	Full Page		
Banner Partner \$600	Banner placement at game	4	Listing	✓			
Local Badge \$500	Logo on your designated player'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)
1/3 Page - \$125 (5" W x 2.25" H, B&W)	Play Shout Out - \$75 (35 words, text only)

All program recognition includes two tickets to the game!

ALL FINAL ARTWORK IS DUE BY MONDAY, FEBRUARY 19, 2018.

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



Contact CHaD Today!

For more information please contact:

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