

*Third Annual*

# **HOCKEY FOR HOPE**

## **Charity hockey game**

Presented by **Richmond Hockey Fights Cancer**  
March 10th, 2007 at the Richmond Coliseum

**The Event:** Saturday, March 10<sup>th</sup>, 2007 at 2:00 pm. The **Richmond Hockey Fights Cancer** team will face off against the Henrico Firefighters hockey team. Proceeds from the game, including ticket sales, sponsorships, auctions and raffles go toward the fight against cancer and improving the lives of cancer patients and their families in the Richmond area and Worldwide. **RHFC** donates money raised to The American Cancer society, The Canadian Cancer society via the NHL Hockey Fights Cancer program, treatment facilities in our area as well as directly to area families of patients going through cancer therapy.

**The Game-** A team of Henrico Firefighters will play a group of local adult league players, all of whom have had cancer effect their families or themselves. Last year's Hockey for Hope Game at the **Richmond Coliseum** saw **over 700 fans and supporters attend** the game and raised over **Twenty Thousand Dollars** for cancer research, education and prevention, an increase of **over 30%** from our inaugural game. This year we are pleased to announce that with the assistance of **SMG Management** and the **Richmond Renegades**, we will again be holding our **Hockey for Hope charity game at the Richmond Coliseum**. Sponsors can participate at levels to fit any budget - anything from jersey sponsor to individual sponsor packages, to a donation for the raffle. Sponsors receive public address announcements, game program advertisement, website recognition and banner exposure depending on the sponsorship level.

**We're counting on you to give your support to this great cause.**

**THANK YOU!**

## Sponsorship Levels

### Game Banner Sponsorship- \$3,000

- \* Will have name included in all Press Releases for the game
- \* Will be on the Programs as 'Presenting' or 'Sponsoring' the event
- \* Hang banner at the game- sponsor must provide banner
- \* One year ad on the RHFC website

### Jersey Sponsorship- \$2,500

- \* Will have only advertisement placed on RHFC uniforms (excluding RHFC logos & patches)
- \* Sponsor will receive one Jersey
- \* Hang banner at the game- sponsor must provide banner
- \* One year ad on the RHFC website

### Gold level of Sponsorship- \$600

- Six months link on the website, starting anytime after February 1<sup>st</sup>
- Hang banner at the game- sponsor must provide banner
- Full page ad in the program
- At least 6 announcements during game activities
- Large t-shirt logo on back ( 2 X 2)
- 10 tickets to the RHFC charity game/Richmond Renegades game

### Silver level of Sponsorship- \$300

- Three months link on the website, starting anytime after February 1<sup>st</sup>
- Hang banner at the game- sponsor must provide banner
- ½ page ad in the program
- At least three announcements during the game
- Small t-shirt logo on back (1 X 1)
- 6 tickets to the RHFC charity game/Richmond Renegades game

### Bronze level of Sponsorship- \$150

- Month long link on the Website, starting anytime after February 1<sup>st</sup>
- Hang banner at the game- sponsor must provide banner
- ¼ page ad in the program
- At least one announcement over the loud speaker during the game
- 2 tickets to the RHFC charity game/Richmond Renegades game

### NOTES:

- Competing businesses will be accepted
- Anyone or any business that donates on or before February 10<sup>th</sup> will also be listed in the program 'Thank You' page.
- Donations and Sponsorships and all artwork must be received by RHFC prior to February 10<sup>th</sup> to be included in the Programs or on the T-shirts (where applicable).
- This year, **RHFC** is in the process of obtaining status as its own tax-exempt charitable organization. We will continue to work through the National Hockey League, in addition to our own independent efforts in the fight against cancer. Donations to **RHFC** for this event, or any other event, are tax deductible.