



2020 PARTNERSHIP OPPORTUNITIES



The CHaD HERO: Elevated

A Virtual Event

October 4-18, 2020

Virtual Quest · Run · Walk · Hike · Bike



CHaD HERO 2020

- Celebrating our 15th year with a 15-day virtual event
- Anytime, anywhere between October 4 - October 18, 2020
- Many ways to participate | Virtual Quest, Run, Walk, Hike, Bike
- CHaD's single largest fundraiser
- In challenging times, we elevate our support for CHaD kids!

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

CHaD event
proceeds fund
important
programs

- Child Advocacy and Child Abuse Intervention
- Management of Chronic Illness
- Wellness and Injury Prevention
- Patient and Family Support Services
- Complex Care
- Child Life
- Child Development



MANY HEROES: ONE MISSION

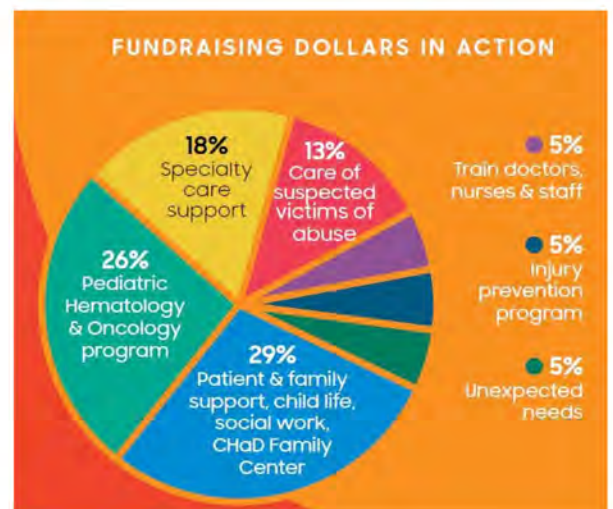
Children's Hospital at Dartmouth-Hitchcock

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
- 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

- COVID-19 has changed the way we fundraise in 2020.
- The CHaD HERO is the only confirmed CHaD fundraiser for the remainder of the year.
- In addition to providing pediatric COVID care, our needs are increasing, particularly around family support and our programming for victims of abuse.
- In 2019, our community helped us raise close to \$3 million dollars. **We need your help now more than ever.**





PARTNERSHIP OPPORTUNITIES

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

SIDEKICK \$70,000
DEFENDER \$5,000
GUARDIAN \$2,500
CHAMPION \$1,000
NURTURER \$500

	SIDEKICK \$70,000	DEFENDER \$5,000	GUARDIAN \$2,500	CHAMPION \$1,000	NURTURER \$500
Logo on every website page	•				
**Logo on all participant bibs	•				
Recognition at Oct. 18 CHaD HERO Virtual Celebration	•				
Media mentions on The Point 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	<p>Choose one event element:</p> <ul style="list-style-type: none"> • Half marathon • 5K run/walk • Hike • Bike • Kid HERO Crew • Cam's Course • Virtual Quest 	<p>Choose one engagement activity:</p> <ul style="list-style-type: none"> • Superhero costume contest judged by CHaD Kid HERO Crew • Facebook Live with special guest • Online CHaD HERO 15th year celebration photobook • CHaD HERO-in-training Spotify playlist 	<p>***Choose one health and active blog post series:</p> <ul style="list-style-type: none"> • Course • Training • Mindfulness • Safety • Clean Eating 		
Social media partner spotlight	•	•	•	•	•
Virtual event entries	15	10	6	4	2
Sponsor page website recognition	logo & link	logo & link	logo & link	logo & listing	logo & listing

ADDITIONAL PARTNERSHIP DETAILS

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

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

***A minimum of two blog posts will be created and shared for each health and active topic.

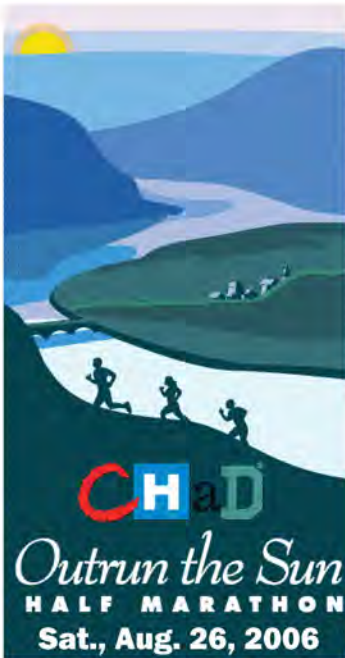
NEW THIS YEAR: Corporate Match!

Your corporate support matched dollar for dollar up to \$45,000 thanks to the generosity of The Jack and Dorothy Byrne Foundation.



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, and a Virtual Quest option where you can choose your own activity. Although we can't be together in a sea of superhero costumes on the Dartmouth College Green, there is something for everyone at this year's 15th annual virtual 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

The 2019 CHaD HERO engaged over 3,500 participants and volunteers with substantial diversity across age, gender and income.

VISIBILITY

Be recognized for corporate responsibility and raise brand awareness

Media Partners

Great Eastern Radio
 The Point Radio
 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: 13,727 likes
 CHaD HERO: 2,844 likes



@CHaDKids: 1,557 followers



@CHaDKids: 1,267 followers



EMPLOYEE ENGAGEMENT AND WELLNESS

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