PARTNERSHIP OPPORTUNITIES

RUN
WALK
HIKE
BIKE
VOLUNTEER
VIRTUAL QUEST

Hanover, NH
October 20, 2019
CHaD HERO 2019

- CHaD’s largest fundraiser
- Family-friendly event
- Now in its 14th year on October 20th
- 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

2018 CHaD HERO raised $800,000

2018 Demographics
3,200 Participants | 400+ Volunteers
2,000+ Spectators

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
- 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
- Providing care regardless of a family’s ability to pay

2018 Demographics

income:
- Over $100K: 54%
- $50 - $99K: 24%
- Under $50K: 22%

gender:
- Female: 58%
- Male: 42%

age:
- U23: 41%
- 24 - 44: 45%
- 45-64: 20%
- 65+: 3%
# Partnership Opportunities

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

<table>
<thead>
<tr>
<th>Level</th>
<th>$100,000 Champion</th>
<th>$50,000 Guardian</th>
<th>$25,000 Protector</th>
<th>$10,000 Sidewalk</th>
<th>$5,000 Provider</th>
<th>$3,000 Advocate</th>
<th>$1,000 Upstander</th>
<th>$500 Nurturer</th>
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<tbody>
<tr>
<td>Presenting Partner</td>
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<tr>
<td>Event day booth space</td>
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<tr>
<td>Logo on participant emails</td>
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<tr>
<td>Banner on main stage</td>
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<td>Logo on every website page</td>
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<tr>
<td>Facebook &amp; Twitter</td>
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<td>Right of first refusal for 2020</td>
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<tr>
<td>Naming rights to one race or event element</td>
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<td>race element</td>
<td>event element</td>
<td>event element</td>
<td>water/cheer station</td>
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<tr>
<td>Event entries</td>
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<td>6</td>
<td>4</td>
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<td>logo &amp; listing</td>
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<td>Event t-shirt recognition</td>
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<td>VIP tent access</td>
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<tr>
<td>Recognition on event signage</td>
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<td>logo</td>
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<td>logo</td>
<td>logo</td>
<td>listing</td>
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<tr>
<td>Post Event Certificate of Recognition</td>
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<tr>
<td>“Tribute to HEROES” invitations (award evening prior to event)</td>
<td>8</td>
<td>6</td>
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</table>

## 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
- iHeart Media
- Daily UV

### Web Presence
- Event Page: chadhero.org
- Over 25,000 annual views

### Social Media
- **Social Media**
  - ChaD HERO: 2,750 likes
  - E-Mail
    - Electronic distribution: 20,000
    - Average open rate: 25%
  - @ChaDKids: 1400 followers
    - Over 4500 tweets
Ready for your mission?  
chadhero.org

C U S T O M I Z E D  P A R T N E R S H I P S
Raise brand visibility and engage employees
A great event for a great cause!

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

“We travel up every other week and my kids always look forward to visiting Molly’s Place. Going there helps take the edge off the stress of all the stays and appointments. We love the coffee and snacks, the gas cards, the health care notebooks, the lending library, the strollers, and the staff are remarkable” – CHaD Parent

Do the Right Thing!

Giving to CHaD is an investment in the children of our community, and impacts the health and wellness of thousands of kids each year, regardless of their family’s financial status. It is through the generous support of our partners that we are able to continue advancing and expanding our services.

Consider partnering with us today to help us continue our role in the community for the generations of tomorrow.

Jeff Hastings (center), HERO Race Director with Caroline Pennacchi (left), top female 5k finisher and Ian Stiehl (right), top male 5k finisher.