PARTNERSHIP OPPORTUNITIES

October 18, 2020 | Hanover, NH
Run · Walk · Hike · Bike · Volunteer · Virtual
CHaD HERO 2020

- CHaD’s largest fundraiser
- Family-friendly event
- Now in its 15th year on October 18th
- 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

2019 CHaD HERO raised $830,000

<table>
<thead>
<tr>
<th>CHaD event proceeds fund important programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child Advocacy and Child Abuse Intervention</td>
</tr>
<tr>
<td>Management of Chronic Illness</td>
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<tr>
<td>Wellness and Injury Prevention</td>
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<tr>
<td>Patient and Family Support Services</td>
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<tr>
<td>Complex Care</td>
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<tr>
<td>Child Life</td>
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<td>Child Development</td>
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</tbody>
</table>

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
- 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

MANY HEROES: ONE MISSION

2019 Demographics
3,200 Participants | 300+ Volunteers
2,000+ Spectators

Age
- 23 & Under: 48%
- 24-44: 33%
- 45-64: 16%
- 65+: 3%

Gender
- Male: 43%
- Female: 57%

Income
- $200K and up: 12%
- $150K-$199K: 19%
- $100K-$149K: 24%
- $50K-$99K: 28%
- $0-$49K: 17%
## Partnership Opportunities

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

### 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

### Web Presence

- Event Page: chadhero.org
- Over 33,000 annual views

### Social Media

- CHaD Kids: 13,604 likes
- CHaD HERO: 2,842 likes
- @CHaDKids: 1,522 followers
- @CHaDKids: 1,133 followers

### Partnership Options

<table>
<thead>
<tr>
<th>Level</th>
<th>PROTECTOR ($20,000)</th>
<th>SIDEKICK ($10,000)</th>
<th>DEFENDER ($5,000)</th>
<th>AVENGER ($3,500)</th>
<th>GUARDIAN ($2,000)</th>
<th>CHAMPION ($1,000)</th>
<th>NURTURER ($500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on participant emails</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Media mentions on The Point radio station</td>
<td>●</td>
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<td>●</td>
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<tr>
<td>Banner on main stage</td>
<td>●</td>
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<tr>
<td>Logo on every website page</td>
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<tr>
<td>Social media partner spotlight</td>
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<tr>
<td>Naming rights to one race or event element</td>
<td>15th Year Celebration</td>
<td>Choose one: - Half - 5K - Kid HERO Crew - Cam's Course - Finish line - Start line - Participant bibs</td>
<td>Choose one: - Awards tent - Cheer team - Photo station - Recharge station - Bag drop</td>
<td>Event day booth space</td>
<td>Water stations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event entries</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>2</td>
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<tr>
<td>Sponsor page website recognition</td>
<td>logo &amp; link</td>
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<td>logo &amp; link</td>
<td>logo &amp; listing</td>
<td>logo &amp; listing</td>
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<tr>
<td>Event t-shirt recognition</td>
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<tr>
<td>Recharge Station access</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Recognition on event signage</td>
<td>logo</td>
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<td>logo</td>
<td>listing</td>
<td>listing</td>
</tr>
<tr>
<td>15th year celebration invitations</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

**Event Partnering Options:**
- Choose one:
  - Half
  - 5K
  - Kid HERO Crew
  - Cam's Course
  - Finish line
  - Start line
  - Participant bibs

- Choose one:
  - Awards tent
  - Cheer team
  - Photo station
  - Recharge station
  - Bag drop

**Event Entries**
- 8 entries
- 6 entries
- 4 entries
- 4 entries
- 2 entries
- 2 entries

**Recognition**
- Logo & link
- Logo & listing
- Logo & listing
- Logo & listing
- Logo & listing
- Logo & listing

**Event Day Booth Space**
- 1 booth space
- 1 booth space
- 2 booth spaces
- 2 booth spaces
- 2 booth spaces
- 2 booth spaces

**Logo on Website Pages**
- 8 logos
- 6 logos
- 4 logos
- 4 logos
- 2 logos
- 2 logos

**15th Year Celebration Invitations**
- 8 invitations
- 6 invitations
- 4 invitations
- 4 invitations
- 2 invitations
- 2 invitations

**Visibility**

- Event Page: chadhero.org
- Over 33,000 annual views

**E-Mail**
- Avg. number of recipients: 4,233
- Avg. open rate: 25%
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, one AMAZING family-friendly street festival, and the KidZone. There is something for everyone at this year’s 15th annual 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

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.

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