



The 11 Day Power Play

Where We Came From

The 11 Day Power Play, Inc. was co-founded by Mike and Amy Lesakowski in 2016, eight years after Amy was diagnosed with the most aggressive form of breast cancer at just 35 years old. They were the parents of three small children, so Roswell Park Comprehensive Cancer Center made sure Amy's treatment was

strong from the start. Her treatment included immunotherapy fresh off clinical trials and an infusion still in a clinical trial, resulting in a successful outcome. In 2013, Mike's mother was diagnosed with small cell lung cancer. Her form of cancer did not have clinical trials available, and she succumbed to her disease in 2016. This inspired Mike to want to give back, in a big way, to the organization that saved his young wife's life. On June 22, 2017, 40 men took to the ice at HarborCenter in Buffalo, NY in an attempt to set the world record for the longest continuous hockey game. Through July 3, 2017, they lived onsite, playing continuously in four-hour shifts, all while raising more than \$1 million for research programs at Roswell Park.



== THE 11 DAY ==
POWER PLAY
COMMUNITY SHIFT

After the incredible success of 2017, Mike and Amy knew that The 11 Day Power Play had to continue, and the community as a whole needed to play. The Community Shift was born and has grown to more than 2,300 pairs of skates hitting the ice, in three hours shifts over this 11-day marathon hockey game. They knew the community needed to benefit more on the receiving end as well, and Amy knew from experience that the families, especially the children, of patients need to be a part of their journey. Make-A-Wish Western New York and Camp Good Days and Special Times became additional beneficiaries. In 2018 and 2019, a total of \$2.9 million was raised through the Community Shift for these programs, bringing the total raised by The 11 Day Power Play organization to more than \$4 million in just three years. They've now added the Roswell Park & Oishei Children's Cancer and Blood Disorders Program as a beneficiary and set a \$2 million goal for the 2020 Community Shift!

By the Numbers



WEBSITE
TRAFFIC

237,137 clicks in 2019

NUMBER OF
PLAYERS

1,580 in 2018

2,350 in 2019

2,700 expected in 2020

DOLLARS
RAISED

\$1.2 million in 2017

\$1.28 million in 2018

\$1.65 million in 2019

We could not make these numbers happen without the support of our fantastic sponsors!

2020 11 DAY POWER PLAY COMMUNITY SHIFT



2020

SPONSORSHIP BENEFITS

PRESENTING

\$50,000

Exclusive Benefits:

Level exclusivity
 Logo on event entrance signage (2)
 Logo on program book cover
 Program book back cover ad
 Logo on static and digital billboards

Additional Logo Placement:

Premier spot on website
 Program book
 Wall of Wisdom
 Media backdrop
 Company-supplied banner at event

Additional Benefits:

Speaking roles at opening & closing ceremonies
 Name in all press releases
 Extensive social media exposure
 Special commemorative gift
 Radio spot mentions

POWERPLAY

\$25,000

Top Benefits:

Limited to six sponsors
 Logo on event entrance signage (2)
 Full page, full color program book ad

Additional Logo Placement:

Website and program book
 Mezzanine level glass panel (1)
 Company-supplied banner at event

Additional Benefits:

Name in all press releases
 Social media exposure
 Special commemorative gift

OVERTIME

\$10,000

Top Benefits:

Limited to eight sponsors
 Half page program ad book

Logo Placement:

Website
 Program book

Additional Benefits:

Social media exposure
 Special commemorative gift

*Exclusive Naming Rights
 Choose one, first come, first serve:*

Team Bench Naming Rights,
 Referees, Puck Wall of Hope,

Shift Post Parties, Photo Opp Area,
 Fundraising Tracker

5-TEAM SHIFT

\$5,000

Top Benefits:

Limited availability
 Logo on blue or white team helmets during five, three-hour shifts

Logo Placement:

Website
 Program book
 Mezzanine level railing

Additional Benefits:

Social media exposure
 Special commemorative gift

1-TEAM SHIFT

\$1,100

Top Benefits:

Logo on of blue or white team helmets for one, three-hour shift

Name Placement:

Website
 Program Book

Additional Benefits:

Social media exposure

2020 11 DAY POWER PLAY COMMUNITY SHIFT



2020

SPONSORSHIP COMMITMENT

Presenting Sponsor **\$50,000**

Powerplay Sponsor **\$25,000**

Overtime Sponsor **\$10,000**

Team Bench Naming Rights
Referees
Puck Wall of Hope
Shift Post-Parties
Photo Opp Area
Fundraising Tracker

5-Team Shift Sponsor **\$5,000**

1-Team Shift Sponsor **\$1,100**

Circle Your Sponsorship Level

Company Name

Contact Name

Email

Phone

Address

Signature

Email completed form to sara@11daypowerplay.com

An invoice will be sent upon receipt.

Contact: Sara Schumacher 716.830.3805 sara@11daypowerplay.com