



THE 11 DAY POWER PLAY OUR STORY

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.



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. Amy knew from experience that the families, especially the children, need to be a part of their journey and support. Make-A-Wish Western New York and Camp Good Days and Special Times became additional beneficiaries. And in 2020, the Roswell Park & Oishei Children's Cancer and Blood Disorders Program joined them. From 2018 through 2020, a total of \$4 million was raised through the Community Shift for these programs, bringing the total raised by The 11 Day Power Play organization to more than \$5.2 million in just four years. The 2020 pandemic did not stop the 11 Day Power Play community and they hit the pavement, playing street hockey for 11 straight days and raising \$1.1 million.

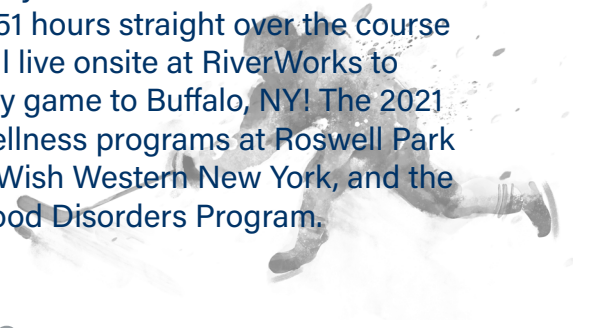


THE 2021 11DAYPOWERPLAY #FROZEN40 SPONSORSHIP BENEFITS

The 11 Day Power Play is back.

November 13-24, 2021 | Buffalo RiverWorks

We are going back to our roots. The original 11 Day Power Play event is back and will feature 40 new players, selected to play ice hockey for more than 251 hours straight over the course of 11 days! While braving a Buffalo winter, the players will live onsite at RiverWorks to bring the Guinness World Record for world's longest hockey game to Buffalo, NY! The 2021 game will raise \$1 million to support cancer research and wellness programs at Roswell Park Comprehensive Cancer Center, Camp Good Days, Make-A-Wish Western New York, and the Roswell Park and Oishei Children's Cancer and Blood Disorders Program.



PRESENTING \$50,000

LEVEL EXCLUSIVITY

Exclusive Logo Placement:

Scoreboard
Zamboni*

Program book cover

Game pucks

Billboards

Event website home page

*If available - exclusive replacement benefit TBD if necessary

Top Billing Logo or Name Placement:

External pavilion signage

Website sponsorship pages

Media backdrop

Rink board

Spectator Areas

Restaurant mezzanine railing

Additional Benefits:

Back cover full page program ad

Speaking Opportunities:

*select press conference, media interview
& at-event interview*

Event vignette exposure

Social media exposure

Team signed gift

POWERPLAY \$25,000

LIMITED TO SIX

Premier Level Logo or Name Placement:

External pavilion signage

Website sponsorship pages

Media backdrop

Premier Level Logo or Name Placement:

Rink board

Spectator areas

Restaurant mezzanine railing

Additional Benefits:

Full page program ad

At-event interview

Event vignette exposure

Social media exposure

Team signed gift



THE 2021 11DAYPOWERPLAY #FROZEN40 SPONSORSHIP BENEFITS

OVERTIME \$10,000 LIMITED TO SEVEN

Logo or Name Placement:

External pavilion signage
Website sponsorship pages
One Specialty Area
*Choose from the next column
First come; first serve*

Referee jerseys

Puck Wall of Hope
Fan Zone
Stat Board
Blue Team (or) White Team
Fundraising Tracker

Additional Benefits:

Half page program ad
At-event interview
Event vignette exposure
Social media exposure
Team signed gift



PLAYER \$5,000 LIMITED TO 40

Exclusive Logo Placement:

One player jersey & helmet
First come; first serve

Logo or Name Placement:

External pavilion signage
Website sponsorship pages
Sponsored player in program

Additional Benefits:

At-event interview
Facebook player story exposure
Sponsored player signed gift





THE 2021 11DAYPOWERPLAY #FROZEN40

SPONSORSHIP CONFIRMATION

☐

Presenting Sponsor \$50,000

☐

Powerplay Sponsor \$25,000

☐

Overtime Sponsor \$10,000

Specialty Area: _____

☐

Player Sponsor \$5,000

Player: _____

Company Name

Contact Name

Email

Phone

Address

Signature

Email completed form to sara@11daypowerplay.com

An invoice will be sent upon receipt.