



# THE11DAYPOWERPLAY 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.



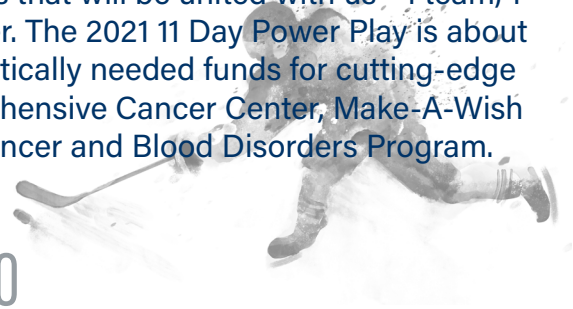
After the incredible success of 2017, Mike and Amy knew that The 11 Day Power Play had to continue. And the community as a whole needed to play. The Community Shift was born and has grown to more than 2,300 pairs of skates hitting the ice, in three hours shifts over this 11-day marathon hockey game. 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 40TEAM INVITATIONAL SPONSORSHIP BENEFITS

November 13-24, 2021 | Buffalo RiverWorks

We could not be more excited to be attempting another record breaking event in 2021, and we are so excited to have our biggest supporters making up 40 more teams that will be united with us - 1 team, 1 goal: to shatter the record and do some serious damage to cancer. The 2021 11 Day Power Play is about more than just playing 252 hours of hockey. It is about raising critically needed funds for cutting-edge cancer research and wellness programs at Roswell Park Comprehensive Cancer Center, Make-A-Wish Western New York, Camp Good Days and Oishei Children's Cancer and Blood Disorders Program.



## LITETHELAMP \$5,000

LIMITED TO FOUR

### Logo or Name Placement:

- 40Team Invitational signage
- Website sponsorship pages
- One 40Team Invitational Specialty Area (at right)

Choose one. First come; first serve

- Referee Jersey
- Team A Bench
- Team B Bench
- Stat Board

### Additional Benefits:

- Half page program ad
- Event vignette exposure
- Social media exposure
- Commemorative gift



## TEAM \$1,100

LIMITED TO 80 / 5 teams for \$5,000

### Exclusive Logo Placement:

- Half ice's helmets for 3hr shift
- Teams are first come; first serve*

### Name Placement:

- Website sponsorship pages
- Sponsored team in program

### Additional Benefits:

- Social media team posts exposure



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# THE 2021 11DAYPOWERPLAY 40TEAM INVITATIONAL SPONSORSHIP CONFIRMATION

■ Lamp Sponsor \$5,000  
Specialty Area: \_\_\_\_\_

■ Team Sponsor \$1,100  
Team: \_\_\_\_\_

■ 5Team Sponsor \$5,000  
Teams: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company Name

Contact Name

Email

Phone

Address

Signature

Email completed form to [sara@11daypowerplay.com](mailto:sara@11daypowerplay.com)

An invoice will be sent upon receipt.