



# 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. Her treatment included immunotherapy fresh off clinical trials and an infusion still in a clinical trial, saving her life. 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 to the organization that saved his wife's life. On June 22, 2017, 40 players took to the ice at HarborCenter in Buffalo, NY in an attempt to set the world record for the longest continuous ice hockey game. For 11 days they lived onsite, playing continuously in four-hour shifts, and 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.

In 2021, Mike and Amy decided to again attempt the Guinness World Record. In the face of COVID-19, along with the #Frozen40 players, nearly 1,000 Community Shift Invitational players and their amazing sponsors, they raised \$2 million for local cancer research and wellness programs, and officially set the 2021 Guinness World Record for Longest Continuous Ice Hockey Game at 252:00:46!



In just five years, the 11 Day Power Play has raised more than \$7 million for Roswell Park Comprehensive Cancer Center, Make-A-Wish Western New York, Camp Good Days and Special Times, and the Roswell Park Oishei Children's Cancer & Blood Disorders Program. In June 2022, they'll be back with the Community Shift and more than 2,000 hockey players, all looking to #PutCancerOnIce through the game they love - hockey.

Contact: Sara Schumacher 716.830.3805 [sara@11daypowerplay.com](mailto:sara@11daypowerplay.com)



# THE 2022 11 DAY POWER PLAY COMMUNITY SHIFT SPONSORSHIP BENEFITS

June 23-July 3, 2022 | LECOM Harborcenter

We're so excited for Community Shift 2022 and to welcome our full hockey community back to the ice and continue #PuttingCancerOnIce! The 2022 11 Day Power Play is about more than the 2,500+ hockey players continuously taking the ice at LECOM Harborcenter for 11 straight days. It's 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 Roswell Park & Oishei Children's Cancer and Blood Disorders Program. The 11 Day Power Play has raised more than \$7.3 million for these beneficiaries in the last five years and we're not slowing down now!

## PRESENTING \$50,000

LIMITED TO ONE

### Exclusive Benefits:

- Level exclusivity
- Program book cover logo
- Static billboards logo
- At-event interview
- Game pucks

### Top Tier with Logo Placements:

- Harborcenter support pillars
- Website sponsorship pages
- Program book sponsor page
- Step'n Repeat backdrop
- At-event signage

### Additional Benefits:

- Full page, full color program book ad on back cover
- Scoreboard ad (highest rotation)
- Social media exposure
- Commemorative gift



## POWERPLAY \$25,000

LIMITED TO SEVEN

### High Value Logo Placements:

- Harborcenter support pillars
- Digital billboards (one week)
- Step'n Repeat backdrop

### Additional Logo Placements:

- Website sponsorship pages
- Program book sponsorship page
- At-event sponsorship signage

### Additional Benefits:

- Full page, full color program book ad
- Scoreboard ad (high rotation)
- Social media exposure
- Commemorative gift

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# THE 2022 11 DAY POWER PLAY COMMUNITY SHIFT SPONSORSHIP BENEFITS

## OVERTIME \$10,000 LIMITED TO SIX

### Logo Placement:

Event signage & Program Book  
Website sponsorship pages

### One Specialty Area:

*Choose one in column two; 1st come, 1st serve*

### Referee Jerseys

Fundraising Tracker  
Blue (or) White Team  
Wall of Wisdom  
Puck Wall of Hope

### Additional Benefits:

Half page program book ad  
Scoreboard ad (in rotation)  
Social media exposure  
Commemorative gift



## 5-TEAM \$5,000

### Exclusive Logo Placement:

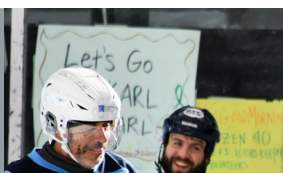
Helmets for five teams'  
(half-ice) three-hour shifts  
*Teams are first come; first serve*

### Name Placement:

Website sponsorship pages  
Program book sponsor page  
Sponsored teams in program

### Additional Benefits:

Social media teams posts exposure  
Commemorative gift



## TEAM \$1,100

### Exclusive Logo Placement:

Helmets for one team's  
(half-ice) three-hour shift  
*Teams are first come; first serve*

### Name Placement:

Website sponsorship pages  
Sponsored team in program

### Additional Benefits:

Social media team posts exposure



# THE 2022 11 DAY POWER PLAY COMMUNITY SHIFT

## SPONSORSHIP CONFIRMATION

- ☐ Presenting Sponsor \$50,000
- ☐ Power Play Sponsor \$25,000
- ☐ Overtime Sponsor \$10,000  
Specialty Area: \_\_\_\_\_
- ☐ 5-Team Sponsor \$5,000  
Teams: \_\_\_\_\_
- ☐ Team Sponsor \$1,100  
Team: \_\_\_\_\_

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.

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