



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. 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, the 11 Day Power Play 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, the event 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 six years, the 11 Day Power Play has raised more than \$8 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 2023, the Community Shift and our amazing players will continue to #PutCancerOnIce through the game they love, at LECOM Harborcenter from June 21 - July 1.

Contact: Sara Schumacher 716.830.3805 sara@11daypowerplay.com



THE 2023 11 DAY POWER PLAY COMMUNITY SHIFT SPONSORSHIP BENEFITS

June 21-July 1, 2023 | LECOM Harborcenter

We are so excited for Community Shift 2023! Our full hockey community will take the ice at LECOM Harborcenter and continue to #PutCancerOnIce. The 11 Day Power Play is about more than the 2,300+ individuals continuously playing hockey in shifts for 11 straight days. It's about raising critical 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 & Blood Disorders Program. The 11 Day Power Play has raised more than \$8.4 million for these beneficiaries and we're not slowing down now.

PRESENTING \$50,000

LIMITED TO ONE

Exclusive Benefits:

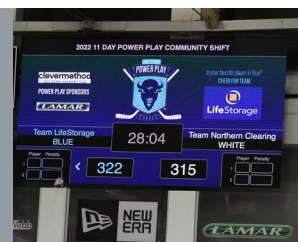
- Level and industry exclusivity
- Program book cover logo
- Static billboards logo
- Branded hockey socks - all players
- Game pucks

Top Tier with Logo Placements:

- Harborcenter media box banner
- 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 EIGHT

High Value Logo Placements:

- Harborcenter media box banner
- 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 2023 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 Bench/Tunnel

Wall of Wisdom

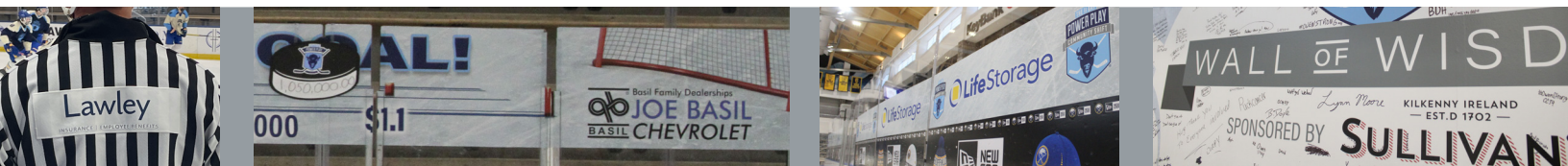
Puck Wall of Hope

Additional Benefits:

Half page program book ad
Scoreboard logo (in rotation)

Social media exposure

Commemorative gift



5-TEAM \$5,000

Exclusive Logo Placement:

Helmets of 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 2023 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

An invoice will be sent upon receipt.

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