



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 an 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 included immunotherapy fresh off clinical trials and an infusion still in a clinical trial. It saved her life. In 2013, Mike's mother was diagnosed with small cell lung cancer. No clinical trials were available and she succumbed in 2016. Mike and Amy were inspired to give back to the organization that saved Amy, and to make sure as many patients as possible had the options Amy had. On June 22, 2017, 40 players moved into LECOM Harborcenter in Buffalo, NY to play hockey for 11 straight days, in four-hour shifts, in an attempt to set the world record for the longest continuous ice hockey game. They raised \$1.2 million for research programs at Roswell Park, establishing this "one-time event" as a community treasure, and assuring critical funds for years to come.



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, the #Frozen40 players, nearly 1,000 Community Shift Invitational players, and their amazing supporters, the organization raised \$2 million for local cancer research and wellness programs. This time they set the 2021 Guinness World Record for Longest Continuous Ice Hockey Game at 252:00:46!



In just seven years, The 11 Day Power Play has raised an astonishing \$10 million in critical cancer funds. Beneficiaries including Roswell Park Comprehensive Cancer Center, Make-A-Wish Western New York, Camp Good Days, and the Roswell Park Oishei Children's Cancer & Blood Disorders Program, receive these funds annually to support their vital efforts to eradicate cancer and improve the lives of patients and their families.

For more info: Sara at 716.830.3305 sara@11daypowerplay.com



THE 2024 11 DAY POWER PLAY COMMUNITY SHIFT

SPONSORSHIP BENEFITS

June 20-30, 2024 | LECOM Harborcenter

The amazing 11 Day Power Play hockey community will hit the ice once again at LECOM Harborcenter in June 2024, continuing the drive to #PutCancerOnIce. This event is about so much more than 2,300 people playing hockey in three-hour shifts for 11 straight days. These players support 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. In its first seven years, The 11 Day Power Play has raised more than \$10 million to support these local organizations and we're not stopping anytime soon. Thank you for joining us in the fight!

PRESENTING \$50,000

LIMITED TO ONE

Exclusive Benefits:

- Level and industry exclusivity
- Program book cover logo
- Static billboards logo
- Game pucks

Top Tier with Logo Placements:

- 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 logo (highest rotation)
- Social media exposure
- Commemorative gift



POWERPLAY \$25,000

LIMITED TO EIGHT

High Value Logo Placements:

- 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 logo (high rotation)
- Social media exposure
- Commemorative gift

For more info: Sara at 716.830.3805 sara@11daypowerplay.com



THE 2024 11 DAY POWER PLAY COMMUNITY SHIFT

SPONSORSHIP BENEFITS

OVERTIME \$10,000

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 \$6,000

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 exposure - teams' games
Commemorative gift



TEAM \$1,300

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 exposure - team game



THE 2024 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 \$6,000

Teams: _____

☐

Team Sponsor \$1,300

Team: _____

Company Name

Contact Name

Email

Phone

Address

Signature

Please email completed form to nate@11daypowerplay.com to confirm purchase.

An invoice will be sent upon receipt.

Thank you for your generous support of The 11 Day Power Play!