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# The Charity Hockey Classic

Benefiting Inova Blood Donor Services

Hosted by

**KETTLER**  
CAPITALS ICEPLEX

Saturday  
9.10.11



**INOVA<sup>®</sup> BLOOD  
DONOR SERVICES**



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2009 Charity Hockey Classic  
Ashburn Xtreme v. Reston Raiders



2010 Charity Hockey Classic  
NCR Eagles v. Coaching Cardinals

## Event Description

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The Charity Hockey Classic (CHC) is annual fundraising event organized and implemented by a community board to benefit Inova Blood Donor Services. Since its inception in 2009, the CHC has raised over \$85,000 through the help and support of local and national organizations, community members and hockey fans.

On Saturday, September 10, 2011 the Booz Allen Hamilton Minutemen will take on defending champions, the Virginia Coaching Cardinals, at Kettler Capitals Iceplex in Arlington, Virginia. Each team consists of 17 players – nine forwards, six defensemen and two goaltenders – who each have fundraising goals which must meet in order to play in the game.

Their fundraising goals, along with sponsorships for the jersey, the official [charityhockeyclassic.com](http://charityhockeyclassic.com) website and program advertisement and day-of funds raised through ticket sales, intermission games and a silent auction will all count toward to overall collection goal of \$35,000.

With an audience averaging 1,000 people each game your sponsorship will be seen by many including:

- Youth players, family members, friends and colleagues of coaches from hockey clubs including Ashburn Xtreme, Reston Raiders, Virginia Wild, NOVA Ice Dogs Price William Panthers, the Little Caps
- Friends, family and colleagues of the Booz Allen Hamilton Minutemen

The game is designed as a special event complete with player introductions, a sports announcer, professional national anthem singer, appearances by Washington Capitals Mascot Slapshot, the Red Rockers and Washington Capitals Players. This event will continue on an annually basis.



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2009 Fundraising initiative; a new bloodmobile. The maiden voyage was in January 2011 and can be seen throughout the D.C. Metro Area

## Charitable Beneficiary: Inova Blood Donor Services

As the largest hospital based blood collection agency in the U.S., Inova Blood Donor Services is a vital service line to the Inova Health System; Northern Virginia's leading not-for-profit healthcare provider. Inova Blood Donor Services collects, processes and supplies life-saving blood and blood products to 15 different hospitals in Northern Virginia and the Washington, D.C., metro area.

Inova Blood Donor Services must collect more than 260 units of blood daily to meet the needs of patients. Together with friends, family, businesses, and media partners, Inova Blood Donor Services is working to raise awareness about the importance of blood donation.

In 2009, the CHC committee and the participating hockey teams were able to raise enough money to finalize the purchase of a new bloodmobile for the mobile operations team that helps support patients in 15 hospitals in the D.C. Metro area by collecting blood from volunteer blood donors.

In 2010, the committee started fundraising for a new cause; the Olympus AU-680 Value-Added Testing instrument. This instrument will allow donors to be screened for Diabetes, High Cholesterol and Heart Disease, along with the other tests we currently perform. The results would be a free service offered to Inova blood donors. The cost of the instrument is \$125,000 and with the \$60,000 already collected, we are well on our way to purchasing the new instrument.



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## MVP Level

### Title Sponsorship Package

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**Benefit of Title Sponsorship** – The Charity Hockey Classic logo was designed to incorporate a title sponsor. As the title sponsor your company’s logo will be integrated into the event logo. The event will then be referred to as the [Your Company] Charity Hockey Classic. In addition, your company will receive all advertising benefits associated with sponsorship.

**Premium Placement** – The “new” Charity Hockey Classic Logo will be featured prominently on all advertising before, during, and proceeding the event. The event program and both team jerseys are examples of where the logo will be displayed.

**Email Blast** – Inova Blood Donor Services is grateful to be the beneficiary of this charity event and has agreed to send email blasts to over 50,000 active blood donors throughout Maryland, Virginia and D.C.

**Direct Mail Postcards** – Designed for and distributed to coaches, players and fans in the zip codes surrounding the Ashburn Ice House, Reston SkateQuest and the Kettler Capitals Iceplex.

**Product Placement/On-Site Tabling** – Title Sponsor will be given the opportunity to directly connect with the hockey community by having a table at the event to interact and share products and/or services.

**Website Exposure** – **CharityHockeyClassic.com** will prominently feature the name, logo and direct link to the website of the Title Sponsor.

**Cost: \$10,000**



## All-Star Level

Sponsorships are negotiable and subject to committee review

### Sponsorship Options

<u>Sponsorship:</u>	<u>Explanation:</u>	<u>Unique Benefit:</u>	<u>Cost:</u>
Large Logo on Booz Allen Hamilton Jersey (2)	The largest logos on the Booz Allen Jersey	High Visibility	<del>\$1,000</del> <b>SOLD OUT</b>
Large Logo on Virginia Coaches Jersey (1)	The largest of the logos on the Virginia Coaches Jersey	High Visibility	\$1,000
Goal	Your company's name will be announced after every goal	Name repetition when goal scored	\$1,000
Penalty Box	Your company's logo will be displayed on penalty box and mention during each penalty	Name repetition when penalty called	\$1,000
Player Gift	Your logo will be displayed on all player gifts	Logo visible to all coaches/players	\$5,000
Fan Appreciation	Your logo will be on all gifts received by spectators	Logo visible to over 1000 spectators	<del>\$5,000</del> <b>SOLD OUT</b>
Player After Party	Your company will sponsor food and drinks for the teams and their families after the game	Players will have direct exposure to your brand	\$5,000

All sponsors at the All-Star Level will receive placement in event program.



## Game Changer Level

Sponsorships are negotiable and subject to committee review

### Sponsorship Options

<u>Sponsorship:</u>	<u>Explanation:</u>	<u>Unique Benefit:</u>	<u>Cost:</u>
Small Logo on Booz Allen Hamilton Jersey– (Left Arm) 1 Available	Logo on left arm of team jersey	High Visibility	\$500
Small Logo on Booz Allen Hamilton Jersey – (Right Arm) 1 Available	Logo on right arm of team jersey	High Visibility	\$500
Small Logo on Virginia Coaches Jersey – (Left Arm) 1 Available	Logo on left arm of team jersey	High Visibility	\$500
Small Logo on Virginia Coaches Jersey – (Right Arm) 1 Available	Logo on right arm of team jersey	High Visibility	\$500
First Intermission Sponsor	Entertainment between period 1 and 2	Name repetition during intermission games/contest	<del>\$500</del> <b>SOLD OUT</b>
Second Intermission Sponsor	Entertainment between period 2 and 3	Name repetition during intermission games/contest	\$500
Stars of the Game	The three stars of the game will be provided a gift with the sponsors logo	The three players with the most points will be awarded with an item courteous of the sponsor	<del>\$500</del> <b>SOLD OUT</b>
Full Page Program Ad	Your logo/message in the event program	Logo visible to all in attendance	\$500

All sponsors at the Game Changer Level will receive placement in event program.



## One-Timer Level

Sponsorships are negotiable and subject to committee review

### Sponsorship Options

<u>Sponsorship:</u>	<u>Explanation:</u>	<u>Unique Benefit:</u>	<u>Cost:</u>
Half Page Program Ad	Half page ad in program	Visibility to 1000 plus spectators	\$200
Website Sponsor	Banner on CharityHockeyClassic.com	High Visibility	\$250
Player/Coach Sponsor	Tax deductible donation in honor of one of the players/coaches	Tax-Deductable	\$100



## Charity Hockey Classic benefiting Inova Blood Donor Services

Saturday, September 10, 2011

Kettler Capitals Iceplex

### Registration Form



#### MVP Level

- \$10,000 MVP Sponsor

#### All-Star Level

- \$1,000 Large Logo on Booz Allen Hamilton Jersey (2 Available)

- \$1,000 Large Logo on Virginia Coaches Jersey (1 Available)

- \$1,000 Goal Sponsor

- \$1,000 Penalty Box Sponsor

- \$5,000 Player Gift Sponsor

- \$5,000 Fan Appreciation Sponsor

- \$5,000 Player After Party

#### Game Changer Level

- \$500 Small Logo Booz Allen Hamilton Jersey (Left Arm) 1 Available

- \$500 Small Logo Booz Allen Hamilton Jersey (Right Arm) 1 Available

#### Game Changer Level Continued

- \$500 Small Logo Virginia Coaches Jersey (Left Arm) 1 Available

- \$500 Small Logo Virginia Coaches Jersey (Right Arm) 1 Available

- \$500 First Intermission Sponsor

- \$500 Second Intermission Sponsor

- \$500 3 Stars of the Game

- \$500 Full Page Program Ad – 10 Available

#### One Timer Level

- \$250 Website Sponsor

- \$200 Half Page Program Ad (10 Available)

- \$100 Player/Coach Sponsor

- I regret that I will be unable to sponsor/attend the Charity Hockey Classic but please accept this donation in the amount of \$\_\_\_\_\_ to benefit Inova Blood Donor Services.

Please complete the appropriate information on the following page.

For more information contact Adam Bartholomew at 571-434-3691.



**INOVA BLOOD  
DONOR SERVICES**



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Primary Contact \_\_\_\_\_

Sponsor Name \_\_\_\_\_

(as it should appear in print)

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Credit Card #

\_\_\_\_\_ Exp.Date \_\_\_\_\_

(Please Circle) Visa      MasterCard      American Express

Total Contribution \_\_\_\_\_

Please make checks payable to: **Inova Health System Foundation**

Fax completed registration form to: 571-434-3682

Or mail to:

**Inova Blood Donor Services**

**Attn: Adam Bartholomew**

**45745 Nokes Blvd., Suite 160**

**Sterling, VA 20166**

For more information call: 571-434-3691





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**Thank you for supporting the Charity Hockey Classic.**

For more information about this year's Charity Hockey Classic please visit our website at  
**CharityHockeyClassic.com**

Contact Name:

Adam Bartholomew

Adam.Bartholomew@inova.org

571- 434-3691

I would like to give a special thank you to the Charity Hockey Committee.

Without your support and guidance this event would not be possible.