



AUGUST 14
2021

THE REVOLUTION
ICE GARDENS
WARMINSTER,
PENNSYLVANIA

2021
SPONSORSHIP
OPPORTUNITIES

ABOUT



Score for the Cure is a hockey experience created by a group of impassioned volunteers who love hockey and have been, or know someone who has been, impacted by Type 1 Diabetes (T1D). The event will include a carnival like tailgate party, hockey game, ice challenges, open skate, and much more, with proceeds benefiting the lifesaving research of JDRF. Score for the Cure is scheduled for Saturday, August 14, 2021 at The Revolution Ice Gardens in Warminster, Pennsylvania.

WHAT IS JDRF?

JDRF is the leading global organization funding Type 1 Diabetes research with a vision of creating a world without diabetes by improving lives today and tomorrow by accelerating life-changing breakthroughs to cure, prevent, and treat T1D and its complications.

WHAT IS T1D?

TYPE 1 DIABETES — sometimes called Juvenile Diabetes, Diabetes Mellitus, or T1D — is a chronic condition in which the pancreas no longer produces insulin — a hormone essential to turning food into energy. Without insulin, the human body cannot regulate blood glucose and cannot survive. T1D can't be reversed. Exercise, diet, medication can all help but will not cure T1D.

Daily life with T1D brings a multitude of challenges, including monitoring glucose and insulin levels that need to be carefully balanced with activity and nutrition, sleepless nights, stressful days, myriad risks and complications — and wishing for a tomorrow where this struggle doesn't exist.

There is no cure. But there is hope.

Your generosity will help JDRF fund life-changing breakthroughs to remove the incredible daily burden of this disease — until it no longer exists.

DONATIONS

Each member of the **Score for the Cure** team has their own reason for supporting the cause and many have created personal fundraising pages to tell their stories and raise funds to benefit JDRF. If you are interested in donating to a particular team member or making a general donation to the **Score for the Cure** effort, please visit our JDRF page at: <http://bit.ly/scoreforthecure>

SPONSORSHIPS

Proceeds from this event will directly benefit JDRF. As a sign of appreciation to Black Bear Sports Group, Inc. for making this event possible, a donation will be made to Black Bear Youth Hockey Foundation which works to increase American youth hockey participation and ease the financial stress many families face.

TITLE SPONSOR

\$10,000

- Company / foundation / individual name attached to the event name “**Score for the Cure** presented by...”
- Name / logo included in all promotional material, day-of announcements, on player jerseys, and on our **Score for the Cure** event website
- Prominent location at the carnival tailgate (must provide own optional tent)

TENT SPONSORS

\$750

- Secure a location at our carnival tailgate where you can set-up your own branded tent
- Provide game-style entertainment of your choice (i.e. cornhole, dunk tank, etc.) with pre-approval
- Includes three attendees

FOOD & BEVERAGE SPONSORS

\$500

- Receive recognition (logo on signage) at carnival tailgate food stations
- Logo printed on disposable napkins, hurricane glasses, food truck, etc. (Branded items are in addition to sponsorship cost)

PLAYER SPONSORS

\$500

- Sponsor an individual player
- Company name / logo on home or away jersey, in promotional material, and in game day program
- Social media promotion related to player / team

MERCHANDISE SPONSORS

\$500

- Your company name / logo on **Score for the Cure** branded merchandise
- Choose from merchandise like: on-ice helmet stickers, water bottles, souvenir pucks, baseball caps, gaiters, and more. Contact us at: JDRFHockey@gmail.com for available items
- Price is in addition to merchandise order; **Score for the Cure** can provide you with a list of preferred vendors but you may order from other sources and have items shipped to our staging location for distribution at the event

CAMEO "SHOUT OUTS" SPONSORS

\$250

- Have a celebrity record a message for a T1D player or attendee using Cameo!
- Sponsor can select any Cameo celebrity they wish (subject to availability).
- Share the video on your social media and we'll add it to our **Score for the Cure** website!
- Sponsor cost is in addition to Cameo cost

ACTIVITIES SPONSORS

\$250

- Sponsor carnival tailgate activities such as: face painting station, caricature station, spin art station, puck throw contest, parking lot curling contest, and more
- Sponsor logo on promotional materials, emails, **Score for the Cure** website
- Sponsor logo will appear on signage at activity area

ADVERTISING SPONSORS

\$100

- Place a business card ad in our digital game day program
- Program will be shared on the **Score for the Cure** website

RAFFLE Donation

- Donate an item (autographed memorabilia, sporting event or concert tickets, electronics, gift cards, etc.) as a raffle prize
- Receive recognition on our **Score for the Cure** website

NAME YOUR OWN SPONSORSHIP

TBD

- Have a creative sponsorship idea not listed here (i.e. Arcade Truck, Bubbles on Ice, etc.)? Let us know! We'll work with you to create a fun sponsorship to help promote your business and support the event. Email us at: JDRFHockey@gmail.com.

HOW TO SELECT & PAY FOR YOUR SPONSORSHIP

Once you've determined what sponsorship(s) you'd like to purchase to support **Score for the Cure**, please email us at: JDRFHockey@gmail.com or call **908.524.8741** and you will be given instructions to finalize and pay for your selection using our secure online payment portal.

ONE LAST THING

Score for the Cure is a labor of love — love for volunteering, for fighting for a good cause, for supporting those we know and love who have been impacted by T1D. Your support — whether through an individual donation, sponsorship, or even just a message of encouragement is greatly appreciated. We're passionate about this cause. We believe in it. Our ultimate goal is finding (and funding) a cure for T1D. Thank you for helping us reach that goal.

[**http://bit.ly/scoreforthecure**](http://bit.ly/scoreforthecure)



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