

Fifth Annual
HOCKEY FOR HOPE
Charity Hockey Game

Presented by **Richmond Hockey Fights Cancer**
March 21, 2009 at the Richmond Coliseum

On **Saturday, March 21, 2009 at 2:00 p.m.**, Richmond Hockey Fights Cancer will once again host the “Hockey For Hope” charity fundraising event. Proceeds from the game, including ticket sales, sponsorships, auctions and raffles, will go towards helping win the fight against cancer.

Hockey For Hope is an annual event, held in association with the National Hockey League Hockey Fights Cancer program, aimed at improving the lives of cancer patients and their families in the Richmond area and around the world. RHFC donates 100 percent of its profits to charities like the American and Canadian Cancer Societies, ACS Relay for Life – Mechanicsville and local treatment facilities, as well as directly to families of area patients undergoing cancer therapy.

This year, with the assistance of the Richmond Renegades and SMG Management, Hockey For Hope will once again hold its charity game at the Richmond Coliseum. At the game, more than 30 hockey players who have had cancer affect their lives will face off to raise money for the fight against cancer.

This Year Richmond Hockey Fights Cancer will take on Charlottesville’s Sperry Marine Hockey Club. SMHC has been influential in raising funds in the Charlottesville area for the University of Virginia's Cancer Center

Sponsors can participate at any level – from jersey sponsors to individual sponsor packages and raffle donations. Depending upon donations, sponsors can receive public address announcements, program advertisements, Web site recognition and/or banner exposure.

Last year’s Hockey for Hope event saw over 700 fans and supporters attend the game and raise over \$18,000 for cancer research, education and prevention. This year, which marks the fifth anniversary of the event, will see Hockey For Hope raise nearly \$100,000.

We’re counting on you to give your support to this great cause.

THANK YOU!

Sponsorship Levels

Game Banner Sponsorship- \$4,000

- * Name included in all press releases for the game
- * Name on programs as 'Presenting' or 'Sponsoring' event
- * Banner hung at game (sponsor to provide banner)
- * One year ad placement on RHFC Web site

Jersey Sponsorship- \$2,500

- Advertisement placed on RHFC jerseys (excluding AHL, AHL & AHL) & on the back of the jersey (sponsor to provide banner)
- # Sponsorship SOLD!
- * 1-year Ad placement on RHFC website

Gold level of Sponsorship- \$600

- Link placed on RHFC Web site for six months, beginning after March 1, 2009
- Banner hung at game (sponsor to provide banner)
- Full page advertisement in program
- At least six announcements during game activities
- Large t-shirt with logo on back (2 X 2)
- 10 tickets to RHFC charity game and the March 21st Richmond Renegades game

Silver level of Sponsorship- \$300

- Link placed on RHFC Web site for three months, beginning after March 1, 2009
- Banner hung at game (sponsor to provide banner)
- Half-page advertisement in program
- At least three announcements during game
- Small t-shirt with logo on back (1 X 1)
- 6 tickets to RHFC charity game and the March 21st Richmond Renegades game

Bronze level of Sponsorship- \$150

- Link placed on RHFC Web site for one month, beginning after March 1, 2009
- Banner hung at game (sponsor to provide banner)
- Quarter-page advertisement in program
- At least one announcement during game
- 2 tickets to RHFC charity game and the March 21st Richmond Renegades game

* Competing businesses will be accepted.

** Persons or businesses donating on or before March 3, 2009 will be listed on program's "Thank You" page.

*** Donations, sponsorships and all artwork must be received by RHFC prior to March 3, 2009 to be included in programs or on T-shirts (where applicable).

****RHFC is 501(c) charitable organization. We will continue to work though the National Hockey League, in addition to our own independent efforts, for the fight against cancer. Donations to RHFC for this or any other event are tax deductible to the extent allowable by law.