

20 25



Sponsorship Opportunities

JOIN US FOR THE 23RD
ANNUAL ROCK 'N RACE,
BENEFITING THE CONCORD
HOSPITAL PAYSON CENTER
FOR CANCER CARE

www.rocknrace.org

 CONCORD
HOSPITAL

 ROCK 'N
RACE

PRESENTED BY



MERRIMACK
COUNTY SAVINGS BANK

 CONCORD
HOSPITAL

Your Regional Health System

CONCORD | FRANKLIN | LACONIA

To discuss sponsorship opportunities
please contact:

Moriah Billups, Philanthropy Officer
Concord Hospital Trust
603-227-7000 x5234
mbillups@crhc.org

Supporting your community

\$339,000

In 2024, \$339,000 was raised for the HOPE Resource Center including over \$80,000 directly from sponsors.



5,855

In 2024, there were 5,855 patient contacts through the HOPE Resource Center including 1,324 appointments with nutritional services, 343 mastectomy fittings, and 52 wig fittings

We invite your business to join us as a sponsor for the 2025 Rock 'N Race event, benefiting the Concord Hospital Payson Center for Cancer Care. This year's event is on Wednesday, May 7, 2025. This beloved event will return to the NH State House lawn where over 3,000 runners and walkers unite to support the Payson Center for Cancer Care. We offer participants the opportunity to run or walk a 5k, or walk a short 1-mile loop, all through downtown Concord.

Concord Hospital Payson Center for Cancer Care has been service our community for over 20 years! Rock 'N Race provides funding for the HOPE Resource Center, which supports programs and services for cancer patients all year long. In 2024, our Rock 'N Race community raised over \$339,000 to ensure that our friends and neighbors living with cancer received the care and support they needed. Since the beginning, Rock 'N Race has raised over \$6 million for the HOPE Resource Center!

Sponsorship Opportunities

Presenting Sponsor*

(1) EXCLUSIVE/RESERVED

Banner Sponsor*

(1) EXCLUSIVE/RESERVED

Team Champion Sponsor*

(1) EXCLUSIVE/RESERVED

Live Music Sponsor* ~ \$5,000

(2) AVAILABLE

- Corporate banner displayed on the main stage at the state house;
- Recognition in press releases;
- Corporate logo displayed on the back of 2,700 participant t-shirts;
- Two corporate road signs displayed along the course (18" x 24");
- Recognition in digital media, e-newsletters, and email blasts.

Volunteer Sponsor* ~ \$5,000

(4) AVAILABLE

- Corporate recognition at the Volunteer Orientation event and at two volunteer headquarter locations at the event;
- Corporate logo displayed on the back of 2,700 participant t-shirts;
- Two corporate road signs displayed along the course (18" x 24");
- Recognition at volunteer table at Captains Breakfast event;
- Recognition in press releases;
- Presence at award presentation for top runners;
- Recognition in digital media, e-newsletters, and email blasts.

- **All Sponsorships of \$1,000 or more receive:**
- **Corporate logos on email communications;**
- **Corporate logo featured on sponsorship scroll on Concord Hospital Trust Website;**
- **Concord Hospital Corporate Council membership.**

Mile Marker Sponsor* ~ \$2,500

(6) AVAILABLE

- Corporate logo prominently displayed at mile marker 1, 2, or 3;
- Corporate banner displayed along finish line chute (sponsor supplies banner.);
- Corporate name listed on the back of 2,700 participant t-shirts;
- Two corporate road signs displayed along the course (18" x 24");
- Recognition in press releases;
- Recognition in digital media, e-newsletters, and email blasts.

Finish Line Sponsor* ~ \$2,500

(4) AVAILABLE

- Corporate banner displayed along finish line race chute (sponsor supplies banner.);
- Corporate logo displayed on back of 2,700 participant t-shirts;
- One corporate road sign displayed along the course (18" x 24");
- Recognition in digital media, e-newsletters, and email blasts.

Bronze Sponsor* ~ \$1,000

(15) AVAILABLE

- Corporate name listed on back of 2,700 participant t-shirts;
- One corporate road sign displayed along the course (18" x 24");
- Recognition in digital media, e-newsletters, and email blasts.

Friend Sponsor ~ \$500

- Corporate logo featured on event websites, event emails;
- Corporate name and logo featured in social media outreach.

Community Partner ~ \$250

- Corporate logo featured on event websites, event emails.

Important Sponsorship Deadlines:

- **PROMOTIONAL POSTER: January 15th, 2025**
 - To appear on the large promotional poster, sponsors have until midnight on January 15th, 2025 to confirm their participation via written communication or payment.
- **T-SHIRT: March 18, 2025**
 - To appear on the participant t-shirt, sponsors have until midnight on March 18, 2025, to confirm their participation via written communication or payment. This is for all sponsorships \$2,500 and above. This deadline also applies to any group looking to get involved at the Volunteer Sponsor level. Groups interested in this particular level have until the same date, March 18, 2025, to confirm their participation so corporate logos can be placed on the back of the volunteer t-shirt.

Important Race Information and Deadlines:

- **ADD-ON'S: April 10, 2025**
 - When registering, add-on purchases will be available. Please note that this purchase amount does not go towards your fundraising goal. All add-on purchases made before midnight on **April 10, 2025**, will be available for pick-up in your packet at Packet Pick-Up on Tuesday, May 6, 2025, at Christ the King Parish. All add-on purchases made after April 10 and through May 2, 2025, will be available at the Trust office beginning in June.
- **TEAM T-SHIRT: April 11, 2025**
 - Teams with more than 10 people on their team OR who have raised \$3,500 by April 11, 2025, will receive their team name on the back of their t-shirts. Please note that individuals registering with a team after the April 11, 2025 deadline will not be eligible for the customized team t-shirts (but can still get t-shirts without the team name while supplies last).
- **ROCK STAR TEAMS:** Rock Star teams are teams that have fundraised more than \$3,500. Teams raising this amount will receive the chance to get their team picture taken on race day and a framed picture delivered after the event. These teams will also be recognized at the Captains Breakfast with a gift, the following year.

