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CH CONCORD
HOSPITAL



PRESENTED BY

MERRIMACK
COUNTY SAVINGS BANK

Sponsorship Opportunities

WEDNESDAY, MAY 6, 2026

**JOIN US FOR THE 24TH ANNUAL
ROCK'N RACE, BENEFITING THE
CONCORD HOSPITAL PAYSON CENTER
FOR CANCER CARE**

www.rocknrace.org



Your Regional Health System

CONCORD | FRANKLIN | LACONIA

**To discuss sponsorship opportunities
please contact:**

Moriah Billups

Concord Hospital Trust

603-415-6683

mbillups@crhc.org

\$348,000

In 2025, \$348,000 was raised for the HOPE Resource Center including over \$95,000 directly from sponsors.



2,500

In 2025, there were over 2,500 NEW patients who utilized services at the HOPE Resource Center, including nutritional counseling, social work services, mastectomy/wig fittings, and classes.

We invite your business to join us as a sponsor for the 2026 Rock'N Race event, benefiting the Concord Hospital Payson Center for Cancer Care. This year's event is on Wednesday, May 6, 2026. 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 a service in 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 2025, our Rock'N Race community raised over \$348,000 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



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Banner Sponsor

(1) EXCLUSIVE/RESERVED



Concord Imaging Center

Team Champion Sponsor

(1) EXCLUSIVE/RESERVED



CONCORD ORTHOPAEDICS

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 2,500 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 and at two volunteer headquarter locations at the event;
- Opportunity to address Rock'N Race volunteers;
- Corporate logo displayed on the back of 2,500 participant t-shirts; 100 volunteer t-shirts;
- Two corporate road signs displayed along the course (18" x 24");
- Recognition at volunteer table at Kick-Off breakfast event;
- Recognition in press releases;
- Recognition in digital media, e-newsletters, and email blasts.

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 2,500 participant t-shirts;
- One corporate road sign displayed along the course (18" x 24");
- Recognition in press releases;
- Recognition in digital media, e-newsletters, and email blasts.

Media Sponsor ~ \$1,500

(1) EXCLUSIVE/RESERVED

- Corporate name listed on back of 2,500 participant t-shirts;
- Logo placement on event website and CH Trust website;
- One corporate road sign displayed along the course (18" x 24");
- Logo on printed and digital materials;
- Exclusive recognition for media opportunities.

Bronze Sponsor ~ \$1,000

- Corporate name listed on back of 2,500 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 name featured on event websites, event emails;
- Corporate name featured in social media outreach.

Community Partner ~ \$250

- Corporate name featured on event websites, event emails.

All sponsorships of \$1,000 or more are included as a member in our Corporate Council Society.

Important Sponsorship Deadlines:

- **PROMOTIONAL POSTER: January 16th, 2026**

- To appear on the large promotional poster, sponsors have until midnight on January 16, 2026 to confirm their sponsor participation via written communication or payment. This poster is then given out at the Kick-Off breakfast in February 2026.

- **T-SHIRT: March 18, 2026**

- To appear on the participant t-shirt, sponsors have until midnight on **March 18, 2026**, 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 sponsoring the Volunteer Sponsor level. Groups interested in this particular level have until the same date, March 18, 2026, 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 13, 2026**

- 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 13, 2026**, will be available for pick-up in your packet at Packet Pick-Up on Tuesday, May 5, 2026, at Christ the King Parish. All add-on purchases made after April 13 and through May 6, 2026, will be available at the Trust office beginning in June.

- **TEAM T-SHIRT: April 13, 2026**

- Teams with more than 10 people on their team OR who have raised \$3,500 by April 13, 2026, will receive their team name on the back of their t-shirts. Please note that individuals registering with a team after the April 13, 2026 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 Kick-Off Breakfast the following year.

