





















**PARTNER IN THE FIGHT**  
**2023-2024 CAMPAIGN**

# MINNESOTA HOCKEY FIGHTS CANCER PARTNER IN THE FIGHT LEVELS 2022-2023

	RINK RAT	DANGLE	CELLY	HAT TRICK	TOP SHELF
DONOR LEVEL	\$100 - \$249	\$250 - \$499	\$500 - \$999	\$1000 - \$9999	\$10000+
WEBSITE PROMOTION					
INTRODUCTION SOCIAL MEDIA PROMO					
MONTHLY SOCIAL MEDIA PROMO 12X					
GAME SUPPLIES LETTER PROMO					
GAME SUPPLIES FLYER INSERT					
MONTHLY EMAIL PROMO					
LET'S PLAY HOCKEY EXPO PROMO					

# MINNESOTA HOCKEY FIGHTS CANCER PARTNER IN THE FIGHT BENEFIT DESCRIPTIONS 2022-2023

	DESCRIPTION
WEBSITE PROMOTION	Partner will be featured on the home page roll of partners and the Partner in the Fight page on the MN Hockey Fights Cancer Website.
INTRODUCTION SOCIAL MEDIA PROMO	Partner will be featured in a social media promotion on Facebook, Instagram, Twitter and Linked In to thank them for their support.
MONTHLY SOCIAL MEDIA PROMO 12X	Partner will be featured in a monthly social media promotion on Facebook, Instagram, Twitter and Linked In. The content and timing will be agreed upon each month, unless other arrangements are made for execution.
GAME SUPPLIES LETTER PROMO	Each team participating in a Hockey Fights Cancer game receives a package of supplies that includes; stick tape, helmet stickers, coach lapel pins and placards. Along with the package is a letter of thanks for their participation that the partner logo will appear on.
GAME SUPPLIES FLYER INSERT	Partner will be able to add a 8.5" x 11" flyer or smaller in each of the game supply packages.
MONTHLY EMAIL PROMO	Every month an email is sent to our distribution list. During the offseason the content highlights opportunities for individuals and businesses to support our efforts through donations or purchases of merchandise. During the season we highlight the teams that are participating and the rankings for teams for the awards that we provide to the top association, top high school, top team and top mite jamboree. Partner will have a feature section in each email.
LET'S PLAY HOCKEY EXPO PROMO	Partner will have sign of thanks and be able to have hand out items at our booth at the Let's Play Hockey expo during the high school hockey tournament championship weekend.



### About Minnesota Hockey Fights Cancer

Minnesota Hockey Fights Cancer was founded in 2018 to drive and promote the American Cancer Society's annual Hockey Fights Cancer campaign. While we continue to fully support and promote the American Cancer Society's efforts, our effort has expanded to the support of all cancer causes including; organizations, families, and individuals.

Our mission is to energize the hockey community in Minnesota to build awareness and support the fight against cancer.

Any team, association, high school, or other hockey teams in Minnesota can join the fight by registering a game as a hockey fights cancer game. In 2021-2022 the Mite Fight Series was introduced to introduce the state's youngest players to the fight and also creates an opportunity for hockey associations to raise funds.

The annual campaign starts in October and goes through the end of March. Arena banners, trophies, and other prizes are awarded to the top association, high school, mite jamboree, and individual MVPs.

Minnesota Hockey Fights Cancer, DBA is operated by the board of directors of Minnesota Hockey Charities, DBA. Minnesota Hockey Charities is a 501c3 operated through volunteer efforts of people passionate about helping the Minnesota hockey community make an impact on the lives of others.

For more information visit [mnhockeyfightscancer.org](http://mnhockeyfightscancer.org).

