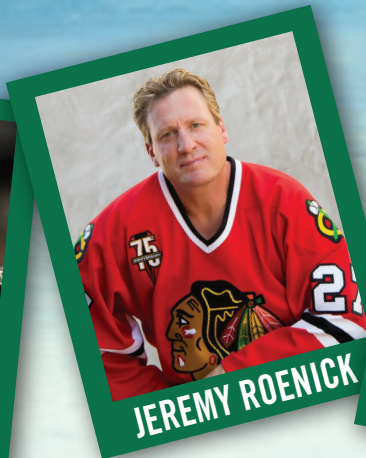


THE GOAL IS TO LIVE A LONG & HEALTHY LIFE

Don't miss a scoring opportunity like this.



**PLAY ON A TEAM WITH FORMER NHL GREATS
2 DAY FORMAT INCLUDES DRAFT PARTY AND HOCKEY TOURNAMENT**

**THURSDAY SEPTEMBER 30, 2021 - DRAFT PARTY
FRIDAY OCTOBER 1, 2021 - HOCKEY TOURNAMENT**

IN SUPPORT OF



H.E.R.O. Initiative
fighting for health equity

For more information please contact the Dallas Stars Foundation at 214-387-5632



THURSDAY SEPTEMBER 30, 2021 - DRAFT PARTY FRIDAY OCTOBER 1, 2021 - HOCKEY TOURNAMENT

Dallas Stars Foundation is proud to announce the 3rd Annual Stars Big Heart Celebrity Challenge. This is the signature hockey event of the Dallas Stars Foundation supporting the American Cancer Society. This innovative, two-day event is the only event of its kind in Texas, and will allow the hockey fan to play alongside former NHL Greats and experience what it truly feels like to be a PRO!

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$25,000

- Naming Rights – (i.e. ABC Big Heart Celebrity Challenge)
- 10 Tickets to Exclusive VIP Draft Party
- Title Sponsor logo/name recognition on all signage
- Jumbotron recognition at Dallas Stars game
- 6 tickets to Dallas Stars game in Alumni Suite
- Full page ad in official tournament program
- Social media recognition
- Opportunity to address participants at VIP Draft Party & Tournament Day
- Player Gifting with branded merchandise
- Availability to place booth/display at VIP Draft Party & Tournament Day venues (marquee location, first choice)
- 20 Tickets to tournament day with VIP Access & lunch
- Exclusive Access to Pre-Event Meet n Greet with Celebrities
- 5 Exclusive Gifting Packages

PRESENTING SPONSOR - \$15,000

- Partial Name affiliation – (i.e. Stars Big Heart Celebrity Challenge, PRESENTED by – YOUR COMPANY)
- 6 Tickets to Exclusive VIP Draft Party
- Company name listed as PRESENTED by on all signage
- Half Page Ad in Official tournament program
- Availability to place booth/display at VIP Draft Party & Tournament Day (second choice on placement location)
- 10 Tickets to tournament day with VIP Access & Lunch
- 2 Exclusive Gifting packages



DRAFT PARTY SPONSOR - \$10,000

- Prominent logo placement listing DRAFT PARTY SPONSOR
- 6 Tickets to Exclusive VIP Draft Party
- ¼ Page Ad in official program
- Opportunity to display, hand out marketing material, promote your brand at VIP Draft Party
- Opportunity to address participants at Draft Party
- Social Media recognition of Draft Party Sponsor
- Exclusive Gifting Item

CELEBRITY SPONSOR - \$10,000

- Logo placement listing as official Sponsor
- ¼ Page Ad in official program
- Access to pre-Event Celebrity Meet N Greet
- 4 Tickets to Exclusive VIP Draft Party
- 6 Tickets to tournament day
- Exclusive Gifting item

BEER SPONSOR - \$10,000

- Exclusive Rights to provide Beer for VIP DRAFT PARTY & Tournament Day
- Logo placement listing as official sponsor
- ¼ Page Ad in official program
- 6 Tickets to VIP Draft Party
- 6 Tickets to tournament day
- Ability to setup booth/display at venues (based on location availability)
- Exclusive Gifting Item

DRESSING ROOM SPONSORS - \$2500 (12 Available)

- Prominent logo placement of EVERY dressing room door
- Listing as official sponsor
- 2 Tickets to VIP Draft Party
- 2 Tickets to Tournament day