



*The DONNA Puck & Stick Stair Challenge
powered by the Jacksonville Icemen
“Puck & Stick Stair Challenge”*

November 16, 2019

**Tri-tiered Endurance Event | Athlete’s Village Celebration | 8 a.m.- Noon
Iceman Hockey Game | 7:00 p.m.**

This 2nd Annual event features a tri-tiered Endurance Event, an Athlete’s Village Celebration, and an Icemen Hockey game. Athletes can select their participation level from one of the four courses offered. Team Puck will run a quick, fun course along the concourse level of Veteran’s Memorial Arena that begins with a limited series of stairs, with the finishing leg passing through the arena bowl before exiting the building to finish in the middle of our Athlete’s Village. The Sticks, run a similar course, however, this group kicks it up a notch by including a 4 level “turning” staircase. The Sticks adventure also has them passing through the arena bowl, but before exiting they must run a pathway of narrow stairways.

For the younger enthusiasts, families, and those who enjoy a “challenge race” there is the Goalie lap. The Goalie lap includes a short staircase and concourse lap. Complete all three events in the Hat Trick Challenge.

Following the award presentation, Athlete’s Village in front of the arena will be the site of an exciting post party with food, beer, music and more. Hang out downtown or come back later to cheer on the Jacksonville Icemen, as they take on the Orlando Solar Bears. Don’t miss the opportunity to join us as we continue our newest DONNA tradition—The DONNA Puck & Stick. How many steps can you conquer?

Total Audience—7000++

Race Participants—500

Hockey Game Attendance—6500+

The DONNA Puck & Stick Stair Challenge

Title Sponsor Package (1)

\$10,000

Title package includes the following amenities:

- Prominent Brand/Logo placement on all Event signage
- Prominent Brand/Logo placement on all participant shirts—Pucks, Sticks, Goalie, and Hat Trick
- Prominent Brand/Logo placement on all participant bibs
- Solo Brand/Logo on all medal ribbons—Pucks, Sticks, Goalie and Hat Trick
- Prominent Brand/Logo placement on all marketing materials for the event
- Prominent Brand/Logo placement on digital event sites—The DONNA Foundation and Jacksonville Icemen
- Brand/Logo inclusion across all social media promotions—The DONNA Foundation, 26.2 with DONNA, and Icemen (includes cross promotion and event listing co-hosting)
- Brand/Logo visibility on center ice video board during pre-game period (1 hour) and Intermissions (2 total)
- One (1) 30 second in game commercial – must provide “plug and play” assets
- Autographed Icemen Hockey Stick
- Opportunity to join the Puck Presentation Crew
- Prominent Booth placement at the Athlete’s Village (10 x 20)
- Brand/Logo presence on both online printable Challenge Tickets
- 10 Challenge Registrations
- Two tickets to the Icebox Viewing Area

Power Play Sponsor Package

\$7,500

Power Play package includes the following amenities:

- Brand/Logo placement on all event signage
- Brand/Logo placement on all participant shirts—Pucks, Sticks, Goalie, and Hat Trick
- Brand/Logo placement on all participant bibs
- Brand/Logo placement on marketing materials for the event
- Brand/Logo placement on digital event sites—The DONNA Foundation and Jacksonville Icemen
- Brand/Logo inclusion across all social media promotions—The DONNA Foundation, 26.2 with DONNA, and Icemen (includes cross promotion and event listing co-hosting)
- One (1) 30 second in game commercial – must provide “plug and play” assets
- Autographed Icemen Hockey Stick
- Prominent Booth placement at the Athlete’s Village (10x10)
- LED Ring signage—Two (2) minute visibility loop
- Brand/Logo presence on both online printable Challenge Tickets
- 6 Challenge Registrations

Blue Line Sponsor Package **\$5,000**

Blue Line package includes the following amenities:

- Brand/Logo placement on all Event signage
- Brand/Logo placement on all participant shirts—Pucks, Sticks, Goalie, and Hat Trick
- Brand/Logo placement on marketing materials for the event
- Brand/Logo placement on digital event sites—The DONNA Foundation and Jacksonville Icemen
- Brand/Logo inclusion across all social media promotions—The DONNA Foundation, 26.2 with DONNA, and Icemen (includes cross promotion and event listing cohosting)
- Booth placement at the Athlete’s Village (10x10)
- 4 Challenge Registrations

Athlete’s Village Sponsor **\$3,500**

- Site signage including banners on the beverage, food and entertainment tents
- Brand/Logo placement on all participant shirts—Pucks, Sticks, Goalie, and Hat Trick
- Brand/Logo placement on marketing materials for the event
- Brand/Logo placement on digital event sites—The DONNA Foundation and Jacksonville Icemen
- Brand/Logo inclusion across all social media promotions—The DONNA Foundation, 26.2 with DONNA, and Icemen (includes cross promotion)
- Prominent Booth placement at the Athlete’s Village

Parking Sponsor **\$2,500**

- Site signage
- Brand/Logo placement on marketing materials for the event
- Brand/Logo placement on digital event sites—The DONNA Foundation and Jacksonville Icemen
- Brand/Logo inclusion across all social media promotions—The DONNA Foundation, 26.2 with DONNA, and Icemen (includes cross promotion)
- Booth placement at the Athlete’s Village

Marketing and Promotional Space **\$750**

- Logo placement on event site
- Booth placement in Athlete’s Village (10x10)

Virtual Bag Stuffer **\$250**

- Placement in participant bags

****All package are customizable to meet your needs. Interested in an amenity not listed, please ask.**