



7TH ANNUAL HEROES CUP HOCKEY TOURNAMENT

June 7-9, 2024

Event Sponsorship Opportunities



The largest hockey tournament in the country...

- 1 Weekend
- 102 Teams
- 2,500 Players
- Over 15,000 spectators



History of the BFit Heroes Cup

CONTINUOUSLY GROWING...

2017

The Heroes Cup Foundation officially partnered with the Boston Bruins Foundation, BFit Heroes Cup started.

2019

Teams raised \$260K for over 64 charities. Waltham Fire raised \$25K, setting the bar for future fundraising.

2021

\$475,000 raised for 82 different charities, including \$60K donated to the family of fallen Worcester Police Officer Manny Familia.

2023

Cambridge Fire was the first team to raise 50k for the tournament. The tournament also raised \$420K, our highest total yet.



2016

Started as a small 16 team tournament. But ended up being 58 teams.

2018

78 hockey teams and perfect weather created the first tailgate.

2020

Covid-19 caused the tournament to be cancelled.

2022

Live Barn became a major sponsor of the tournament and set up cameras in all rinks to be able to live stream all tournament games.

Our Mission

HELPING THOSE WHO SERVE

The mission of the Hero's Cup Foundation is to promote first responder mental health. Designed to bring firefighters, police officers, dispatchers, EMS workers, and military members together, HCF is a nonprofit charitable organization and the host of the largest first responder hockey tournament, the BFit Heroes Cup. Through social gatherings and physical activity, HCF raises awareness and funds for the needs of the first responder community and the charities they support.





FUN FOR EVERYONE INVOLVED.

The weekend is filled with fun activities, events, and games for families and spectators to enjoy. Over the course of three days, more than 15,000 people come to our event to cheer and support first responders.

COMPETITION IS AT THE HEART OF EVERYTHING WE DO.

Our hockey tournament has become one of the largest in the country because our community of first responders are competitors and the opportunity to compete while raising money for charities is the most fun you can have!



ENDLESS WAYS TO SUPPORT

TROPHY
SPONSOR

Sold!

PRESENTING
SPONSOR

OPENING
NIGHT
SPONSOR

PLAYOFF/
AWARD
SPONSOR

MENTAL
HEALTH
PRESENTING
SPONSOR

Sold!

TAILGATE
SPONSOR

OFFICIAL
APPAREL
SPONSOR

Sold!

Sold!

OFFICIAL
BEER
SPONSOR

OFFICIAL
HARD
ALCHOHOL
SPONSOR

GOLD,
SILVER,
BRONZE

See Sponsorship Details Below...

Trophy Sponsor

\$25,000

SPONSOR OPPORTUNITY DESCRIPTION

The Trophy Sponsor will have the naming rights for the Heroes Cup Championship Trophy. Company name will be engraved on the trophy.

ADDITIONAL INCENTIVES

- Logo/Brand Awareness at event
- Opportunity to have a presence at the event - booth, mobile marketing activation, giveaways, player swag bag donations
- Logo/Brand exposure on all marketing collateral for the event on Boston Bruins Foundation channels
- Company recognition during speaking portion of the event
- Partner social media posts on all Heroes Cup channels





Presenting Sponsor

SOLD

SPONSOR OPPORTUNITY DESCRIPTION

The Presenting Sponsor is one of our largest sponsorship opportunities and allows you to have the most brand exposure at our events. Your business name will appear in our events logo.

ADDITIONAL INCENTIVES

- Logo/Brand Awareness at event
- Opportunity to have a presence at the event - booth, mobile marketing activation, giveaways, player swag bag donations
- Logo/Brand exposure on all marketing collateral for the event on Boston Bruins Foundation channels
- Company recognition during speaking portion of the event
- Partner social media posts on all Heroes Cup channels

Opening Night Sponsor

\$20,000

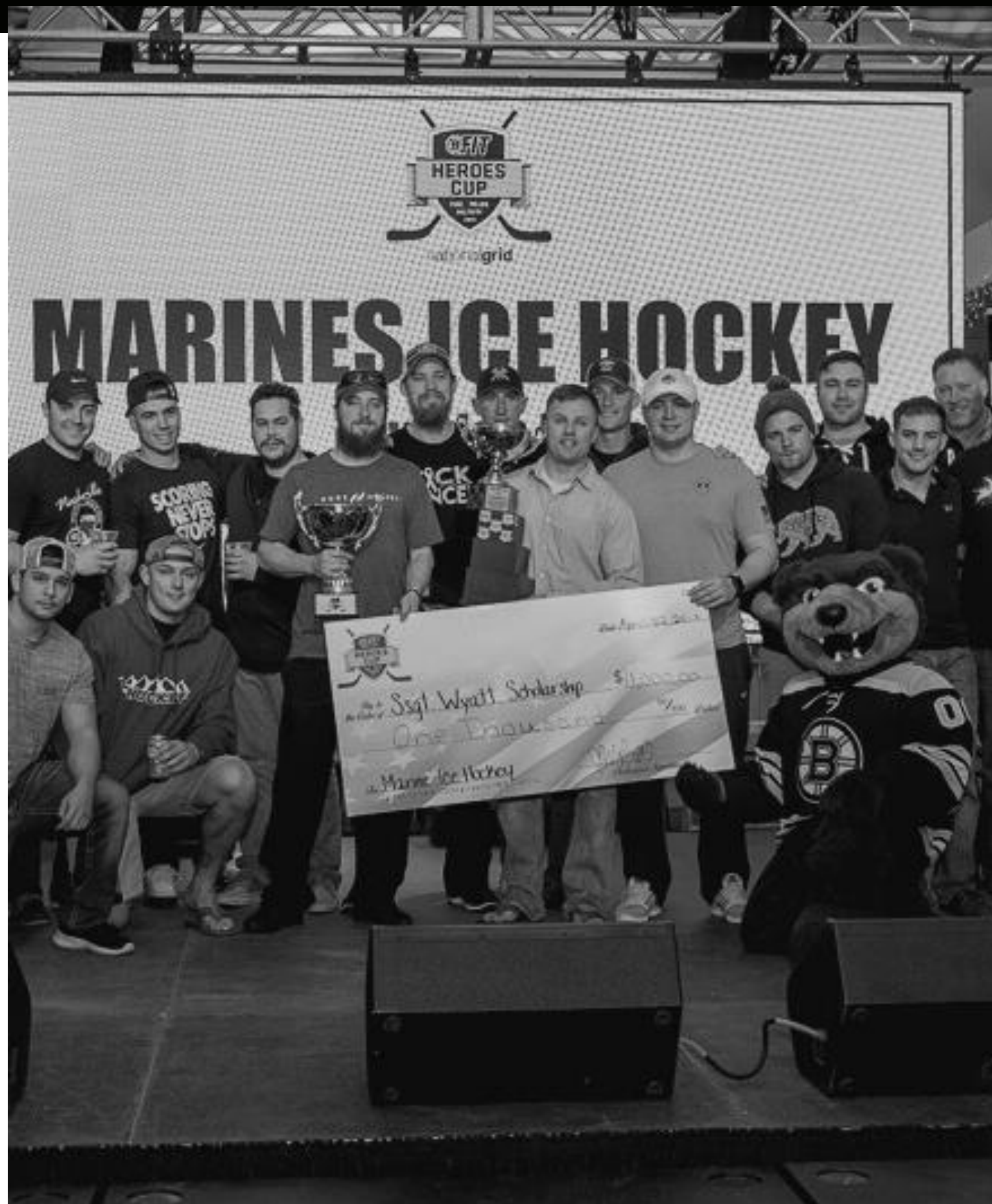
SPONSOR OPPORTUNITY DESCRIPTION

Be the life of the party and the talk of the event by sponsoring our Opening Night Ceremonies. The Opening Night Ceremonies will be branded with your business.

ADDITIONAL INCENTIVES

- Logo/Brand Awareness at event
- Opportunity to have a presence at the event - booth, mobile marketing activation, giveaways, player swag bag donations
- Logo/Brand exposure on all marketing collateral for the event on Boston Bruins Foundation channels
- Company recognition during speaking portion of the event
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Playoff and Award Sponsor

\$12,000

SPONSOR OPPORTUNITY DESCRIPTION

Our award ceremony is one of the biggest events of the weekend, with all our Champions in attendance to receive their trophy and checks. Your business will be announced during the ceremony and branding will be present on the stage. You will also have the opportunity to present trophies and speak on stage.

ADDITIONAL INCENTIVES

- Logo/Brand Awareness at event
- Opportunity to have a presence at the event - booth, mobile marketing activation, giveaways, player swag bag donations
- Logo/Brand exposure on all marketing collateral for the event on Boston Bruins Foundation channels
- Company recognition during speaking portion of the event
- Partner social media posts on all Heroes Cup channels

Mental Health Presenting Sponsor \$10,000

SPONSOR OPPORTUNITY DESCRIPTION

Our mental health wing is new this year. Designed to provide resources to our first responders and their families, the Mental Health Presenting Sponsor will have your organization's name displayed prominently within the mental health area and across all marketing materials.

ADDITIONAL INCENTIVES

- Logo/Brand Awareness at event
- Opportunity to have a presence at the event - booth, mobile marketing activation, giveaways, player swag bag donations
- Logo/Brand exposure on all marketing collateral for the event on Boston Bruins Foundation channels
- Company recognition during speaking portion of the event
- Partner social media posts on all Heroes Cup channels





TailGate Sponsor

SOLD!

LIFE OF THE PARTY

Thousands of players and spectators travel to the New England Sports Center each year for our event. Many teams arrive in style with RV's and full tailgating camps set up for a weekend of fun. Our Tailgate Sponsor will have the opportunity for branding across the entire parking lot and also will have a VIP tailgating experience named after them for some of our top fundraising teams.

ADDITIONAL INCENTIVES

- Logo/Brand Awareness at event
- Opportunity to have a presence at the event - booth, mobile marketing activation, giveaways, player swag bag donations
- Logo/Brand exposure on all marketing collateral for the event on Boston Bruins Foundation channels
- Company recognition during speaking portion of the event
- Partner social media posts on all Heroes Cup channels

Platinum, Gold, Silver, Bronze Sponsor

Multiple Ways to Help!

Our Gold, Silver, and Bronze sponsorship packages allows you to still have a presence at our event even if you can't make it or if our sponsorship levels are sold out. Gold sponsors will have the opportunity to have larger booths and branding throughout the event

GOLD SPONSOR - \$3,000

- Logo/Brand exposure at event, booth spot reserved at event, logo/brand on all marketing materials

SILVER - \$2,000

- Logo/Brand exposure at event, booth spot reserved at event

BRONZE - \$1,000

- Logo/Brand exposure at event, booth spot reserved at event





Thank You!

