



# 2026 Sponsorship Opportunities

June 5–7, 2026 | Marlborough, MA

*A Hockey Tournament  
Exclusively for First  
Responders & Veterans*



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Hosted by the Healing Heroes Foundation  
in collaboration with the Boston Bruins Foundation

# The largest hockey tournament of its kind:

- 1 Weekend
- 100 Teams
- 2,000 Players
- 10,000 Spectators

*A deeply engaged community of first responders, veterans, families, and supporters.*



# Our Mission



**Community.  
Connection.  
Camaraderie.**

Healing Heroes is a first responder-run nonprofit dedicated to supporting the well-being of high-risk service professionals and their families.

We bridge the gap between those who serve and the care they deserve, cultivating a year-round network built on peer support, direct resource access, and active community involvement.

Every year, our growing reach confirms that this community is a vital lifeline. Our mission is to ensure that the sense of belonging, safety, and support we provide lasts far beyond a single weekend, creating a permanent culture of care for those who sacrifice the most.



## **The BFit Heroes Cup: Our Flagship Event**

In collaboration with the Boston Bruins Foundation, we host the nation's largest first responder and veteran hockey tournament. This premier event serves as a powerful platform for our community, bringing thousands together to strengthen the bonds of camaraderie and celebrate the resilience of our heroes on and off the ice.

# History of the BFit Heroes Cup

CONTINUOUSLY GROWING...

2017

A powerful partnership was forged with the Boston Bruins Foundation, launching the BFit Heroes Cup.

2019

Teams raised an incredible \$260K for over 64 charities. Waltham Fire set a new fundraising record with \$25K..

2021

A total of \$475K was raised for 82 charities, including a \$60K donation to the family of fallen Worcester Police Officer Manny Familia.

2023

Cambridge Fire Hockey raised the bar for fundraising, becoming the first team in the tournament's history to reach the \$50K mark.

2025

It was a record-breaking year with 104 teams, 2,000 players, and \$500K raised. Worcester Firefighters Hockey led the charge, raising an incredible \$61K.



2016

The Hero's Cup Foundation kicked off its first tournament, growing from a small 16-team event to a massive 58-team competition.



2018

The tournament welcomed 78 teams, and beautiful weather created the perfect atmosphere for our inaugural tailgate party.



2020

The tournament was canceled due to the COVID-19 pandemic.



2022

LiveBarn joined us as a major sponsor, installing cameras in every rink to bring the excitement of all our tournament games to a live stream audience.



2024

The tournament was canceled due to an unexpected chilling system failure at the New England Sports Center.





## CELEBRATING OUR HEROES, TOGETHER.

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This event is a massive celebration for our first responders and their families, bringing together supporters from near and far. The weekend serves as a powerful display of community solidarity as we cheer on those who serve. The funds raised during this tournament provide essential resources for multiple charities dedicated to the well-being of our heroes and their loved ones.

## CAMARADERIE IS AT THE HEART OF OUR MISSION.

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While our tournament is known for its scale, its true strength lies in the spirit of togetherness. This unique environment goes beyond the rink to create vital connections where players can bond over their shared passion for hockey. This sense of camaraderie reduces the stigma often associated with seeking help, paving the way for crucial conversations regarding mental well-being.



# Sponsorship Opportunities At-A-Glance

Level	Value	Key Feature	Booth	Ad Book
<u>Trophy Sponsor</u>	\$20,000	Permanent Cup Engraving	Premier Choice	Full Page
<u>Presenting Sponsor</u>	\$20,000	Total Brand Saturation	Premier Choice	Full Page
<u>Opening Ceremony</u>	\$15,000	Friday Night Naming Rights	Reserved Standard	Full Page
<u>Playoff &amp; Awards</u>	\$12,000	12 Charity Donations	Reserved Standard	Full Page
<u>Tailgate Experience</u>	\$10,000	VIP Area Naming Rights	Outdoor Activation	Half Page
<u>Live Stream</u>	\$7,500	Digital Watermark	Reserved Standard	Half Page
<u>Mental Health Mission</u>	\$5,000	Exclusive Goal Line Signage	Reserved Standard	Half Page
<u>Beer Sponsor</u>	\$5,000	Beer Garden Naming Rights	Outdoor Activation	Half Page
<u>The Heroes' Table</u>	<i>Discounted</i>	Hero-Owned Spotlight	Dedicated Booth	Listing
<u>Community Champion</u>	\$3,000	On-Site Banner Branding	Reserved Standard	Half Page
<u>Community Partner</u>	\$2,000	Logo on Event Materials	Shared Space	Listing
<u>Community Supporter</u>	\$1,000	Website/Digital Recognition	No Booth	Listing

See Details Below

# The Heroes Cup Trophy Sponsor

**\$20,000**

## SPONSORSHIP DESCRIPTION

As the exclusive sponsor of The Heroes Cup, your company's legacy becomes an official part of the tournament's history. Your brand name will be professionally engraved on the base of the trophy—the ultimate prize that every one of our 100 teams competes for. This is a permanent mark of support for our heroes that will be seen for years to come.

## PARTNER BENEFITS

- **Brand Legacy:** Exclusive naming rights and permanent engraving on The Heroes Cup.
- **Top-Tier Logo Placement:** Highest priority branding on all tournament-wide signage.
- **Premier Activation:** Choice of a premium booth location in a high-traffic spectator area.
- **Full Media Suite:** Dedicated social media spotlight and prominent recognition during the event's speaking portion.
- **Ad Book:** Complimentary Full-Page Ad in the event program.



Sold!



# The Presenting Sponsor

**\$20,000**

## SPONSORSHIP DESCRIPTION

The Presenting Sponsor offers the highest level of visibility, providing brand saturation that places your business at the forefront of the entire BFit Heroes Cup experience. Your brand will be seamlessly integrated into the tournament's identity and featured across every marketing touchpoint, from digital campaigns to physical merchandise.

## PARTNER BENEFITS

- **Total Brand Saturation:** Logo included on ALL official marketing materials, digital platforms, and event signage.
- **Premier Activation:** Choice of a premium booth location in a high-traffic spectator area.
- **Bruins Foundation Exposure:** Exclusive featured recognition across Boston Bruins Foundation marketing channels.
- **Digital Leadership:** Premium logo placement on the official tournament website and email communications.
- **Ad Book:** Complimentary Full-Page Ad in the event program.

# The Opening Ceremony

**\$15,000**

## SPONSORSHIP DESCRIPTION

Take center stage on Friday night as the exclusive sponsor of the Opening Ceremony. As the official kick-off for the weekend, this high-energy celebration sets the tone for the entire tournament. It is the heart of our social atmosphere, bringing together players, families, and spectators to honor our heroes and ignite the spirit of competition.

## SPONSOR BENEFITS

- **Premier Title Branding:** Official Opening Ceremony title designation with dedicated signage and banners displayed prominently throughout the Friday night festivities.
- **Official Welcome:** Opportunity to address the crowd with a brief welcome message during the ceremony.
- **On-Site Activation:** Reserved exhibit space in a high-traffic spectator area for the duration of the tournament.
- **Broad Visibility:** Featured brand exposure across tournament marketing materials and social media platforms.
- **Ad Book:** Complimentary Full-Page Ad in the event program.



# The Playoff & Awards

**\$12,000**

## SPONSORSHIP DESCRIPTION

Own the tournament's thrilling conclusion as the exclusive sponsor of all 12 Division Championship ceremonies. This partnership directly funds the \$1,000 championship donation made on behalf of each winning team to their charity of choice. You will have a premier on-ice presence to personally award trophies, linking your brand to the crowning of our champions and the heart of our mission.

## SPONSOR BENEFITS

- **Championship Naming Rights:** Official title sponsor of all 12 Division Championship ceremonies.
- **Charitable Impact Leadership:** Recognition as the provider of the 12 championship donations awarded to player-selected charities.
- **On-Ice Presence:** Personal participation in trophy presentations for all division champions.
- **On-Site Activation:** Reserved exhibit space in a high-traffic spectator area for the duration of the tournament.
- **Broad Visibility:** Featured brand exposure across tournament marketing materials and social media platforms.
- **Ad Book:** Complimentary Full-Page Ad in the event program.



# The Tailgate Experience

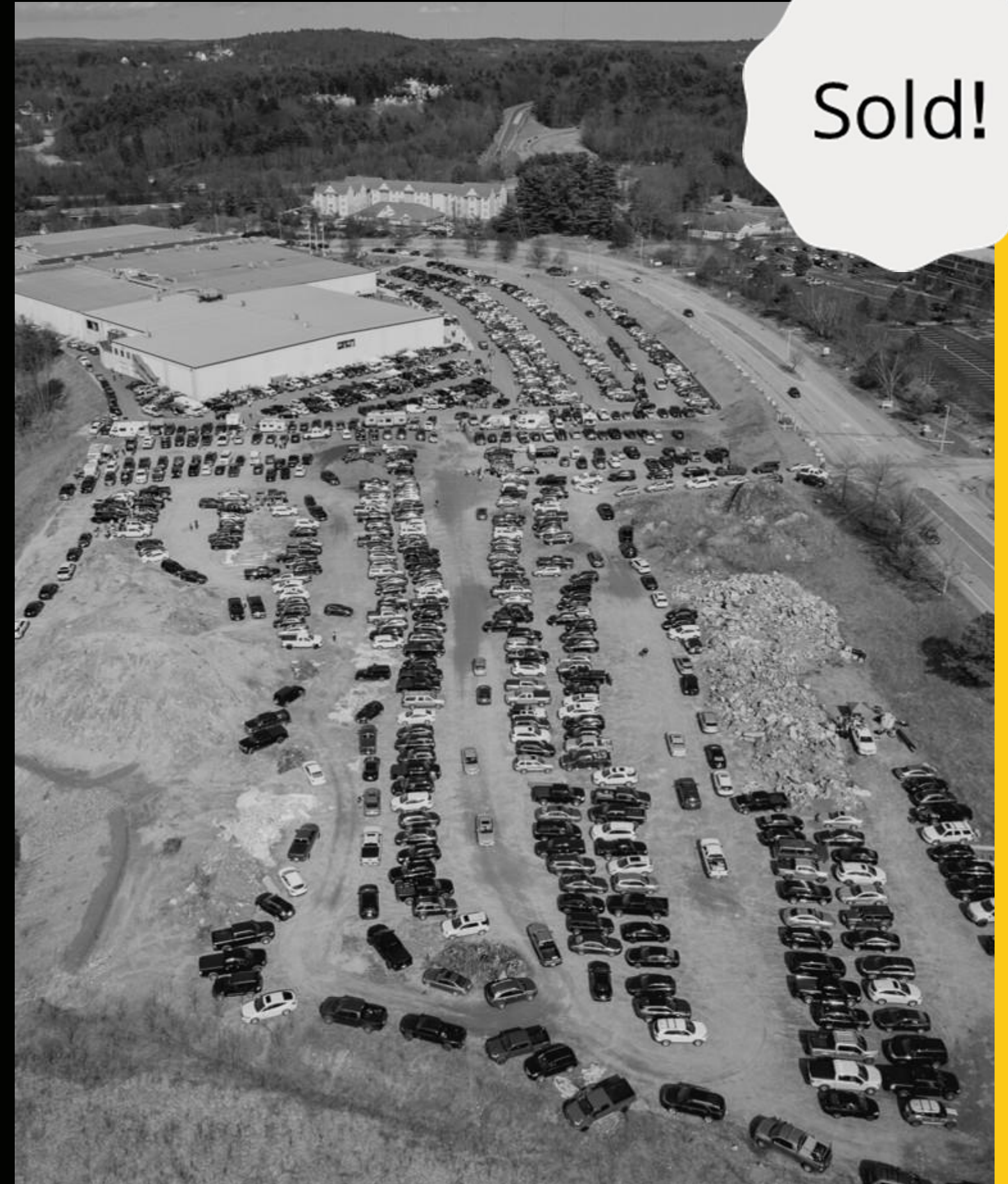
\$10,000

## SPONSORSHIP DESCRIPTION

Position your brand at the heart of the tournament's social culture. With over 10,000 players and spectators gathering across the facility grounds, the Tailgate Experience sponsor gains exclusive branding throughout the high-energy RV and tailgating zones. You will also receive naming rights for the Top Fundraiser VIP Tailgate, an exclusive area dedicated to the teams that have gone above and beyond for our mental health mission.

## SPONSOR BENEFITS

- **Zone Ownership:** Exclusive signage across the exterior tailgating and RV parking areas.
- **VIP Tailgate Naming Rights:** Official title designation for the VIP area reserved for top fundraising teams.
- **High-Traffic Activation:** Dedicated outdoor booth space to engage with 10,000+ attendees.
- **Social Media Spotlight:** Focused exposure highlighting your brand's role in the tournament's community atmosphere.
- **Ad Book:** Complimentary Half-Page Ad in the event program.



Sold!



Sold!

# The Live Stream

**\$7,500**

## SPONSORSHIP DESCRIPTION

The Live Stream sponsorship offers a massive digital footprint, connecting your brand with fans, families, and friends watching across the globe. With over 190 games broadcast throughout the weekend, your brand will be a constant fixture for a national and international audience. This is the ideal tier for a partner looking to maximize "eyes-on" visibility throughout the entire tournament.

## SPONSOR BENEFITS

- **Digital Broadcast Ownership:** Logo watermark featured on the live stream broadcast for all 190+ games.
- **Global Reach:** Targeted exposure to viewers across the United States and international territories.
- **On-Site Activation:** Reserved exhibit space in a high-traffic spectator area for the duration of the tournament.
- **Broad Visibility:** Featured brand exposure across tournament marketing materials and social media platforms.
- **Ad Book:** Complimentary Half-Page Ad in the event program.

# The Mental Health Mission

**\$5,000**

## SPONSORSHIP DESCRIPTION

Align your brand with the core purpose of the BFit Heroes Cup. This sponsorship directly supports our mission of providing essential mental health resources for our heroes and their families. As the exclusive "Goal Line" sponsor, your company's name will serve as a powerful visual marker throughout the tournament, signaling your commitment to the well-being of our first responders and veterans.

## SPONSOR BENEFITS

- **Mission Branding:** Exclusive "Mental Health Goal Line" signage featured at the facility.
- **Purpose-Driven Marketing:** Recognition as a key mission partner across all tournament literature and digital programs.
- **On-Site Activation:** Reserved exhibit space to engage directly with players and spectators.
- **Impact Recognition:** Dedicated social media exposure highlighting your brand's contribution to our charitable mission.
- **Ad Book:** Complimentary Half-Page Ad in the event program.



**Sold!**





# The Official Beer Sponsor

\$5,000

## SPONSORSHIP DESCRIPTION

Establish your brand as the "pour of choice" for the 2026 BFit Heroes Cup. As the Official Beer Sponsor, you receive exclusive category rights and the premier opportunity to anchor the tournament's social atmosphere. This tier is designed for a partner looking to integrate their brand into the heart of the spectator experience.

## SPONSOR BENEFITS

- **Category Exclusivity:** Guaranteed status as the "Official Beer Sponsor" of the tournament.
- **Naming Rights & Activation:** Exclusive branding of the outdoor beer garden with dedicated space for on-site activation.
- **Broad Visibility:** Featured brand exposure across tournament marketing materials and social media platforms.
- **Ad Book:** Complimentary Half-Page Ad in the event program.

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# The Heroes' Table

## Mental Health, First Responder, & Veteran-Owned Businesses Only

### SPONSORSHIP DESCRIPTION

The Heroes' Table is an exclusive, mission-driven opportunity designed to support small businesses owned and operated by those who serve. We offer a discounted presence for mental health organizations and first responder or veteran-owned businesses to connect with our players and their families. This tier provides a dedicated table space within our vendor area, allowing you to showcase your services and build relationships at the heart of our community.

### SPONSOR BENEFITS

- **Discounted Community Access:** Exclusive pricing reserved for eligible hero-owned businesses and mental health non-profits.
- **On-Site Activation:** Dedicated table space within the community vendor village for the duration of the tournament.
- **Network Engagement:** Direct access to a targeted audience of first responders, veterans, and military families.
- **Ad Book:** Complimentary Listing in the event program.





# The Heroes Cup Supporters

## COMMUNITY CHAMPION | \$3,000

**SPONSORSHIP DESCRIPTION:** Secure high-impact exposure with On-Site Banner Branding and a reserved, standalone booth space in a high-traffic area. This tier offers elevated visibility as a lead regional supporter, featuring your brand on primary tournament signage and a Half-Page Ad in the official event program.

## COMMUNITY PARTNER | \$2,000

**SPONSORSHIP DESCRIPTION:** Engage directly with the first responder community through a shared booth space within the vendor village and logo placement on designated event materials. As a valued supporter, your business will receive a listing in the event program and recognition as a meaningful contributor to the tournament's success.

## COMMUNITY SUPPORTER | \$1,000

**SPONSORSHIP DESCRIPTION:** Showcase your commitment to our 100 teams through Digital and Website Recognition and a listing in the event program. While this level does not include a physical booth, it provides essential backing for our mission and ensures your brand is aligned with our heroes across our digital and print platforms.



# Contact & Commitment

Join us in honoring our heroes and supporting the mission of the BFit Heroes Cup. To secure your sponsorship level or to discuss a custom partnership package, please reach out to our team.

- **Direct Contact:** Jaime Nicholas, Co-Director, Healing Heroes Foundation
- **Email:** [directors@healingheroesfoundation.us](mailto:directors@healingheroesfoundation.us)
- **Official Event Website:** [runsignup.com/BFitHeroesCup](https://runsignup.com/BFitHeroesCup)
- **Additional Information:** [healingheroesfoundation.us/bfitheroescup](https://healingheroesfoundation.us/bfitheroescup)



# Thank You!

