



## **Inaugural Northern Roots Pond Hockey Classic 2018 Sponsorship Opportunities**

In support of the *iRise Above Foundation*  
Lasker Rink, Central Park  
New York, NY

[www.northern-roots.org/pondhockeyclassic2018](http://www.northern-roots.org/pondhockeyclassic2018)

From February 23-25, 2018, Northern Roots Hockey will be hosting the **Inaugural Northern Roots Pond Hockey Classic 2018** and banquet, in support of *iRise Above*, ***a new breast cancer foundation that benefits the health and wellness of young women diagnosed with breast cancer before the age of 50.*** The weekend event will commence on Friday, February 23rd with a 'Legends of Hockey' sports dinner, which will include a delicious meal, musical entertainment, and an NHL keynote speaker (more details to follow). There will also be an online silent auction to raise funds for the *iRise Above Foundation*. On Saturday and Sunday, February 24-25th, 16 teams will face off in Central Park in what promises to be an exciting, charitable pond hockey tournament.

**Please join us in helping to raise funds for the  
*iRise Above Foundation.***

## ***A word from Boe Leslie, Founder & CEO of Northern Roots Hockey:***

*At the young age of 35, while in the prime of her life, my wife Gillian was diagnosed with an aggressive form of breast cancer. She was 9 weeks pregnant with our son Kailen, and went through hell and back in order to stay alive and protect the life of our unborn child. While pregnant, Gillian underwent a life threatening surgery and endured multiple rounds of chemotherapy. After our son was born, she braved several more surgeries, followed by a two-year regime of chemotherapy, radiation, and hormone therapy treatments.*

*Gillian is a woman with a lot of grit, who, when she sets her mind to doing something, stops at nothing to realize her goal. When she was first diagnosed with cancer, while waiting on the hospital gurney to be wheeled in for her first mastectomy, she decided that she would celebrate 3 years of remission by summiting Mount Kilimanjaro in Tanzania. During her post-cancer treatments, through her own determination, she trained physically, mentally and spiritually to meet with success. She did it and by doing so, has inspired dozens of women, all breast cancer survivors, to conquer similar challenges.*



*Gillian was in remission for 5 years when we received terrible news this past spring. Unfortunately, the cancer is back. It has metastasized to her lung and lymph nodes. Though the hospital where she receives treatment, Johns Hopkins Hospital in Baltimore, MD, has discovered a cure for certain types of metastatic breast cancer, there is no cure for her type of breast cancer - yet! Needless to say, the last few months have been incredibly difficult for all of us, my wife Gillian especially. We have two beautiful children, ages 1 and 4, who are the absolute light of our lives. Gillian is one of*

*the most amazing individuals I have ever met. Her unwavering strength, positive spirit, and tenacity to come out on top (and kick cancer's ass) continues to astound me each and every day. She inspires me, and everyone around her, to be the best version of themselves. All things considered she is doing exceptionally well mentally, spiritually and physically, and this recent diagnosis has served to motivate her once again to help other women achieve their health and wellness goals.*

*The Foundation she is launching, **iRise Above**, was conceived to benefit the health and wellness of young women diagnosed with breast cancer before the age of 50. Currently, gaps exist in the availability of health and wellness information and emotional support for this vulnerable population. Recognizing these deficiencies through first hand experience, **iRise Above** will endeavour to provide innovative solutions that restore the quality of life of this underserved group of women. Through an integrated approach that includes supportive care, education, access to current resources, and tailored health and wellness pathways, **iRise Above** aspires to reduce some of the challenges facing young women with breast cancer. Additionally, participants will be provided the necessary tools to track their fitness and nutrition data so that they will have greater insight as to how they can better manage their health and wellness.*



*Gillian is striving to challenge old paradigms of what it means to live with breast cancer and as such, will complete a pilot program in 2018 that will involve eight women, post-treatment, who will together reach personal summits in healing, confidence and transformation following a six month health and wellness regime. In doing so, these women will be afforded the opportunity to begin a new chapter in their lives; one that will culminate with an epic journey to the summit of Mount Kilimanjaro. The **Inaugural Northern Roots Pond Hockey Classic** will raise money for the foundation to assist in the health and wellness training program for these women, and subsequently send them to Africa in 2018.*



## Northern Roots Pond Hockey Classic 2018 Signature Sponsorship Opportunities

### Platinum Sponsor - \$10,000 USD

- Placement of company logo at dinner, tournament and on promotional materials
- 6 people (*while tickets remain*)
- Complimentary team entry (6 players) at the tournament (*while spaces last*)
- Photo opportunity with V.I.P guests
- Link on tournament website

### Gold Sponsor - \$5,000 USD

- Placement of company logo at dinner, tournament and on promotional materials
- Complimentary team entry (6 players) at the tournament (*while spaces last*)
- Photo opportunity with V.I.P guests
- Link on tournament website

### Silver Sponsor - \$2,500 USD

- Placement of company logo at dinner, tournament and on promotional materials
- Photo opportunity with V.I.P guests
- Link on tournament website

### Bronze Sponsor - \$1,000 USD

- Placement of company logo at dinner, tournament and on promotional materials
- Link on tournament website

### Dinner Ticket - \$125 USD each

For additional ways in which you can help sponsor this event please contact us  
at [pondhockey@northern-roots.org](mailto:pondhockey@northern-roots.org).



## Northern Roots Pond Hockey Classic 2018 Signature Sponsorship Contract

I would like to support the *Northern Roots Pond Hockey Classic 2018* at the following sponsorship level:   \$10,000USD     \$5,000USD     \$2,500USD     \$1,000USD  

Dinner Ticket: \_\_\_\_\_ x \$125USD/each = \_\_\_\_\_

NAMES (All parties to attend dinner event):

\_\_\_\_\_

Date: \_\_\_/\_\_\_/\_\_\_

BUSINESS CONTACT PERSON: \_\_\_\_\_

SPONSOR NAME (BUSINESS OR PERSON): \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE/PROVINCE: \_\_\_\_\_

COUNTRY: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

Please contact BOE LESLIE ([bleslie@northern-roots.org](mailto:bleslie@northern-roots.org)) to discuss payment options.

### **Please submit the following within 30 days of commitment (as it applies):**

- 50-75 word write up about the business sponsoring this event (to be used in social media and promotional materials)
- Electronic version of the business logo
- Business advertisement for the tournament program