

2022-23

Sponsorship Opportunities



Keeping kids safe. Helping them thrive.



**FOR BEST OPTIONS,
RESERVE YOUR PREFERRED SPONSORSHIP(S) EARLY.**

nhmi.net/donors-sponsors.html

Businesses thrive best when the communities they operate in are also strong and healthy. And to have healthy, vibrant communities, invest in the young people there.

Sports help kids to succeed—in school, and in life. Sports help kids to stay engaged and excel academically. They help kids develop winning character traits like determination, self-confidence, resilience, and teamwork. And in an ever-increasing digital and transactional world, sports offer kids real connection in peer groups that are positive and purpose-driven, nourishing their emotional well-being and sense of belonging. Sports help shape the future leaders of our communities. Sports help kids to thrive.

But sports have risk, and kids deserve to be protected and well-cared for. Community-minded businesses and organizations are vital in enabling that. You can help!

SUPPORT ACCESSIBLE AND EQUITABLE ATHLETIC HEALTH CARE

YEAR ROUND IMPACT OPTIONS

Safe Sports Network School Partner Sponsors

Enabling the comprehensive Safe Sports Network injury prevention and emergency preparedness program at partner schools, professional athletic trainer staff coverage at the school's games and practices, and on-site free athletic healthcare provided to all student-athletes throughout the year.

SPONSORSHIP BENEFITS	Platinum Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,000
Number available per school	-	1	4	10
Acknowledgment and your logo displayed throughout the year at school's Athletic Trainer's office (~5,000 impressions/year per school)	All Schools	Top-tier	Mid-tier	Lower-tier
Your logo with recognition included on all email communications from School's Athletic Trainer throughout the program year (~4,000 impressions/year per school)	All Schools	Top-tier	Mid-tier	Lower-tier
Your linked logo and short organizational profile included on our website "Hall of Fame" Sponsor Roster	X	X	X	X
Framed acknowledgment with your logo and Safe Sports Network photo suitable for display in your location	X	X	X	X
Named acknowledgment at each Safe Sports Network school event/ program (e.g. CPR trainings, coaches meetings, etc.)	All Schools	X	X	-
# of acknowledgment videos created and posted to our social media specifically thanking and tagging your business	5	3	2	1
Dedicated acknowledgment slide at Safe Sports Social	X	X	X	-
# Tickets to Safe Sports Social	8	6	4	-

Sponsorship benefits are applicable for the 2022-2023 program year, beginning on July 1, 2022 and ending on June 30, 2023.

Injury Clinic Sponsors

Enabling accessible and free year-round access to sports injury evaluation and treatment for any local area student-athlete in Safe Sports Network’s downtown Injury Clinic.

SPONSORSHIP BENEFITS	Annual Title Sponsor \$2,500	Quarterly Premier Sponsor \$1,000
Prominent logo display and acknowledgment at Clinic entrance (~3,000 impressions/month)	Year-round	One-quarter
Acknowledgment and logo included on year-round Thank You display of Clinic Sponsors	X	X
Your logo with recognition included on all email communications from Injury Clinic staff throughout program year	Year-round	One-quarter
# of acknowledgment videos created and posted to our social media specifically thanking and tagging your business	3	1
# Tickets to Safe Sports Social	4	-
Your linked logo included on our website “Hall of Fame” Sponsor Roster	X	X

“The spirit, the will to win, and the will to excel are the things that endure. These qualities are so much more important than the events that occur.”
—Vince Lombardi



Sports Safety Minute Sponsors

Enabling the monthly video brief series highlighting practical, important information for parents, students, coaches, and others concerned about sports safety. Videos emailed monthly (~3,000), posted on social media, and reside on website.

SPONSORSHIP BENEFITS	Series Title Sponsor \$750	Monthly Feature Sponsor \$250
Prominent logo display in each video recording	Year-round	Single month
Your logo with recognition included on all email marketing and social media communications relating to Series	Year-round	Single month
Inclusion on our website “Hall of Fame” Sponsor Roster	Logo	Name listing

“It’s easier to build strong children than to repair broken men.”
—Frederick Douglass

ADDITIONAL SCHEDULED EVENT SPONSORSHIP OPTIONS

Safe Sports Network Safety Week Sponsorships

NOVEMBER 12-19, 2022

Supporting the broad week-long highlights and awareness-raising of the importance of youth sports safety, and the free baseline concussion testing event(s).

SPONSORSHIP BENEFITS	Presenting Sponsor \$2,500	Profiles in Perseverance Sponsor \$300
Prominent logo and recognition highlighted	In all related promotion and marketing and at baseline concussion testing event	On one of the Profiles, for ongoing marketing use
Inclusion on our website "Hall of Fame" Sponsor Roster	Linked logo	Name listing
Press release highlighting your sponsorship (distributed in early November)	X	X
# of acknowledgment videos created and posted to our social media specifically thanking and tagging your business	3	1
Framed acknowledgment with your logo and a re-print of the student profiled, suitable for display at your business	-	X
# Tickets to Safe Sports Social	4	-

Annual Super Bowl Raffle Sponsorships

FEBRUARY 2023

Directly promoted to ~3,000 friends of Safe Sports Network from December through mid-February.

SPONSORSHIP BENEFITS	Presenting Sponsor \$1,250	Bye Week Sponsor \$150
Prominent logo display in all promotion and marketing of the raffle	X	-
Option to include promotional offer of your choice (e.g. discount coupon, etc.) to all raffle ticket buyers	X	X
Framed acknowledgment with your logo, suitable for display at your business	X	-
Prominent display of your logo in video recording of grid population and other promotional videos	X	-
Your business and hyper-linked logo featured in the announcement of the daily Bye Week winner on one of the six days leading up to the Super Bowl	-	X



Safe Sports Social Event Sponsorships

MARCH 2023

Our signature annual gala, hosted at the Derryfield Restaurant, celebrates the impact of our community partners and the student-athletes they benefit.

SPONSORSHIP BENEFITS	Title Sponsor \$10,000	Varsity Sponsor \$3,500	JV Sponsor \$2,000
Prominent logo placement on all marketing materials related to the Social	Top-tier	Mid-tier	Bottom-tier
Acknowledgment and your logo displayed on Safe Sports website Social event banner (~10,000 visits/yr)	X	X	X
Company logo on event Step & Repeat Banner, exclusive for photo opps and speaking program backdrop	X	-	-
Your logo included on our website "Hall of Fame" Sponsor Roster	X	X	X
Opportunity for company rep to address audience	X	-	-
Dedicated slide featuring your logo in event slide show	X	X	X
Named acknowledgment in event welcome	X	X	-
Framed acknowledgment with your logo and photo from event suitable for display in your business	X	X	X

Annual Calendar Raffle Sponsorships

APRIL 2023

Directly promoted to ~3,000 friends of Safe Sports Network from February through April.

SPONSORSHIP BENEFITS	Title Sponsor \$1,000	Weekly Sponsor \$250
Prominent logo display in all promotion and marketing of the raffle	X	—
Option to include promotional offer of your choice (e.g. discount coupon, etc.) to all raffle ticket buyers	X	X
Framed acknowledgment with your logo, suitable for display at your business	X	X
Your business and hyper-linked logo featured in the announcement of the week's winners - email to all ticket buyers, posted on social media, and our website	x 4 weeks	x 1 week



SUPPORT STUDENTS' COMMUNITY LEADERSHIP DEVELOPMENT

Student Ambassadors for Safe Sports (SASS) Program Sponsorships

A comprehensive leadership development and training program for student-athletes, SASS is about student-athletes having a strong and bold voice regarding the importance of youth sports safety. Your sponsorship enables students' year-round training and program engagement, learning to leverage the unparalleled power of authentic first-person voices to drive community engagement and support for safe youth sports.

SPONSORSHIP BENEFITS	Title Sponsor \$3,500	Premier Sponsor \$1,500	School Sponsor \$500
Prominent logo placement on all marketing materials	X	—	—
Acknowledgment and your logo display on Safe Sports website Ambassador banner (~10,000 visits/yr)	X	—	—
Prominent logo display at school athletic training facility	x 9 schools	x 3 schools	x 1 school
Your logo included on our website	Linked	Linked	Listed
Acknowledgment and logo included on all program-related email communications throughout the year (~2,500 impressions/school)	x 9 schools	x 3 schools	x 1 school
Named acknowledgment and thanks at each Ambassador event throughout year	X	X	X
Framed acknowledgment with your logo and Ambassador photo suitable for display in your location	X	X	X
# of social media posts with tags acknowledging your support	3	2	1



“Two Minute Drill” Quarterly Updates

A four-times/year video update from Safe Sports Network led by Student Ambassadors and shared digitally with our overall stakeholders via email (~3,000), social media posts, and on our website.

SPONSORSHIP BENEFITS	Series Title Sponsor \$750	Quarterly Feature \$250
Prominent logo display in each video recording	Year-round	Single quarter
Your logo with recognition included on all marketing and social media communications relating to Series	Year-round	Single quarter

Laura C. Decoster Award/Scholarship Sponsor

Awarded annually at the Safe Sports Social and given with a \$500 scholarship award to the Student Ambassador awardee.

SPONSORSHIP BENEFITS	Presenting Sponsor \$1,000
Prominent logo and recognition highlighted in all year-round promotion of Award	X
Prominent logo and recognition highlighted at Safe Sports Social event and year-end Ambassador event	X
Your logo included on our website “Hall of Fame” Sponsor Roster	X
Press release with photo highlighting your sponsorship (distributed in spring)	X
Framed picture with acknowledgment suitable for display at your business delivered after award presentation	X
Plaque with your logo given with scholarship award to Awardee	X

“As a Safe Sports Student Ambassador, I get to learn a lot about important topics that will benefit me both on the field and in real life, such as being able to recognize the signs of a heat illness, sudden cardiac arrest, etc. I also really enjoy the events and community service activities where we get to combine with kids from other schools! I get the chance to meet new kids, and it is always super fun.”

–A.T., Class of ‘24

“I have learned so much this year in the Safe Sports program, and it has helped me become a better leader and learn sports safety. I would definitely recommend the program.

–S.P., Class of ‘24

“An athletic trainer is incredibly important because they help keep athletes safe. They provide treatment and rehabilitation for all athletes in need. They also make the athletes on the team feel safe and protected.”

–E. L., Class of ‘24

Our Mission

Safe Sports Network is the largest program of New Hampshire Musculoskeletal Institute (NHMI), a 501(c)(3) nonprofit dedicated to advancing knowledge in musculoskeletal care and sports medicine, and to promoting and providing a safe sports environment for athletes.

Your Impact

Sponsorship support from area businesses and community groups is vital to sustain the Safe Sports Network programming.

A snapshot of your school year impact in helping to keep kids safe and well cared for:

200 Approximate number of concussions treated and managed annually	40,000 Approximate number of individual student-athlete injury treatments administered annually
6,000 Approximate number of local student-athletes served annually	149,000 Approximate number of times annually that a child steps on a playing surface under the watchful eye of a Safe Sports Network Athletic Trainer
2,200 Approximate number of new injuries evaluated annually	\$1.6 million Approximate dollar value of free care received by student-athletes annually

Safe Sports Parents Surveyed Say:

- **80%** worry about their student-athlete's safety.
- **90%** say they feel better knowing that Safe Sports is there.
- **99%** say they are very satisfied or satisfied with the Safe Sports Network Athletic Trainer at their child's school.



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We are a 501(c)(3) organization, therefore your contribution may qualify as a charitable deduction for federal income tax purposes. It is recommended that you consult with your tax advisor or the IRS to determine whether a contribution is deductible.