

The 11 Day Power Play, Inc. was co-founded in 2016 by Mike and Amy Lesakowski, eight years after Amy was diagnosed with an aggressive form of breast cancer at just 35 with three small children. Roswell Park Comprehensive Cancer Center made sure her treatment plan included immunotherapy fresh off clinical trials and an infusion still in a clinical trial. It saved her life.

In 2013, Mike's mother was diagnosed with small cell lung cancer. No clinical trials were available and she succumbed in 2016. Mike and Amy were inspired to give back to the organization that saved Amy and to assure that future patients would have similar cutting-edge care.



OUR STORY

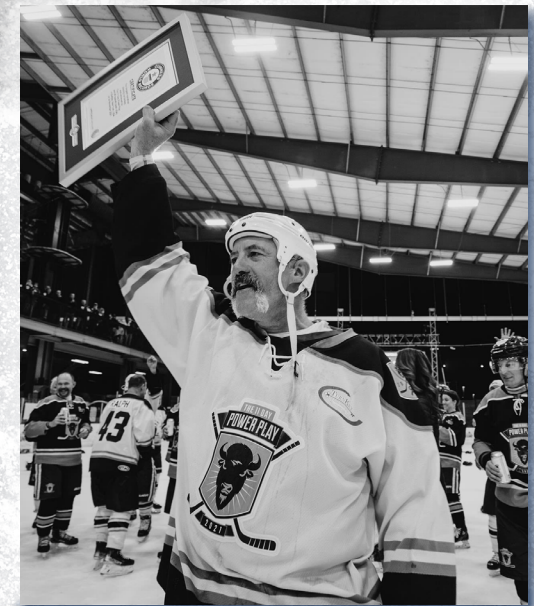


On June 22, 2017, 40 players moved into LECOM Harborcenter in Buffalo, NY to play hockey for 11 straight days, in four-hour shifts, in an attempt to set the world record for the longest continuous ice hockey game. They raised \$1.2 million for research programs at Roswell Park, establishing this "one-time event" as a community treasure, and assuring critical funds for years to come.

After the success of 2017, Mike and Amy knew that The 11 Day Power Play had to continue. But this time, they wanted the entire community at its core. In 2018, the Community Shift was born. It has since grown to more than 2,500 pairs of skates hitting the ice annually, in three hours shifts, over 11+ days of marathon hockey.

In 2021, The 11 Day Power Play again attempted to earn the Guinness World Record. Through the #Frozen40 and Community Shift Invitational players, the organization raised \$2.1 million and set the 2021 Guinness World Record for Longest Continuous Ice Hockey Game at 252:00:46. All in the midst of COVID-19.

In just eight years, The 11 Day Power Play has raised an astonishing \$11 million in critical cancer funds. Beneficiaries, including Roswell Park Comprehensive Cancer Center, Make-A-Wish Western New York, Camp Good Days, the Roswell Park & Oishei Children's Cancer & Blood Disorders Program, and The Petey Fund recipient, receive these funds every year to support their vital efforts in eradicating cancer and improving the lives of patients and their families.



THE 11 DAY Power Play[®]

2025 COMMUNITY SHIFT SPONSORSHIP OPPORTUNITIES

June 18-29, 2025 | LECOM Harborcenter

PRESENTING \$50,000



Level Exclusivity

Program book cover logo
Billboard logo
Game pucks logo
Full color, full back cover program ad



Media box banner logo
Step 'n Repeat backdrop logo
Website sponsor page logo
Program sponsor page logo
At-event signage logo



Scoreboard logo
(highest rotation)
Social media exposure
Commemorative gift



POWER PLAY \$25,000

Limited to Eight

Media box banner logo
Step 'n Repeat backdrop logo

Website sponsor page logo
Program sponsor page logo
At-event signage logo

Full page, full color program ad
Scoreboard logo (high rotation)
Social media exposure
Commemorative gift



THE 11 DAY Power Play®

2025 COMMUNITY SHIFT SPONSORSHIP OPPORTUNITIES

OVERTIME \$10,000

Exclusivity on Specialty Area:

Choose one. First come, first serve.



- Referee Jerseys
- Fundraising Tracker
- Blue Team Bench/tunnel
- White Team Bench/Tunnel
- Wall of Wisdom
- Puck Wall of Hope
- Players' Water Bottles
- Family Fun Zone
- Chuck-a-Puck
- Player of the Game



- Website sponsor page logo
- Program sponsor page logo
- At-event signage logo



- Half Page Program Ad
- Social media exposure
- Commemorative gift



FIVE-TEAM \$6,000

Helmet logo on five teams:
Three hour shift. One side of the ice.



- Website sponsor page listing
- Program sponsor page listing
- Sponsored teams' roster listings
- Social media exposure
- Commemorative gift



ONE-TEAM \$1,300

Helmet logo on one team:
Three hour shift. One side of the ice.



- Website sponsor page listing
- Sponsored team's roster listing
- Social media exposure





2025 COMMUNITY SHIFT SPONSORSHIP COMMITMENT

June 18-29, 2025 | LECOM Harborcenter

 Presenting Sponsor \$50,000

 Power Play Sponsor \$25,000

 Overtime Sponsor \$10,000
Preferred Specialty Area: _____

 5-Team Sponsor \$6,000
Preferred Teams: _____

 Team Sponsor \$1,300
Preferred Team: _____

Company Name

Contact Name

Email

Phone

Address

Signature

Email completed form to nate@11daypowerplay.com to confirm. An invoice will follow via email.

Thank you for your generous support of The 11 Day Power Play!