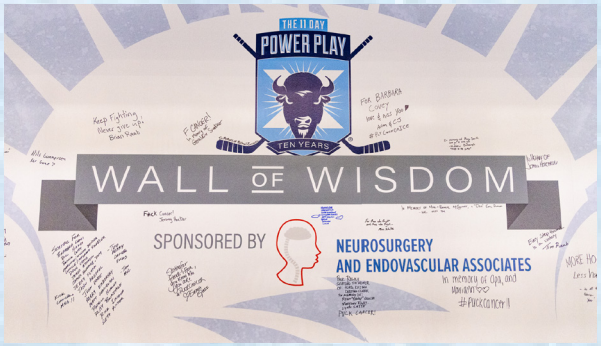
OUR STORY

The 11 Day Power Play, Inc. was established in 2017 in Buffalo, New York. A group of family and friends came together to give back to Roswell Park Comprehensive Cancer Center. Since then, the organization has raised more than $15 million to support cutting-edge cancer research and support program in Western New York.





On June 22, 2017, 40 men took to the ice at LECOM Harborcenter in Buffalo, NY in an attempt to set the world record for the longest continuous ice hockey game. Through July 3, they lived onsite, played hockey nonstop, and raised more than $1 million for Roswell Park.

After the incredible success of the initial event, the organization knew that The 11 Day Power Play had to continue. **The Community Shift was created** and has grown to nearly 3,000 pairs of skates hitting the ice in three-hour shifts for an annual 11+ day marathon hockey game.

In November of 2021, 40 players once again took to the ice, this time outside at Riverworks, to set the world record for longest continuous ice hockey game. On the evening before Thanksgiving, it happened. When the horn blared on the final shift, the **record been broken and the organization had raised another $2 million** to fight cancer.

The beneficiaries have also grown, now including Roswell Park, Make-a-Wish WNY, Camp Good Days and Special Times, The Roswell Park Golisano Children's Buffalo Cancer and Blood Disorders Program, and The Petey Fund.



BUFFALO FIGHTS CANCER. ONE SHIFT AT A TIME.

THE 11 DAY Power Play®

2027 COMMUNITY SHIFT SPONSORSHIP OPPORTUNITIES

June 16-27, 2027 | 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®

2027 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
- Player of the Game
- Volunteer Shirts

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

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

5TEAM SHIFT $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

1TEAM SHIFT $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

THE 11 DAY POWER PLAY

EST. 2017

2027 COMMUNITY SHIFT
SPONSORSHIP COMMITMENT

June 16-27, 2027 | 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!