



Dear Business Leader,

McLaren Flint and the Flint Firebirds are once again teaming up in the fight against cancer with this year's **Hockey Fights Cancer** hockey game. Funds raised through this partnership support patient services such as transportation to and from treatment, imaging for early diagnosis, navigation once they have been diagnosed and other needs they may have during their cancer journey.

How can you help and be involved? There are several ways:

1

Become a Sponsor

– Please see the attached Sponsorship Opportunities List for more details.

2

Attend the Flint Firebirds Hockey Fights Cancer Hockey Game

– Saturday,
October 11, 2025,
at 7:00 pm!

3

Purchase a Special Hockey Fights Cancer Flint Firebirds Jersey

– There will be a Live Jersey Auction immediately following the game on Saturday, October 11, 2025.

We greatly appreciate any support you are able to give! Your contribution will be recognized in a variety of ways leading up to the event and throughout the evening. Expected attendance for the **Hockey Fights Cancer** game is between 2,000–3,000 concerned citizens, business leaders, physicians, staff and community partners who wish to support this worthwhile cause.

Thank you for your time and consideration of the McLaren Flint **Hockey Fights Cancer** initiative!

Should you have any questions, please contact Missy Smith with the McLaren Flint Foundation via email at missy.smith@mclaren.org or by calling (810) 342-4077.

Warmest Regards,

Chris Candela

CEO AND PRESIDENT, McLAREN FLINT



McLAREN FLINT



Sponsorship Opportunities

Saturday, October 11, 2025

Sponsorship Levels



"Hockey Fights Cancer"

Title Sponsor – \$5,000

- Opportunity to drop the ceremonial puck at the beginning of the game!
- Promotion as Title Sponsor on press release, website, and social media mentions.
- Your logo on the LED Ribbon Board
- Your logo displayed on the arena video board at the event
- 8-foot table for company promotion in the arena



Game Day Volunteer Shirt Sponsor – \$3,500

- Your logo featured on volunteer shirts to be worn during the event.
- Your logo displayed on the arena video board at the event
- Promotion as sponsor on website and social media
- 8-foot table for company promotion in the arena



Auctioneer Sponsor – \$3,000

- Logo featured on Auctioneer shirts to be worn on center-ice during the post-game player game-day jersey auction.
- Your logo displayed on the arena video board at the event
- Promotion as sponsor on website and social media
- 8-foot table for company promotion in the arena



Tribute Moment Sponsor – \$1,500

- Sponsorship with audience participation activity featuring your logo prominently placed on materials used during the Tribute Moment.
- Your logo displayed on the arena video board at the event
- Promotion as sponsor on website and social media
- 8-foot table for company promotion in the arena



Puck Drop Intermission Game Sponsor – \$1,500

- Mentions as sponsor during the Puck Drop activity taking place during intermission
- Your logo displayed on the arena video board at the event
- Promotion as sponsor on website and social media
- 8-foot table for company promotion in the arena