



# **7TH ANNUAL BFI HEROES CUP HOCKEY TOURNAMENT**

**June 6-8, 2025**

## **Event Sponsorship Opportunities**



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# The largest hockey tournament in the country...

- 1 Weekend
- 100 Teams
- 2,000 Players
- 15,000 spectators



# History of the BFit Heroes Cup

## CONTINUOUSLY GROWING...

**2017**

The Hero's Cup Foundation officially partnered with the Boston Bruins Foundation, starting the BFit Heroes Cup.

**2019**

Teams raised \$260K for over 64 charities. Waltham Fire raised \$25K, setting the bar for future fundraising.

**2021**

\$475K raised for 82 different charities, including \$60K donated to the family of fallen Worcester Police Officer Manny Familia.

**2023**

Cambridge Fire Hockey was the first team to raise \$50K for the tournament, raising the bar for future fundraising.

**2016**

What started as a small 16 team tournament ended up being 58 teams.

**2018**

78 hockey teams and perfect weather created the first tailgate.

**2020**

Covid-19 caused the tournament to be cancelled.

**2022**

Live Barn became a major sponsor of the tournament and set up cameras in all rinks to be able to live stream all tournament games.

**2024**

Failure of the chilling system at New England Sports Center caused the tournament to be cancelled



# Our Mission

**“We have your back”**



**In 2024, the Hero's Cup Foundation was rebranded to the Healing Heroes Foundation**

“In collaboration with the Boston Bruins Foundation, the Healing Heroes Foundation hosts the BFit Heroes Cup, the largest first responder hockey tournament. This annual event brings together firefighters, law enforcement officers, dispatchers, EMS personnel, and military members for a weekend of camaraderie, competition, and fundraising. Proceeds from the tournament support mental health initiatives and charitable causes within the first responder and military communities.”





## **FUN FOR EVERYONE INVOLVED.**

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The weekend is filled with fun activities, events, and games for families and spectators to enjoy. Over the course of three days, more than 15,000 people come to our event to cheer and support first responders.

## **COMPETITION IS AT THE HEART OF EVERYTHING WE DO.**

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Our hockey tournament is the largest in the country because our community of first responders are competitors, and the opportunity to compete while raising money for charities is the most fun you can have!





# ENDLESS WAYS TO SUPPORT

TROPHY  
SPONSOR

PRESENTING  
SPONSOR

Sold!

OPENING  
NIGHT  
SPONSOR

PLAYOFF/  
AWARD  
SPONSOR

MENTAL  
HEALTH  
PRESENTING  
SPONSOR

Sold!

TAILGATE  
SPONSOR

Sold!

OFFICIAL  
APPAREL  
SPONSOR

Sold!

OFFICIAL  
BEER  
SPONSOR

OFFICIAL  
HARD  
ALCHOHOL  
SPONSOR

GOLD,  
SILVER,  
BRONZE

## See Sponsorship Details Below...



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# Trophy Sponsor

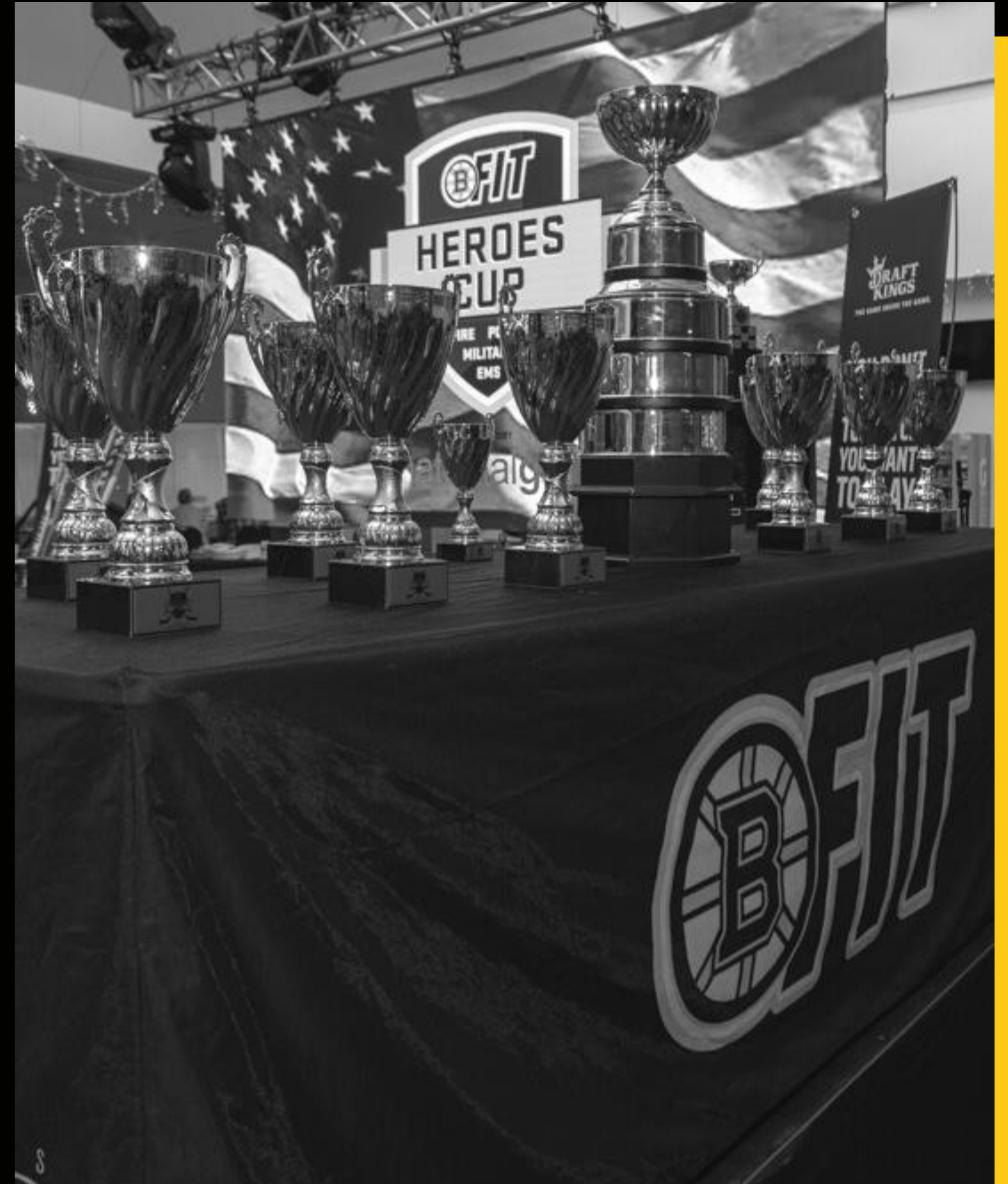
## \$25,000

### SPONSOR OPPORTUNITY DESCRIPTION

The Trophy Sponsor will have the naming rights for the Heroes Cup Championship Trophy. Company name will be engraved on the trophy.

### ADDITIONAL INCENTIVES

- Logo/Brand Awareness at event
- Opportunity to have a presence at the event - booth, mobile marketing activation, giveaways, player swag bag donations
- Logo/Brand exposure on all marketing collateral for the event on Boston Bruins Foundation channels
- Company recognition during speaking portion of the event
- Partner social media posts on all Heroes Cup channels





# Presenting Sponsor

**\$20,000**

## SPONSOR OPPORTUNITY DESCRIPTION

The Presenting Sponsor is one of our largest sponsorship opportunities and allows you to have the most brand exposure at our events. Your business name will appear in our events logo.

## ADDITIONAL INCENTIVES

- Logo/Brand Awareness at event
- Opportunity to have a presence at the event - booth, mobile marketing activation, giveaways, player swag bag donations
- Logo/Brand exposure on all marketing collateral for the event on Boston Bruins Foundation channels
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# Opening Night Sponsor

## \$20,000

### SPONSOR OPPORTUNITY DESCRIPTION

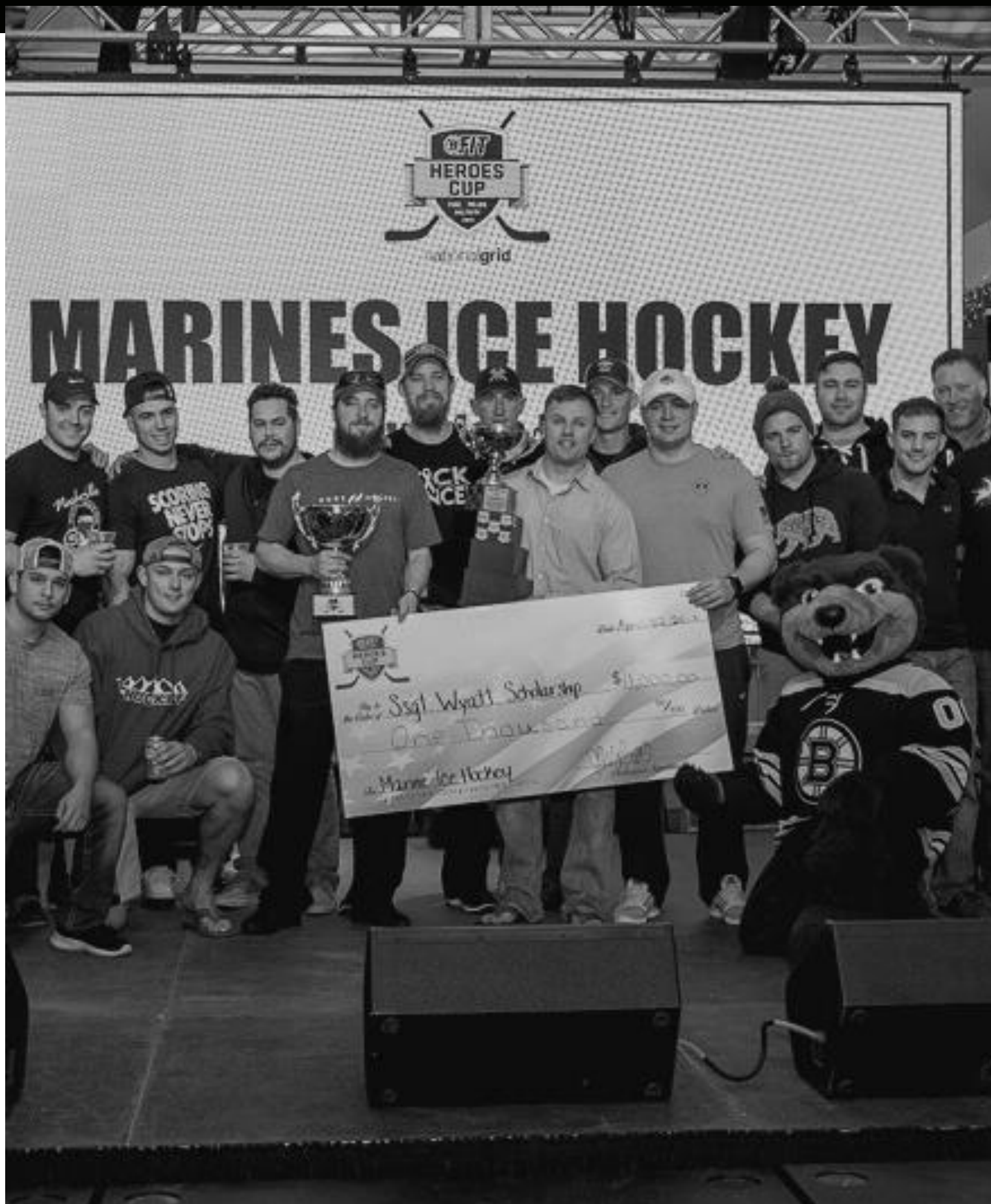
Be the life of the party and the talk of the event by sponsoring our Opening Night Ceremonies. The Opening Night Ceremonies will be branded with your business.

### ADDITIONAL INCENTIVES

- Logo/Brand Awareness at event
- Opportunity to have a presence at the event - booth, mobile marketing activation, giveaways, player swag bag donations
- Logo/Brand exposure on all marketing collateral for the event on Boston Bruins Foundation channels
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# Playoff and Award Sponsor

## \$12,000

### SPONSOR OPPORTUNITY DESCRIPTION

Our award ceremony is one of the biggest events of the weekend, with all our Champions in attendance to receive their trophy and checks. Your business will be announced during the ceremony and branding will be present on the stage. You will also have the opportunity to present trophies and speak on stage.

### ADDITIONAL INCENTIVES

- Logo/Brand Awareness at event
- Opportunity to have a presence at the event - booth, mobile marketing activation, giveaways, player swag bag donations
- Logo/Brand exposure on all marketing collateral for the event on Boston Bruins Foundation channels
- Company recognition during speaking portion of the event
- Partner social media posts on all Heroes Cup channels



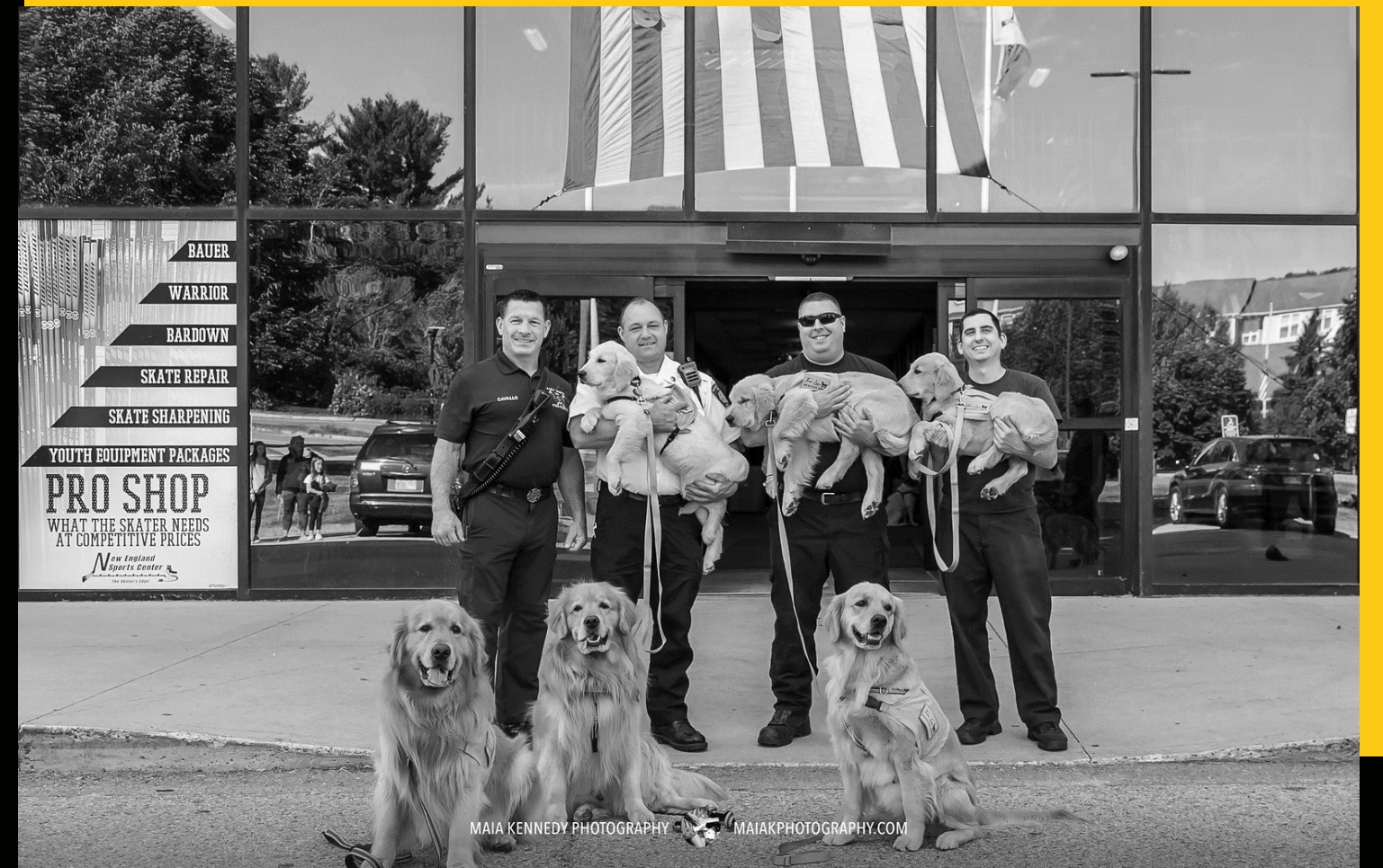
# Mental Health Presenting Sponsor \$5,000

## SPONSOR OPPORTUNITY DESCRIPTION

Our Mental Health Goal Line is new this year. Designed to provide resources to our first responders and their families, the Mental Health Presenting Sponsor will have your organization's name displayed prominently within the goal line area and across all marketing materials.

## ADDITIONAL INCENTIVES

- Logo/Brand Awareness at event
- Opportunity to have a presence at the event - booth, mobile marketing activation, giveaways, player swag bag donations
- Logo/Brand exposure on all marketing collateral for the event on Boston Bruins Foundation channels
- Company recognition during speaking portion of the event
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# Tailgate Sponsor

## \$10,000

### LIFE OF THE PARTY

Thousands of players and spectators travel to the New England Sports Center each year for our event. Many teams arrive in style with RV's and full tailgating camps set up for a weekend of fun. Our Tailgate Sponsor will have the opportunity for branding across the entire parking lot and also will have a VIP tailgating experience named after them for some of our top fundraising teams.

### ADDITIONAL INCENTIVES

- Logo/Brand Awareness at event
- Opportunity to have a presence at the event - booth, mobile marketing activation, giveaways, player swag bag donations
- Logo/Brand exposure on all marketing collateral for the event on Boston Bruins Foundation channels
- Company recognition during speaking portion of the event
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# Platinum, Gold, Silver, Bronze Sponsor

## Multiple Ways to Help!

Our Gold, Silver, and Bronze sponsorship packages allows you to still have a presence at our event even if you can't make it or if our sponsorship levels are sold out. Gold sponsors will have the opportunity to have larger booths and branding throughout the event

### GOLD SPONSOR - \$3,000

- Logo/Brand exposure at event, booth spot reserved at event, logo/brand on all marketing materials

### SILVER - \$2,000

- Logo/Brand exposure at event, booth spot reserved at event

### BRONZE - \$1,000

- Logo/Brand exposure at event, booth spot reserved at event







# Thank You!

