



**INSPIRING IMPACTFUL CHANGE IN THE HOCKEY
COMMUNITY & RAISING AWARENESS FOR
COLORECTAL CANCER
SPONSORSHIP DECK**

ABOUT US

GONZO'S LEGACY IS A NON-PROFIT ORGANIZATION BASED IN ILLINOIS - CREATED IN LOVING MEMORY OF ZACK DEFREITAS - A COMPASSIONATE MEMBER OF THE ATHLETIC COMMUNITY WHO LOST HIS LIFE TO COLORECTAL CANCER AT THE YOUNG AGE OF 30.

Born out of the idea that Zack's selflessness & kind-hearted spirit should continue to live on in the hockey community, Zack's friends, family & teammates joined together to form Gonzo's Legacy - to ensure his dedication to helping others continues to positively affect the lives of countless individuals.

We harness our resources and skills to create meaningful change by breaking down financial barriers that prevent kids from participating in the sport of hockey while simultaneously raising awareness about colorectal cancer in young people.

Gonzo's Legacy is a powerful force for good in the world - and a testament to the enduring impact that Zack had on the world around him. Though Zack may no longer be with us, his legacy lives on through the charitable works of all those whose lives he touched.



Zack pictured (far left) with the Springfield Jr. Blues in 2021



ZACHARY A. DEFREITAS WAS AFFECTIONATELY KNOWN AS “GONZO”, WITH HIS THICK RED HAIR AND BUSHY RED BEARD. HE WAS A DEDICATED HOCKEY PLAYER AND A BELOVED MEMBER OF THE HOCKEY COMMUNITY. HIS PASSING LEFT A PROFOUND IMPACT ON ALL THOSE WHO KNEW HIM.

He was employed as Director of Marketing and Communications for the Springfield Jr. Blues and served as the play-by-play announcer for the Springfield Jr. Blues and formerly the Springfield Sliders baseball team in the Summer of 2021.

Early in 2022, Zack and his college sweetheart, Erica Davis, married just as he was diagnosed with Signet Ring Cell Carcinoma, a form of Colorectal Cancer.

Despite the circumstances, he remained positive and hopeful through his treatment. The phrase "Playin' & Prayin'" was the motto that kept him going. Together, Zack's friends and family rallied to give him much love and moral support for over 10 months as he endured his battle with cancer. Though he fought valiantly, his life ended on Friday, March 17th, 2023 at Springfield Memorial Hospital surrounded by all those who loved him dearly.

EACH YEAR, AN ESTIMATED 6,600 ILLINOISANS WILL BE DIAGNOSED WITH COLORECTAL CANCER, AND MORE THAN 2,400 PEOPLE WILL DIE FROM IT.



Colorectal cancer (CRC) is the third most commonly diagnosed cancer and the third most common cause of cancer-related death in both men and women in the United States. While colorectal cancer rates are highest among those aged 50 to 60, these days, a growing number of patients are younger. Since the mid-'90s, cases among people under 50 have increased by about 50%. It's one of the deadliest cancers in this age group.

Source: The American Cancer Society

HOW WE HELP

EDUCATION & AWARENESS

ONE OF THE PRIMARY GOALS OF GONZO'S LEGACY IS TO RAISE AWARENESS & EDUCATE YOUNG PEOPLE ABOUT COLORECTAL CANCER.

We believe early education saves lives - that's why we provide young people in the hockey community with the information, tools, and resources they need to equip themselves in the fight against colorectal cancer. From education about the importance of early detection to regular screenings and providing support to those who are currently battling the disease, our mission is to prevent even one more young person from being diagnosed with the disease - before it's too late. We also partner with medical organizations and local businesses to promote early testing through strategic partnerships, corporate sponsorships & community outreach. **Additionally, we have donated over \$10,000 to local medical research organizations & patients fighting their battle with cancer.**

FINANCIAL SUPPORT

IN ADDITION TO RAISING AWARENESS ABOUT COLORECTAL CANCER, GONZO'S LEGACY IS ALSO DEDICATED TO HELPING UNDERSERVED YOUTH IN THE HOCKEY COMMUNITY.

At Gonzo's Legacy, we don't believe that any child should be denied the chance to experience all that the game of hockey has to offer. Whether it be equipment, team dues, travel costs, ice time, coaching, or mentorship, we provide material support to youth hockey players who might not otherwise have the opportunity to participate.

Through strategic partnerships with The Springfield Park District, The Springfield Jr. Blues & The Springfield Youth Hockey Association, **Gonzo's Legacy has donated more than 100 sets of Hockey Equipment to local children since 2023.** By removing these barriers, our organization is helping to ensure that all young people have access to the benefits and joys of playing the sport that Zack dedicated so much of his life to.

THE ZACK DEFREITAS SKATE FOR A CURE 3V3 HOCKEY TOURNAMENT

OUR 4TH ANNUAL 3V3 SKATE FOR A CURE TAKES PLACE THIS JULY 25TH!

The event brings together players from all across the country ready to showcase their skills, and raise money for a great cause while playing the sport they love. The 3v3 format allows us to maximize both the number of teams and games played, providing a full day of fun for the whole family and plenty of exposure for our generous event sponsors.

The tournament promises to be an unforgettable day for both players and spectators alike!



The tournament will be held at The Nelson Center - a 2,100-seat multi-purpose ice arena in Springfield, Illinois. It's home to the Springfield Jr. Blues and several local high school ice hockey teams, figure skating clubs, and recreational ice hockey leagues. The ice arena has two NHL regulation-size ice sheets.

Promotional Partners:



Media Coverage Includes:



BECOME A SPONSOR

WE BELIEVE THAT YOU SHARE OUR COMMITMENT TO IMPROVING THE LIVES OF THOSE IN OUR COMMUNITY, AND WE ARE ASKING FOR YOUR HELP IN SUPPORTING GONZO'S LEGACY.

With sponsorships from local area business leaders & community members, The Zack Defreitas Project aims to raise \$20,000 annually. 100% of all proceeds will directly benefit under-resourced youth in the hockey community and raise awareness for colorectal cancer while encouraging people to get screened for this preventable disease.

BENEFITS INCLUDE:

- Gain visibility with 500+ families within Illinois
- Increase brand awareness and visibility within the local community, which can help to drive sales and customer loyalty
- Boost corporate goodwill by contributing to the well-being of the community within which your company operates
- Build a positive reputation by demonstrating your commitment to the development of opportunities for under-privileged youth within our community
- Take meaningful action in the fight against cancer among young people
- Receive tax benefits for sponsoring a non-profit youth organization





SPONSORSHIP PACKAGES



3V3 TOURNAMENT NAMING RIGHTS SPONSOR

\$5,000

- Naming Rights: "The (Your Brand) 3v3 Skate For a Cure" hosted by Gonzo's Legacy
- Digital Content Featuring Sponsor Logo & Audio via a Strategic Digital Ad Campaign
- 450 Radio Advertisements with Featured Sponsor Promotion
- Print Media Flyers Featuring Sponsor Logo Distributed Throughout Central Illinois
- Press Release Announcing Official Sponsors (Illinois Media Outlets, Social Media, etc)
- Priority Signage: Main Entrance & Sign-up Table
- Branding of the Education & Awareness Booth
- Branded T-Shirts For All Participants: Front Logo
- Social Media Posts (Logo on All Promotional Content Across All Partner Channels)
- Newsletter Feature: Springfield Jr. Blues & Gonzo's Legacy Newsletter
- Sponsor Shout-Outs Before, During & After Main Event

GOLD SPONSOR

\$2,500

- Silent Auction Naming Rights
- Logo on Silent Auction Bid Sheet
- Press Release Announcing Official Sponsors (Illinois Media Outlets, Social Media, etc)
- Priority Signage: Banners Throughout the Venue Featuring Sponsor Logo
- Branded T-Shirts For All Participants: Back Logo (Largest)
- Social Media Posts (Logo on All Promotional Content Across All Partner Channels)
- Newsletter Feature: Springfield Jr. Blues & Gonzo's Legacy Newsletter
- Sponsor Shout-Outs Before, During & After Main Event
- Sponsor Audience Door Prize & Giveaways During Event



SILVER SPONSOR

\$1,500

- Press Release announcing official sponsors (Illinois media outlets)
- Signage: banners throughout venue including sponsor logo
- Branded T-shirts for all participants: back logo (medium sized logo)
- Social media posts (logo on all creative material promoting event across all partner channels)
- Newsletter feature: Springfield Jr. Blues & Gonzo's Legacy
- Sponsor shout-outs (main event & Springfield Jr. Blues games leading up to event)
- Sponsor audience giveaways during event

BRONZE SPONSOR

\$1,000

- Press Release announcing official sponsors (Illinois media outlets)
- Branded T-shirts for all participants: back logo (medium sized logo)
- Social media posts (logo on all creative material promoting event across all partner channels)
- Newsletter feature: Springfield Jr. Blues & Gonzo's Legacy newsletter
- Sponsor shout-outs (main event & Springfield Jr. Blues games leading up to event)

GAME SPONSORS

\$250

- Sponsor shout-out (main event)
- Branded T-shirts for all participants: back logo (small)



SILENT AUCTION

PRODUCTS/SERVICES TO THE MINIMUM VALUE OF \$100+

To make our fundraising efforts a resounding success, we are seeking generous contributions in the form of products or services for our silent auction. Your support will make a significant impact in our fundraising endeavors. By providing a donation, you will not only showcase your goodwill and commitment to making a difference but also gain exposure among our diverse audience.

ANNUAL PLEDGE - \$750+

Join us in our commitment to fighting cancer and making a lasting impact on the lives of individuals and families affected by this disease by taking a pledge to provide ongoing financial assistance to youth in the hockey community. Your continued support will play a pivotal role in our efforts to raise awareness, promote early detection, and support vital research programs.

- Press Release announcing Annual Pledge Contributors (Illinois media outlets)
- Annual Pledge Contributors listed prominently on Gonzo's Legacy website & social media
- Springfield Jr. Blues Season Tickets (\$250 Value)
- Sponsor shout-outs and audience giveaways during tournament games
- Invites to year-round events including (scholarship and award ceremonies and awareness events)

DONATIONS



As a token of our appreciation, we will be listing the names of all donors on a prominently displayed sign in the lobby of Nelson Center. This serves as a testament to the collective support and dedication that has made this event possible.

Donation checks can be made out to:

Gonzos Legacy NFP 616 S Park Ave, Springfield, IL 62704

The Zack Defreitas Project



GONZO'S LEGACY



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