



2025

Sponsorship Opportunities

Ele's Place – West Michigan



COURAGE, COMFORT & COCKTAILS

Tuesday,
October 14

Your support changes lives.

Thanks to community partners like you, Ele's Place can make a true difference in the lives of grieving children and teens.

For more than a decade, we have been providing vital bereavement services to kids who have lost a parent, sibling or anyone significant in their life, right here in West Michigan. With your support, we can keep our services **100% free** to families and partner schools, and to help ensure our organization's vision that no child or teen grieves alone.

I'm excited to share our 2025, Sponsorship Opportunities Package for your consideration. If you have questions, I'd be happy to connect anytime. Nothing we do is possible without the passion and commitment of this generous community!

With Gratitude,



Tammy Campbell

Director, Ele's Place – West Michigan



1 in 11

children in Michigan will experience the death of a parent or sibling before the age of 18

\$0

cost for Ele's Place families to utilize our services for as long as they need

100%

funded by donors and community partners like you

5,000+

individuals served in our community, thanks to your support



“ Every time I walk through the doors of Ele's Place, I'm reminded of the hole that grief can leave in a young heart. My father died of leukemia when I was just four years old. It was a time in my life marked by memories of confusion, anger and deep sadness. Amid the darkness, Ele's Place emerged as a beacon of hope, offering my family the lifeline we needed to navigate our storm of sorrow. It was a safe haven where we could meet and connect with others who understood the profound loss we had experienced. With the support of Ele's Place, we learned to heal, find solace and reclaim our lives. ”

— Stacia Morrison

Former Ele's Place participant, Ele's Place – West Michigan Community Board Vice Chair, and Courage, Comfort & Cocktails Committee Chair

2025 Courage, Comfort & Cocktails

Tuesday, October 14, 2025 ♥ Sponsorship Opportunities

The Goei Center

6:00 p.m. | Strolling comfort food, beer, wine and cocktail tasting, and silent auction

7:45 pm. | Program and live auction, including an inspiring "Fund the Mission" story

Presenting Sponsor \$20,000

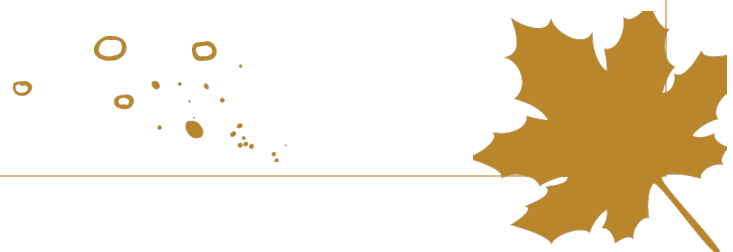
Your company has the opportunity to lead the way in providing vital bereavement services to children and teens in our community. When you step up as our 2025 Presenting Sponsor, **your company will be providing a full year of grief support to more than 30 children!** This opportunity entitles your business to:

- ♥ Sponsorship exclusivity
- ♥ Three (3) VIP tables with reserved seating for ten (10) guests per table
- ♥ Recognition from emcee
- ♥ Exclusive recognition on one pre-event and one post-event social media post (shared with 3,800+ Ele's Place supporters across all social channels)
- ♥ Mentions on FOX 17 news
- ♥ Mention in FOX 17 produced commercial
- ♥ Interview opportunities in radio promotions on partner stations
- ♥ Recognition in all event press releases
- ♥ On-site signage/banner at event (company provided)
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Full-page ad in program book with prominent placement (first choice of inside front cover, back cover or inside back cover)
- ♥ Prominent logo recognition on:
 - Save the Dates and event invitations (sent to 800+ Ele's Place supporters)*
 - Sponsor page of event program book
 - Sponsor recognition slide at event
 - Ele's Place - West Michigan webpage, along with link to your company webpage
 - Annual Ele's Place Impact Report (sent to 10,000+ Ele's Place supporters)
 - Event e-blasts (sent to 1,300 Ele's Place supporters), along with link to your company webpage

Platinum Sponsor \$15,000

Show the community that you proudly support a cause that impacts 1 in 11 children across the state. **Your contribution provides a full year of support to 25 children** and entitles you to:

- ♥ Two (2) VIP tables with reserved seating for ten (10) guests per table
- ♥ Recognition from emcee
- ♥ Recognition on one pre-event and one post-event social media post along with other sponsors (shared with 3,800+ Ele's Place supporters across all social channels)
- ♥ Mentions on FOX 17 news
- ♥ Interview opportunities in radio promotions on partner stations
- ♥ Recognition in all event press releases
- ♥ On-site signage/banner at event (company provided)
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Full-page ad in program book with prominent placement (inside front cover, back cover or inside back cover)
- ♥ Logo recognition on:
 - Save the Dates and event invitations (sent to 800+ Ele's Place supporters)*
 - Sponsor page of event program book
 - Sponsor recognition slide at event
 - Ele's Place - West Michigan webpage, along with link to your company webpage
 - Annual Ele's Place Impact Report (sent to 10,000+ Ele's Place supporters)
 - Event e-blasts (sent to 1,300 Ele's Place supporters), along with link to your company webpage



Fund the Mission Sponsor - \$15,000



This special sponsorship opportunity allows you to show your corporate heart during the most inspiring moment of the evening, in addition to **providing a full year of support to 25 children**. Your company will receive:

- ♥ Sponsorship exclusivity
- ♥ Two (2) VIP tables with reserved seating for ten (10) guests per table
- ♥ Recognition from emcee
- ♥ Recognition on one pre-event and one post-event social media post along with other sponsors (shared with 3,800+ Ele's Place supporters across all social channels)
- ♥ Mentions on FOX 17 news
- ♥ On-site signage/banner at event (company provided)
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Full-page ad in program book
- ♥ Logo recognition on:
 - Save the Dates and event invitations (sent to 800+ Ele's Place supporters)*
 - Fund the Mission video
 - On-screen during Fund the Mission portion of Live Auction
 - Fund the Mission page of event program book
 - Ele's Place - West Michigan webpage, along with link to your company webpage
 - Annual Ele's Place Impact Report (sent to 10,000+ Ele's Place supporters)
 - Event e-blasts (sent to 1,300 Ele's Place supporters), along with link to your company webpage

Gold Sponsor \$10,000

Gain prominent brand recognition and **provide a full year of support to 16 children**, in addition to receiving:

- ♥ Two (2) VIP tables with reserved seating for ten (10) guests per table
- ♥ Recognition from emcee
- ♥ Recognition on one pre-event and one post-event social media post along with other sponsors (shared with 3,800+ Ele's Place supporters across all social channels)
- ♥ Mentions on FOX 17 news
- ♥ On-site signage/banner at event (company provided)
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Full-page ad in program book
- ♥ Logo recognition on:
 - Save the Dates and event invitations (sent to 800+ Ele's Place supporters)*
 - Sponsor page of event program book
 - Sponsor recognition slide at event
 - Ele's Place - West Michigan webpage, along with link to your company webpage
 - Annual Ele's Place Impact Report (sent to 10,000+ Ele's Place supporters)
 - Event e-blasts (sent to 1,300 Ele's Place supporters), along with link to your company webpage



Silent Auction Sponsor \$7,500

Gain valuable recognition and visibility for your company, in addition to **providing a full year of support to 12 children**. Your company will receive:

- ♥ One (1) VIP table with reserved seating for ten (10) guests
- ♥ Recognition on one post-event social media post along with other sponsors (shared with 3,800+ Ele's Place supporters across all social channels)
- ♥ On-site signage at event
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Half-page ad in program book
- ♥ Signage located on both silent auction tables and around the auction area
- ♥ Name recognition on Save the Dates and event invitations (sent to 800+ Ele's Place supporters)*
- ♥ Logo recognition on:
 - Sponsor page of event program book
 - Sponsor recognition slide at event
 - Ele's Place - West Michigan webpage
 - Annual Ele's Place Impact Report (sent to 10,000+ Ele's Place supporters)
 - Event e-blasts (sent to 1,300 Ele's Place supporters)

Silver Sponsor \$5,000

Gain valuable recognition and visibility for your company, in addition to **providing a full year of support to 8 children**. Your company will receive:

- ♥ One (1) VIP table with reserved seating for ten (10) guests
- ♥ Recognition on one post-event social media post along with other sponsors (shared with 3,800+ Ele's Place supporters across all social channels)
- ♥ On-site signage at event
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Half-page ad in program book
- ♥ Name recognition on Save the Dates and event invitations (sent to 800+ Ele's Place supporters)*
- ♥ Logo recognition on:
 - Sponsor page of event program book
 - Sponsor recognition slide at event
 - Ele's Place - West Michigan webpage
 - Annual Ele's Place Impact Report (sent to 10,000+ Ele's Place supporters)
 - Event e-blasts (sent to 1,300 Ele's Place supporters)



Bronze Sponsor \$2,500

Help make this special night a success, in addition to **providing a full year of support to 4 children**. Your company will receive:

- ♥ One (1) table with reserved seating for ten (10) guests
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Quarter-page ad in program book
- ♥ Name recognition on:
 - Sponsor page of event program book
 - Sponsor recognition slide at event
 - Ele's Place - West Michigan webpage
 - Event e-blasts (sent to 1,300 Ele's Place supporters)

Corporate Table Sponsor \$1,750

Be a part of this incredible event, in addition to **providing a full year of support to 3 children**. Your company will receive:

- ♥ One (1) table with reserved seating for ten (10) guests
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Name recognition on:
 - Sponsor page of event program book
 - Sponsor recognition slide at event



Individual tickets \$175

Individual tickets will be available for pre-purchase online as well as at the door on the evening of the event. Each ticket **provides six weeks of support to 1 child or teen**. Open seating will be available for individual ticket holders and guests will enjoy strolling comfort food stations comprised of samples from some of West Michigan's best restaurants. Guests also have the opportunity to bid on exciting LIVE & SILENT auction packages!



JOIN US!

Join us for Ele's Place – West Michigan's signature fall event, Courage, Comfort & Cocktails, held at the beautiful and historic Goei Center in Grand Rapids on October 14!

Guests will enjoy strolling comfort food prepared by local chefs; beer, wine and cocktail tastings; and a chance to bid on unique SILENT and LIVE auction items! They will also learn about the exceptional work our staff and volunteers do to provide crucial grief support services to children, teens and their families, all **FREE OF CHARGE**. It truly is a one-of-a-kind fundraising experience you will not want to miss!

Sponsorships, corporate tables and individual tickets available.

For more info or to get involved, please contact:

Tammy Campbell, Director
Ele's Place – West Michigan
tcampbell@elesplace.org | 616-301-1605 ext. 5100



COURAGE, COMFORT & COCKTAILS

Oct. 14, 2025
The Goei Center
818 Butterworth St. SW
Grand Rapids, MI 49504

6:00 p.m. | Strolling comfort food, beer, wine and cocktail tasting, and silent auction

7:45 pm | Program and live auction, including an inspiring "Fund the Mission" story

See the true impact of Ele's Place.



Watch a video of the Pratt family featured at our 2023 Courage, Comfort & Cocktails event. Scan the code or visit:
youtu.be/5BQ_JC-FVL8



Sponsorship Agreement

2025 Courage, Comfort & Cocktails ♥ Tuesday, October 14, 2025

I understand that by signing this agreement, I am committing my organization to sponsor at the following level(s):

- Presenting Sponsor - \$20,000 Gold Sponsor - \$10,000 Bronze Sponsor - \$2,500
 Platinum Sponsor - \$15,000 Silent Auction Sponsor - \$7,500 Corporate Table Sponsor - \$1,750
 Fund the Mission Sponsor - \$15,000 Silver Sponsor - \$5,000
- We are unable to sponsor, but wish to make a tax-deductible gift of \$ _____ to Ele's Place – West Michigan.

Company Name (as you wish to be listed)

Mailing Address

City State Zip Code

Contact Name Telephone

Email Address

Company Representative Signature Date

Ele's Place – West Michigan Representative Signature Date

Please submit this form, along with a check made payable to Ele's Place – West Michigan, to:
Ele's Place – West Michigan
2000 Michigan Street NE
Grand Rapids, MI 49503

Logos must be provided at 300 dpi with the following acceptable file formats:
JPEG, PNG, PDF or EPS.

Ads must be provided at 300 dpi in PDF or JPEG file format.

Full page: 7" W x 7" H

Half page: 7" x 3.4375" (landscape or portrait)

Quarter page: 3.5" W x 3.4375" H

To pay via credit card or if you have additional questions, please contact Kristy Ziegler at 616-301-1605 x5103 or kziegler@elesplace.org.



Ele's Place – West Michigan is 100% funded by donors like you.



All programs offered by Ele's Place are FREE OF CHARGE to families, thanks to the support of individuals, local corporations and businesses, foundation grants and third-party fundraisers. Your sponsorship makes it possible for Ele's Place – West Michigan to offer the following services:

- On-site and virtual bereavement support groups
- School-based programs in West Michigan schools
- Free clinical consultations for grieving families and community members
- Adult support groups for parents and guardians of children attending groups

Our Mission

Ele's Place is a non-profit, community-based organization dedicated to creating awareness of and support for grieving children, teens, and their families.

Our Vision

To ensure no child or teen in Michigan grieves alone.



WEST MICHIGAN



Ele's Place – West Michigan | 2000 Michigan St. NE | Grand Rapids, MI 49503
(616) 301-1605