

2024

Corporate Partnership Opportunities

Ele's Place – West Michigan
Courage, Comfort & Cocktails
October 15, 2024



**COURAGE,
COMFORT
& COCKTAILS**

Your support changes lives.

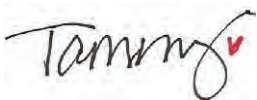
Thanks to community partners like you, Ele's Place can make a true difference in the lives of grieving children and teens.

For more than a decade, we have been providing vital bereavement services 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.

One way you can help is by taking part in our 2024 Courage, Comfort & Cocktails — an exciting event that offers opportunities to connect over the best food and drink West Michigan has to offer, learn about our mission and hear stories from those we serve, and raise funds that sustain our programs.

I'm excited to share our 2024 Sponsorship 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 Schaefer

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

2024 Courage, Comfort & Cocktails Sponsorship Opportunities

Tuesday, October 15, 2024

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 2024 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:

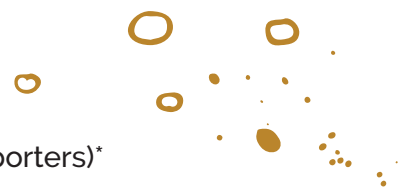
- Two (2) VIP tables with reserved seating for ten (10) guests per table
- Recognition from emcee
- Recognition on one pre-event and one post-event social media post along with other sponsors (shared with 3,800+ Ele's Place supporters across all social channels)
- Mentions on FOX 17 news
- Interview 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



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



Fund the Mission Sponsor - \$10,000

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 16 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



Silver Sponsor - \$5,000

Gain valuable recognition and visibility for your company, in addition to **providing a full year of support to eight 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 four 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 - \$1,500

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

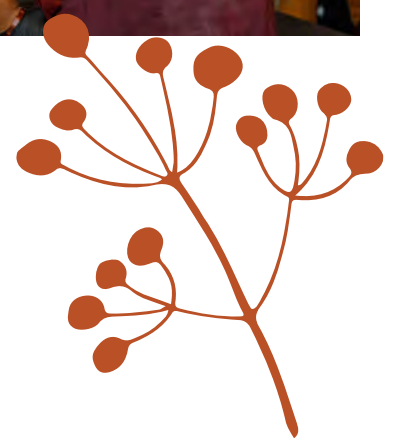
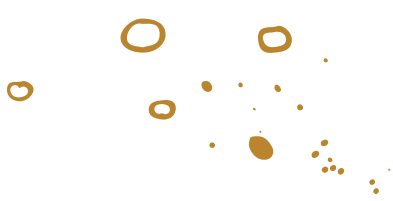
- One (1) table with reserved seating for ten (10) guests
- Opportunity to provide giveaways to attendees
- Employee volunteer opportunities
- Name recognition on:
 - Sponsor page of event program book
 - Sponsor recognition slide at event



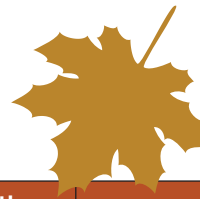
Individual tickets - \$125

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 one child.**

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!



Benefits At-a-Glance



	Presenting (\$20,000)	Platinum (\$15,000)	Gold (\$10,000)	Fund the Mission (\$10,000)	Silver (\$5,000)	Bronze (\$2,500)	Corporate Table (\$1,500)
Table(s) for 10 guests	Three (3), VIP	Two (2), VIP	Two (2), VIP	Two (2), VIP	One (1), VIP	One (1)	One (1)
Sponsorship Exclusivity							
Mentioned on FOX17 News							
Included in FOX17 commercial							
Included in radio interview opportunities							
Logo in Fund the Mission Video							
Included in press releases							
Save the Dates and event invites*	Logo	Logo	Logo	Logo	Name		
Recognition from emcee							
On-site signage							
Social media (3,800+ followers)	Two (2) exclusive and two (2) non-exclusive posts	Two (2) non-exclusive posts	Two (2) non-exclusive posts	Two (2) non-exclusive posts	One (1) non-exclusive post		
Annual Ele's Place Impact Report	Logo	Logo	Logo	Logo	Logo		
Ele's Place webpage**	Logo and link	Logo and link	Logo and link	Logo and link	Logo	Name	
Event e-blasts	Logo and link	Logo and link	Logo and link	Logo and link	Logo	Name	
Employee Volunteer Opportunities							
Ad in program book	Full page, first choice of premium placement	Full page, premium placement	Full page	Full page	Half page	Quarter page	
Attendee Giveaways							
Recognition in program book	Logo	Logo	Logo	Logo	Logo	Name	Name
Event slides	Logo	Logo	Logo	Logo	Logo	Name	Name

*Commitment form and payment must be received on or before June 1 to qualify.

**Logo will be added to the webpage once commitment form and payment are received and will remain on the page for no less than two weeks.

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

- ☐ Presenting Sponsor - \$20,000 ☐ Fund the Mission Sponsor - \$10,000 ☐ Bronze Sponsor - \$2,500
☐ Platinum Sponsor - \$15,000 ☐ Silver Sponsor - \$5,000 ☐ Corporate Table Sponsor - \$1,500
☐ Gold Sponsor - \$10,000
- ☐ 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

To pay via credit card, call Kristy at 616-301-1605 ext. 5103.

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

Questions about logos or ads? Contact Kristy at 616-301-1605 ext. 5103 or email kziegler@elesplace.org.

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 15!

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
tsquire@elesplace.org | 616-301-1605 ext. 5100



COURAGE, COMFORT & COCKTAILS

Oct. 15, 2024
The Goei Center
818 Butterworth St. SW
Grand Rapids, MI 49504

6:00 p.m. | Comfort food, beer, wine and cocktail tastings, 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



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.

