West Michigan Corporate Partnership Overview 2022

- Courage, Comfort & Cocktails
  The Goei Center
  10.18.2022
Happy "almost" spring to all of you! Following a year full of ups, downs and plenty of screen time, we are SO excited to announce that this years signature event, Courage, Comfort & Cocktails, will take place IN PERSON, at the historic GOEI Center in Grand Rapids. We could not do this essential work without YOU and those committed to our mission that **No Child Grieves Alone.**

Currently, one in 13 children in Michigan will experience the death of a parent or sibling prior to their 18th birthday. This does not include those children for whom someone else close to them, such as a grand-parent, teacher or friend will die. Unfortunately, we are now also providing grief support to families that have experienced a Covid-19 related death, as well as helping children whose grief has been compounded by the isolation and loss related to the pandemic. **We have also seen a nearly 25% increase in inquiries and clinical consultations this past year.** As we consider this sobering data, it is more apparent than ever that the support Ele’s Place West Michigan provides at **NO COST** to grieving children, teens and their families is imperative to the mental health and well-being of our community.

**Due to YOUR generosity and support, we accomplished the following in 2021:**

- Served **171** grieving children and teens virtually.
- Served **69** students in our school-based program.
- Provided **404** clinical consultations to grieving families and concerned community members.
- Provided educational presentations about children’s grief to **217** members of the community.
- Served families across West Michigan including those from Kent, Ottawa, Allegan, Newaygo, Ionia, Kalamazoo and Barry Counties, with **69%** of our participants being Kent County residents.

Although we can all agree that these past few years have been challenging, they have also been incredibly inspiring. Our work has been a journey of adjustments to meet the growing needs of our grieving families as well as finding new ways to facilitate donor and community engagement. We really have gotten a true sense of just what we are made of here at Ele’s Place!

**Thank you so much** for being part of our impact in 2021 and moving forward into the future. We can’t wait to share what will be our first face-to-face event in almost three years with you all at The Goei Center on Tuesday, October 18, 2022, for Courage, Comfort & Cocktails! Be well, stay safe.

**With Immense Gratitude,**

Tammy Squire  
Director, EPWM  
tsquire@elesplace.org  
616-301-1605 ext. 5100
Join Us

October 18, 2022
The Goel Center
818 Butterworth St SW
Grand Rapids, MI 49504

6:00pm-Food, Beer & Wine Tastings, Silent Auction
7:45pm - Program and Live Auction begins

This year’s Courage, Comfort & Cocktails event will take place in-person at The GOEI Center in Grand Rapids!

Courage, Comfort & Cocktails is the perfect opportunity to mingle with the community, and reunite with co-workers, friends & neighbors for a one-of-a-kind fundraising experience!

Guests will enjoy a chance to bid on unique LIVE and SILENT auction packages, enjoy mouth-watering tastings prepared by local chefs, and learn about Ele’s Place West Michigan and the exceptional work our staff and volunteers do to provide life-changing grief support to children, teens, and their families all, FREE OF CHARGE!

Get a glimpse of the true impact of Ele’s Place here: https://youtu.be/nytaeHT-AtM

Sponsorships, Corporate Tables and Individual Tickets available.

For more info or to get involved, please contact:

TAMMY SQUIRE
Director, EPWM
tsquire@elesplace.org
616-301-1605 ext. 5100

2000 Michigan Street NE
Grand Rapids, MI 49503
CCC Sponsorship Opportunities

Platinum Sponsor - $20,000

Marketing Impression Benefits
Logo placement on save the date cards, invitations, and e-communications
Listing in Ele’s Place Impact Report (mailed statewide to over 10,000 individuals)

Media Benefits
Pre & post-event social media promotions on Facebook and Instagram
Pre & post-event logo on Ele’s Place West Michigan website
Event mentions on FOX 17 News
Mentions on FOX 17 produced commercial
Radio promotional interview opportunities on Cumulus Media partner stations
Included in all press releases as Platinum Sponsor

Night of Event Benefits
Three (3) corporate tables in prominent placement with reserved seating for ten (10) each
Corporate table signage
On-site signage/banner at event (company provided)
Full page ad in program book
Logo in event program book (within)
Opportunity to provide giveaways to attendees
Employee volunteer opportunities

YOUR IMPACT

A $20,000 sponsorship would provide 33 kids with Ele’s Place programming for one year.
Gold Sponsor - $15,000

Marketing Impression Benefits
Logo placement on save the date cards, invitations, and e-communications
Listing in Ele’s Place Impact Report (mailed statewide to over 10,000 individuals)

Media Benefits
Pre & post-event social media promotions on Facebook and Instagram
Pre & post-event logo on Ele’s Place West Michigan website
Event mentions on FOX 17 News
Mentions on FOX 17 produced commercial
Included in all press releases as Gold Sponsor

Night of Event Benefits
Two (2) corporate tables in prominent placement with reserved seating for ten (10) each
Corporate table signage
On-site signage/banner at event (company provided)
Full page ad in program book
Logo in event program book (within)
Opportunity to provide giveaways to attendees
Employee volunteer opportunities

YOUR IMPACT
A $15,000 sponsorship would provide 25 kids with Ele’s Place programming for one year.
Fund the Mission Sponsor - $10,000

Marketing Impression Benefits
Logo placement on save the date cards, invitations, and e-communications
Listing in Ele’s Place Impact Report (mailed statewide to over 10,000 individuals)

Media Benefits
Pre & post-event social media promotions on Facebook and Instagram
Pre & post-event logo on Ele’s Place West Michigan website
Mentions on FOX 17 produced commercial
Included in all press releases as Fund the Mission Sponsor

Night of Event Benefits
Two (2) corporate tables in prominent placement with reserved seating for ten (10) each
Logo incorporated into Fund the Mission video to be played at the event and prominently displayed on screen during Fund the Mission portion of Live Auction
Corporate table signage
On-site signage/banner at event (company provided)
Full page ad in program book
Logo in event program book on Fund the Mission page (within)
Opportunity to provide giveaways to attendees
Employee volunteer opportunities

YOUR IMPACT
A $10,000 sponsorship would provide 16 kids with Ele’s Place programming for one year.
Silver Sponsor - $5,000

**Marketing Impression Benefits**
Logo placement on save the date cards, invitations, and e-communications
Listing in *Ele’s Place Impact Report* (mailed statewide to over 10,000 individuals)

**Media Benefits**
Pre & post-event social media promotions on Facebook and Instagram
Pre & post-event logo on Ele’s Place West Michigan website
Event mentions on FOX 17 News
Included in all press releases as Silver Sponsor

**Night of Event Benefits**
One (1) corporate table in prominent placement with reserved seating for ten (10)
Corporate table signage
Half page ad in program book
Logo in event program book (within)
Opportunity to provide giveaways to attendees
Employee volunteer opportunities

**YOUR IMPACT**
A $5,000 sponsorship would provide 8 kids with Ele’s Place programming for one year.

Bronze Sponsor - $2,500

**Media Benefits**
Pre & post-event social media promotions on Facebook and Instagram
Company name on Ele’s Place West Michigan website pre and post-event
Event mentions on FOX 17 News
Included in all press releases as Bronze Sponsor

**Night of Event Benefits**
One (1) corporate table in prominent placement with reserved seating for ten (10)
Corporate table signage
Half page ad in program book
Opportunity to provide giveaways to attendees
Employee volunteer opportunities

**YOUR IMPACT**
A $2,500 sponsorship would provide 4 kids with Ele’s Place programming for one year.
Corporate Table Sponsor - $1,000

**Night of Benefits**
One (1) corporate table in prominent placement with reserved seating for ten (10) 
Corporate table signage
Quarter page ad in program book
Opportunity to provide giveaways to attendees
Recognition as corporate table on-screen at event

**YOUR IMPACT**
A $1,000 sponsorship would provide 2 kids with Ele’s Place Programming for one year.

Individual Ticket - $100

Individual tickets will be available for pre-purchase online at
www.elesplace.org, prior to the event AND at the door on
the evening of the event.
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!

**YOUR IMPACT**
A $100 sponsorship would provide 1 kid with Ele’s Place programming for six
weeks.
## CCC Corporate Sponsorships

### COURAGE, COMFORT & COCKTAILS

<table>
<thead>
<tr>
<th>Corporate Table(s) included in sponsorship</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ratio promotional interview opportunities</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Logo featured prominently on sponsor appreciation signage at the event</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Logo included in Fund the Mission video</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mentions on FOX 17 produced commercial</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event mentions on FOX 17 News</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Logo on save the date cards</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On-site banners at event (company provided)</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Logo on invitations (1,000 printed)</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Logo on e-communications</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Logo in event program book (within)</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Listing in Ele’s Place Impact Report</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pre &amp; Post social media promotions on Facebook &amp; Instagram</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad in program book (page size)</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL</td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunity to provide giveaways to attendees</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Recognition as corporate table on-screen at the event</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Included in all press releases as designated sponsor</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Fund the Mission Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Corporate Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### AD SIZES

**Full Page**
7” W x 7” H

**Half Page**
7” W x 3.4375”
(landscape of portrait)

**Quarter Page**
3.5” W x 3.4375” H

---

**For logo and ad details, please contact:**

**Kristy Ziegler**  
_ Fundraising and Administrative Coordinator_  
616-301-1605 ext. 510  
kziegler@elesplace.org
2022 CCC Sponsorship Agreement

Courage, Comfort & Cocktails

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

☐ We are not able to sponsor this year, but would like to make a fully tax-deductible contribution of $___________ to Ele’s Place West Michigan.

Electronic Form Here: https://forms.gle/qSQnhDG69XQFmEdB8

PLEASE MAKE CHECKS PAYABLE TO:
Ele’s Place West Michigan
2000 Michigan Street NE
Grand Rapids, MI 49503
Or call 616-301-1605 to pay by credit card

For more info or to get involved, please contact:

TAMMY SQUIRE
Director, EPWM
2000 Michigan Street NE
Grand Rapids, MI 49503
tsquire@elesplace.org
616-301-1605 ext. 5100

*Due to the printing deadline for event promotional materials, your prompt response is encouraged and appreciated!

Please print desired name as you would like it to appear on all printed materials.

Company Name

Contact Person

Title

Street Address

City, State, Zip

Phone Number

I have read the terms of the sponsorship proposal and agree to them in full.

Company Representative

Date

EPWM Representative

Date
Ele's Place is dedicated to creating awareness of and support for grieving children and their families. No child should ever grieve alone.

Attending Family Based Bereavement Support Group Programming:

- **171** Children
- **67** Adults
- **66** Families

Ele's Group School Sites: **9**

Ele's Group student participants from local upper elementary, middle and high schools: **69**

Cost of services to families or partner organizations: **$0**

Phone and Email Consults: **329**

Clinical Support Presentations: **149**

In-person or Virtual Consults: **75**

2000 Michigan St.NE
Grand Rapids, MI
49503

617 people attended an event or presentation that increased their awareness of and support for grieving children and their families.
ELE’S PLACE WEST MICHIGAN IS 100% DONOR FUNDED

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

*Unresolved grief is linked to depression, eating and sleeping disorders, violence, truancy, drug abuse, alcoholism and suicidal tendencies. Ele’s Place helps prevent these consequences by providing important support services to help grieving children learn to cope with their feelings, losses, and all of the changes and challenges that follow.*