

Ele's Place – Ann Arbor

2024 Healing Hearts Family 5K Walk/Run

And Fall Heartstrings

Sponsorship Packet



ANN ARBOR



Dear Ele's Place - Ann Arbor Supporter,

Did you know:

- In Michigan, 1 in 11 children will experience the death of a parent or sibling before age 18.
- The grief journey for children and teens is unique, and unaddressed childhood grief can impact their health and well-being.
- Children and teens who are grieving often express feeling alone and isolated in their grief. They may keep their emotions inside and may be hesitant to share their feelings with other family members or friends.

At Ele's Place, creating awareness of and support for children, teens and families who are grieving is what we do! We're honored to serve these individuals in our safe and compassionate healing center.

At Ele's Place, children and teens:

- Share their stories and memories, explore their feelings in a safe space, and learn coping skills.
- Meet new friends and engage in activities with peers who understand what it feels like to experience the death of someone in their lives.
- Feel heard and understood, and realize they are not alone.

You help heal grieving hearts in our community.

Our services are 100% community-supported by individuals, companies, small businesses and foundations. Your sponsorship ensures our peer support groups remain 100% **free of charge** for as long as a family needs!

We are thrilled to offer you the opportunity to help heal grieving hearts in Ann Arbor and the surrounding Southeast Michigan area by sponsoring our 2024 **Healing Hearts Family 5K Walk/Run**, or our **Fall Heart-strings** fundraising events — two amazing opportunities for the community to come together, learn about our mission, hear inspiring stories, and raise vital funds and awareness!

As you look through this packet, you will find a range of sponsorships that allow you to support Ele's Place – Ann Arbor at a level that works for you or your business. Are you interested in multiple sponsorship opportunities? Are you looking for sponsor benefits you don't see listed here? We welcome a conversation to customize opportunities to meet your needs, so don't hesitate to reach out!

Thank you for becoming a sponsor and making a commitment to stand by the grieving children, teens, and their families in our community. Together we make an impact on those who need us most.

With immense gratitude,

Andrea Gerber

Events Coordinator, Ele's Place - Ann Arbor

Email: agerber@elesplace.org | Phone: 734.929.6640, Ext. 2211





ANN ARBOR

Ele's Place - Ann Arbor Community Impact

Ele's Place is dedicated to creating awareness of and support for grieving children, teens and their families.

No child or teen should have to grieve alone.



1,102 Total number of individuals served in 2023

1 in 11



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

\$0

Cost for families to attend Ele's Place for as long as a family needs.

Did you know that Ele's Place - Ann Arbor:

- ♥ Is 100% community supported
- ♥ Supports grieving children and teens ages **3-18 in peer groups** divided by age/grade
- ♥ Supports the **adult caregivers of grieving children and teens**, so families can continue on their healing journey together
- ♥ Conducts **weekly evening peer grief support groups**
- ♥ Collaborates with area **school partners** to provide peer grief support to their students
- ♥ Welcomes ALL grieving families into our dedicated healing space, **built and completely funded by our community during a capital campaign, with no debt**

Healing Hearts Family 5K Walk/Run

Sunday, September 15, 2024 ♥ Sponsorship Opportunities



Help raise funds, awareness and support for grieving children, teens and their families in Ann Arbor and the surrounding Southeast Michigan area by sponsoring our fourth annual Healing Hearts Family 5K Walk/Run.

Our program participants and the broader community are invited to take part in this family-friendly event to honor, celebrate and remember a person who has died. This event is an opportunity to put "one foot in front of the other" to help fund our peer grief support programs and ensure they remain free of charge to all who are in need of our services.

Sponsorship Levels

(Details on next page)

- \$12,000 Presenting
- \$5,000 Platinum with title opportunities
 - 5K Walk/Race
 - Race Medal
 - Kids Mile
 - 100 Yard Kids Dash
- \$3,000 Gold with title opportunities
 - First Aid Station
 - Family Fun Zone
 - Memory Lane
 - Race Bibs
 - Refreshment Station
 - Registration Station
 - Water Station
- \$2,000 Underwriting Opportunities
(Given to the first 250 registrants)
 - Drawstring Backpacks
 - Water Bottles
- \$1,200 Silver
- \$600 Bronze

Company Volunteer Opportunities

- Course Marshals
- Fundraising Team
- Packet Pickup Station
- Parking Lot
- Set-Up/Clean-Up
- Water Station



ANTICIPATED EVENT STATISTICS

Number of Participants: 300-400

Demographics: Ages 3-80

Fundraising Goal: \$60,000

Healing Hearts Family 5K Walk/Run

Sunday, September 15, 2024  Sponsorship Opportunities

Sponsor Benefits



Level Details	Presenting	Platinum	Gold	Underwriting	Silver	Bronze
Your commitment	\$12,000	\$5,000	\$3,000	\$2,000**	\$1,200	\$600
Recognition on billboards (3M+ impressions)						
Recognition on Statewide Impact Report (circ. 12,000+)	Logo	Logo				
Complimentary Race Registrations	6	4	2			
Title Options (first come, first served)		<ul style="list-style-type: none"> • 5K Walk/Run • Race Medal • Kids Mile • 100 Yard Kids Dash 	<ul style="list-style-type: none"> • First Aid Station • Family Fun Zone • Memory Lane • Race Bibs • Refreshment Station • Registration Station • Water Station 	<ul style="list-style-type: none"> • Drawstring Backpacks • Water Bottles 		
Exclusive Recognition	Company rep(s) at podium during opening ceremony	Recognition signage at title location	Recognition signage at title location	Recognition on title item		
Recognition on Social Media	One exclusive posts and one group post	One group post	One group post	One group post	One group post	
Recognition in pre- and post-event email blasts	Logo	Logo	Name	Name	Name	
Recognition on Welcome Banner*	Logo	Logo	Logo	Logo	Logo	Name
Recognition on Race T-Shirt*	Logo	Logo	Logo		Logo	Name
Recognition on registration website w/link to company website	Logo	Logo	Logo	Logo	Logo	Name
Contribution to participant swag bag (optional)						

*Sponsorships must be confirmed by August 1, 2024 to be included on T-shirts and Welcome Banner.

**Underwriting Opportunities must be confirmed by July 1, 2024.

Fall Heartstrings Fundraising Events

Tuesday, October 29, 2024 ♥ Sponsorship Opportunities



On October 29, friends, family members, neighbors and colleagues will gather at our Home for Healing Hearts to tour our dedicated healing center, hear stories from individuals who have been positively impacted by peer grief support over the past 17 years, and learn more about ways to fuel our mission.

This fundraising event features both a morning and evening option to fit attendees' schedules. Become a sponsor to help us host this inspiring opportunity to rally the community around our cause!

Sponsorship Levels

\$10,000 - Presenting

- Sponsorship exclusivity
- Recognition in one exclusive and one group social media post
- Logo recognition on:
 - Event print materials
 - Registration platform w/link to company website
 - Pre- and post-event email blasts
 - Statewide Impact Report

\$5,000 - Platinum

- Recognition in group social media post
- Logo recognition on:
 - Event print materials
 - Registration platform w/link to company website
 - Pre- and post-event email blasts
 - Statewide Impact Report

\$2,500 - Gold

- Recognition in group social media post
- Logo recognition on:
 - Event print materials
 - Registration platform w/link to company website
 - Pre- and post-event email blasts

\$1,200 - Silver

- Recognition in group social media post
- Logo recognition on:
 - Registration platform w/link to company website
- Name recognition on:
 - Event print materials
 - Pre- and post-event email blasts

\$600 - Bronze

- Logo recognition on:
 - Registration platform w/link to company website
- Name recognition on event print materials



ANTICIPATED EVENT STATISTICS

Number of Participants: 200-300

Demographics: Ages 18-80

Fundraising Goal: \$250,000

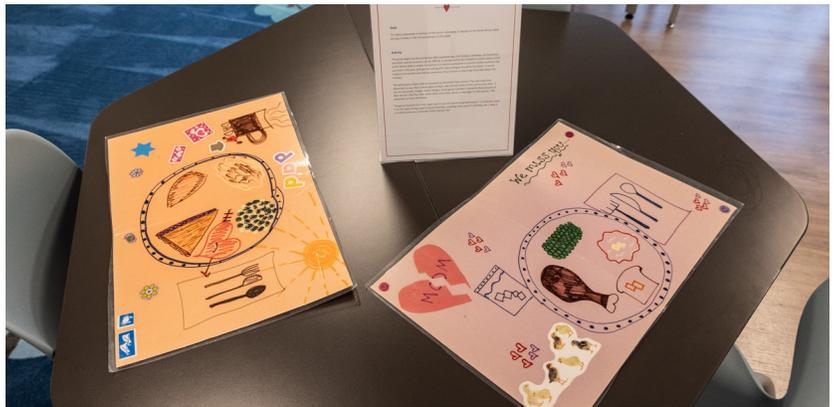
Fall Heartstrings Fundraising Events

Tuesday, October 29, 2024 ♥ Sponsorship Opportunities

Sponsor Benefits

Level Details	Presenting	Platinum	Gold	Silver	Bronze
Your commitment	\$10,000	\$5,000	\$2,500	\$1,200	\$600
Exclusive Recognition	♥				
Recognition in event print materials	Logo	Logo	Logo	Name	Name
Recognition on registration platform	♥	♥	♥	♥	♥
Recognition on Statewide Impact Report (circ. 12,000+)	Logo	Logo			
Recognition on Social Media	One exclusive post and one group post	One group post	One group post	One group post	
Recognition in pre- and post-event email blasts	Logo	Logo	Name	Name	

Sponsorships must be confirmed by October 1, 2024.



Ele's Place - Ann Arbor 2024 Event Sponsorship Commitment Form

Company Name (as you wish to be listed)

Mailing Address

City State Zip Code

Contact Name Telephone

Email Address

Signature Date

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

Healing Hearts Family 5K Walk/Run - Sunday, September 15, 2024

- | | | |
|--|---|---|
| <input type="checkbox"/> Presenting Sponsor - \$12,000 | <input type="checkbox"/> Gold Sponsor - \$2,500 | <input type="checkbox"/> Underwriting Opportunities - \$1,500
<i>(For first 250 registrants)</i> |
| <input type="checkbox"/> Platinum Sponsor - \$5,000 | <input type="checkbox"/> First Aid Station | <input type="checkbox"/> Drawstring Backpacks |
| <input type="checkbox"/> 5K Walk/Race | <input type="checkbox"/> Family Fun Zone | <input type="checkbox"/> Water Bottles |
| <input type="checkbox"/> Race Medal | <input type="checkbox"/> Memory Lane | <input type="checkbox"/> Silver Sponsor - \$1,200 |
| <input type="checkbox"/> Kids Mile | <input type="checkbox"/> Refreshment Station | <input type="checkbox"/> Bronze Sponsor - \$600 |
| <input type="checkbox"/> 100 Yard Kids Dash | <input type="checkbox"/> Registration Station | |
| | <input type="checkbox"/> Water Station | |

Fall Hearstrings Fundraising Events - Tuesday, October 29, 2024

- | | | |
|--|---|---|
| <input type="checkbox"/> Presenting Sponsor - \$10,000 | <input type="checkbox"/> Gold Sponsor - \$2,500 | <input type="checkbox"/> Bronze Sponsor - \$600 |
| <input type="checkbox"/> Platinum Sponsor - \$5,000 | <input type="checkbox"/> Silver Sponsor - \$1,200 | |

Payment Information:

- Visa/MC* AMEX* Check Enclosed *(payable to Ele's Place - Ann Arbor)*

Credit Card # Exp. Date Security Code

Billing address if different than above

City State ZIP

Name as it appears on card

Signature: Date

Email completed forms to agerber@elesplace.org or mail to Ele's Place - Ann Arbor, 5665 Hines Drive, Ann Arbor, MI 48108

Sponsors have the option to forego all tangible benefits for reduced goods and services, and donate 100% of their benefits back to Ele's Place - Ann Arbor. The value of these goods and services will support the grieving children, teens and families we serve. A 3.5% transaction fee will be added to all credit card payments. Your payment will show on your credit card statement as "Bidkit".



A healing
center for
grieving
children
& teens

ANN ARBOR

Ele's Place is a nonprofit, community-based organization dedicated to creating awareness of and support for grieving children, teens and their families. Through peer support groups, Ele's Place helps children and teens learn how to cope with the death of a parent, sibling or someone else close to them.

Ele's Place is named in honor of Ele Stover, who died in 1989 at the age of 11 months. She is survived by four siblings.

ELE also represents the organization's philosophy of Embracing Loss Effectively.

5665 Hines Drive, Ann Arbor, MI 48108 | 734.929.6640 | www.elesplace.org

Ele's Place is a 501(c)(3) tax-exempt nonprofit organization.