



# 2025

## Sponsorship Opportunities

Ele's Place – West Michigan



# 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 Healing Hearts 5K

Sunday, June 8, 2025 ♥ Sponsorship Opportunities

## Millennium Park at the Grant Pavilion

1400 Maynard Ave SW, Walker, MI 49534

## JOIN US FOR THIS 5K "FUN" RUN/WALK TO BENEFIT ELE'S PLACE WEST MICHIGAN!

*(Not bibbed or officially timed)*



Raise funds, awareness and support for grieving children, teens and their families in West Michigan by sponsoring our Healing Hearts 5K.

In addition to event sponsors, we invite all to this family-friendly event to honor, celebrate and remember a person who has died by creating a team and raising funds TOGETHER. We can't wait to see you on the beautiful course!

To start a TEAM, please see page 5 and contact Kristy Ziegler with any questions at [kziegler@eleplace.org](mailto:kziegler@eleplace.org) or 616-301-1605 x 5103.

### Presenting Sponsor \$15,000

- ♥ Sponsorship exclusivity
- ♥ Promotional interview opportunities on partner stations (Fox 17)
- ♥ 20 Complimentary race registrations
- ♥ Speaking opportunity at opening ceremony
- ♥ Company provided banner on display at event
- ♥ Logo prominently placed on event t-shirts
- ♥ Exclusive recognition post on social media
- ♥ Logo recognition on pre- and post-event email blasts
- ♥ Logo on registration website w/link to company website
- ♥ Logo on welcome banner
- ♥ Recognition on statewide Ele's Place Impact Report
- ♥ Contribution to participant swag bag (optional)
- ♥ Complimentary vendor table (optional)
- ♥ Memory heart displayed at event (optional)

### Mission Moment Sponsor \$10,000

- ♥ Sponsorship exclusivity
- ♥ 15 Complimentary race registrations
- ♥ Recognition on-site at event during family mission moment
- ♥ Logo on event t-shirts
- ♥ Recognition on social media post
- ♥ Logo recognition on pre- and post-event email blasts
- ♥ Logo on registration website
- ♥ Logo on welcome banner
- ♥ Recognition on statewide Ele's Place Impact Report
- ♥ Contribution to participant swag bag (optional)
- ♥ Complimentary vendor table (optional)
- ♥ Memory heart displayed at event (optional)

## Memory Mile Sponsor \$7,500

- ♥ Sponsorship exclusivity
- ♥ 10 Complimentary race registrations
- ♥ Recognition signage at memory heart display area
- ♥ Logo on event t-shirts
- ♥ Recognition on social media post
- ♥ Logo recognition on pre- and post-event email blasts
- ♥ Logo on welcome banner
- ♥ Recognition on statewide Ele's Place Impact Report
- ♥ Logo on registration website
- ♥ Contribution to participant swag bag (optional)
- ♥ Complimentary vendor table (optional)
- ♥ Memory heart displayed at event (optional)

## "Going Green" Sponsor \$5,000

- ♥ Sponsorship exclusivity
- ♥ 5 Complimentary race registrations
- ♥ Company provided logo at water stations
- ♥ Opportunity to provide personalized compostable cups at water stations
- ♥ Logo on event t-shirts
- ♥ Logo on registration website
- ♥ Logo on welcome banner
- ♥ Recognition on statewide Ele's Place Impact Report
- ♥ Recognition on social media group post
- ♥ Name recognition on pre-and post-event email blasts
- ♥ Contribution to participant swag bag (optional)
- ♥ Memory heart displayed at event (optional)

## Gold Sponsor \$5,000

- ♥ 5 Complimentary race registrations
- ♥ Logo displayed at event
- ♥ Logo on event t-shirts
- ♥ Logo on registration website
- ♥ Logo on welcome banner
- ♥ Recognition on statewide Ele's Place Impact Report
- ♥ Recognition on social media group post
- ♥ Name recognition pre- and post-event email blasts
- ♥ Contribution to participant swag bag (optional)
- ♥ Memory heart displayed at event (optional)

## Underwriting Sponsor \$3,000

- ♥ 2 Complimentary race registrations
- ♥ Logo recognition on title item (Two options: bags and water bottles. First come, first served. *Bags - SOLD.*)
- ♥ Recognition on social media group post
- ♥ Name recognition in pre- and post-event email blasts
- ♥ Logo on event t-shirts
- ♥ Logo recognition on welcome banner
- ♥ Logo recognition on registration website
- ♥ Contribution to participant swag bag (optional)
- ♥ Memory heart displayed at event (optional)

## Kids Dash Sponsor \$1,200

This level provides one full year of grief support for two children or teens.

- ♥ 2 Complimentary race registrations
- ♥ Logo recognition in Kid's Dash Area
- ♥ Name recognition in pre- and post-event email blasts
- ♥ Recognition on social media group post
- ♥ Logo on event t-shirts
- ♥ Logo on welcome banner
- ♥ Logo on registration website
- ♥ Contribution to participant swag bag (optional)
- ♥ Memory heart displayed at event (optional)

## Ele's Vendor Sponsor \$600

This level provides one full year of grief support for one child or teen.

- ♥ Vendors are provided an 8-foot table and two chairs.
- ♥ Vendors can contribute giveaways or flyers to participant swag bag.
- ♥ Vendor display must be self-standing and withstand weather.
- ♥ Pop-up canopies are allowed but cannot be staked.
- ♥ Limited power available

## Start a Fundraising Team \$350

- ♥ 4 Complimentary race registrations
- ♥ Individual incentives for Ele's Place swag
- ♥ Opportunity to decorate and display memory heart at event
- ♥ Recognition in group post on social media

## Company Volunteer Opportunities

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



# Sponsorship Agreement

## 2025 Healing Hearts 5K ♥ Sunday, June 8, 2025

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

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Presenting Sponsor - \$15,000     | <input type="checkbox"/> Gold Sponsor - \$5,000  | <input type="checkbox"/> Kids Dash Sponsor - \$1,200      |
| <input type="checkbox"/> Mission Moment Sponsor - \$10,000 | <input type="checkbox"/> Underwriting Sponsor - \$3,000<br><i>(First come, first served)</i> | <input type="checkbox"/> Ele's Vendor Sponsor - \$600     |
| <input type="checkbox"/> Memory Mile Sponsor - \$7,500     | <input checked="" type="checkbox"/> "Going Green" Sponsor - \$5,000                          | <input type="checkbox"/> Start a Fundraising Team - \$350 |
|  | <input checked="" type="checkbox"/> Drawstring backpacks                                     |   |
|  | <input type="checkbox"/> Water bottles   |   |

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 or if you have additional questions, please contact Kristy Ziegler at 616-301-1605 x5103 or [kziegler@elesplace.org](mailto:kziegler@elesplace.org).

# Join Us!



## Healing Hearts 5K

Run for Kid's Grief Relief



SCAN QR CODE  
♥ TO REGISTER ♥

**Sunday, June 8, 2025**

# HEALING HEARTS 5K



JOIN US FOR THIS 5K "FUN" RUN/WALK  
TO BENEFIT ELE'S PLACE WEST MICHIGAN



NOT BIBBED OR OFFICIALLY TIMED

### Event Schedule:

**9:30 AM:** Race Registration  
Opens & Kid Zone Activities Begin  
(Trampoline show, face painting,  
yard games and more!)

**10:45 AM:** Event Welcome,  
Mission Moment Speaker, Kid's  
Dash

**11:00 AM:** 5K Run/Walk Starts

Kid Zone Open and snacks  
available until 12:30 PM



**Millennium Park  
at the Grant Pavilion**  
1400 Maynard Ave SW,  
Walker, MI 49534

Raise funds, awareness and  
support for grieving children,  
teens and their families in West  
Michigan by sponsoring our  
Healing Hearts 5K.

Ele's Place - West Michigan invites families, corporate partners and the community to participate in this outdoor, family-friendly, "fun" run/walk event to raise funds for grieving kiddos, with the option to honor, celebrate and remember someone special in your life who has died. See you on the beautiful course!

To sponsor or build a TEAM please contact Kristy Ziegler:  
[kziegler@eleplace.org](mailto:kziegler@eleplace.org) or 616-301-1605 x 5103.

# 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.



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