



# 2025

## Sponsorship Opportunities

Ele's Place – West Michigan



Ele's Place West Michigan  
**Healing Hearts 5K**  
Run for Kid's Grief Relief

Sunday, June 8

**COURAGE,  
COMFORT  
& COCKTAILS**

Tuesday, October 14



November 1-30

# 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

1415 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.)
- ♥ 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



# 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

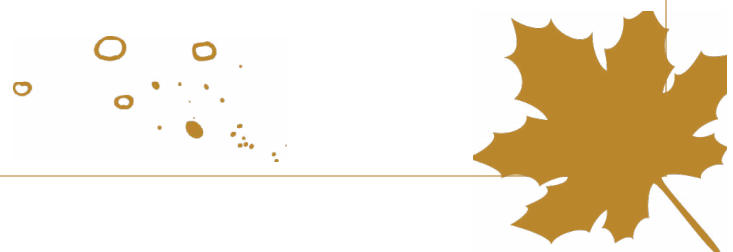
Your company has the opportunity to lead the way in providing vital bereavement services to children and teens in our community. When you step up as our 2025 Presenting Sponsor, **your company will be providing a full year of grief support to more than 30 children!** This opportunity entitles your business 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](https://youtu.be/5BQ_JC-FVL8)



# Children's Grief Awareness Month

November 1-30 2025 ♥ Sponsorship Opportunity



Ele's Place is proud to be a member of the National Alliance for Grieving Children and together we are committed to giving grief a voice. Throughout November – in observance of Children's Grief Awareness Month – please consider sponsoring a child or teen.

## Presenting Sponsor - \$10,000

- ♥ Sponsorship exclusivity
- ♥ Logo recognition in official Courage, Comfort & Cocktails program book in October 2025
- ♥ Weekly logo recognition for the month of November on social media; Facebook, Instagram and LinkedIn
- ♥ In person photo opportunity at Ele's Place West Michigan

## Sponsor for a day - \$600

- ♥ Sponsor a child with a one-time gift of \$600, providing a full year of support to a child or teen attending Ele's Place. You choose a day in November, and we'll share your quote, photo or story to more than 4,000 of our social followers



# Sponsorship Agreement

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

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

- |  |  |   |
|--|--|---|
| <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 type="checkbox"/> Drawstring backpacks  | <input type="checkbox"/> Start a Fundraising Team - \$350 |
| <input type="checkbox"/> "Going Green" Sponsor - \$5,000   | <input type="checkbox"/> Water bottles   |   |

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

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Presenting Sponsor - \$20,000       | <input type="checkbox"/> Gold Sponsor - \$10,000          | <input type="checkbox"/> Bronze Sponsor - \$2,500          |
| <input type="checkbox"/> Platinum Sponsor - \$15,000         | <input type="checkbox"/> Silent Auction Sponsor - \$7,500 | <input type="checkbox"/> Corporate Table Sponsor - \$1,750 |
| <input type="checkbox"/> Fund the Mission Sponsor - \$15,000 | <input type="checkbox"/> Silver Sponsor - \$5,000         |  |

## Children's Grief Awareness Month ♥ November 1-30, 2025

- Presenting Sponsor - \$10,000
- Sponsor for a day - \$600
- 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](mailto: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.



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