

Ele's Place – Ann Arbor

2024 Derby Day Soirée Sponsorship Opportunities

Saturday, May 4, 2024

Revel Run, Chelsea, MI



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 their families who are grieving is what we do! We're honored to serve children, teens and their families who are grieving 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 the 2024 Derby Day Soirée! This amazing fundraising event offers attendees an evening of:

- Entertainment, engagement, big hats, bow ties and mint juleps.
- Live coverage of the 150th Kentucky Derby.
- Networking and connecting with colleagues and peers across Southeast Michigan.

As you look through this packet, you will find a range of sponsorship opportunities that allow you to support Ele's Place - Ann Arbor at a level that works for 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



Derby Day Soirée

Saturday, May 4, 2024 ♥ Sponsorship Opportunities

We're looking forward to the 7th Annual Derby Day Soirée at our new venue, Revel Run! Get your big hats, fascinators and bow ties ready for this fun outdoor event under the Ele's Place "Big Top" tent.

Our guests will join us for an evening of entertainment, including coverage of the 150th Kentucky Derby LIVE from Churchill Downs. In addition, guests will enjoy reserved seating for all, mint juleps, a southern-inspired dinner, and a wager raffle — pick the Derby winner and win big! Plus silent and live auctions, and the Derby dance party hosted by DJ Nicole Myint! Join us for a one-of-a-kind fundraising experience benefiting the grieving children, teens and families of Ele's Place – Ann Arbor!

**So, grab your big hats and bow ties and become a sponsor for the
♥ Ele's Place - Ann Arbor Derby Day Soirée! ♥**



INDIVIDUAL TICKETS

\$275

ON SALE JANUARY 16, 2024

PRESENTING SPONSOR

\$25,000

SOLD

- Exclusive sponsorship
- 10 tickets to Derby Day Soirée with VIP seating
- Speaking opportunity
- Company representative(s) welcome guests on the red carpet
- Photo opportunity – horse with company's logo on blanket
- Logo recognition on promotional materials sent to over 1,200+ supporters of Ele's Place - Ann Arbor
- Logo on registration platform
- Logo on mobile bidding platform
- One (1) prominently placed full page color ad in the auction catalog/program
- Exclusive social media post
- Recognition in Statewide Impact Report (circ 12,000+)
- Recognition on pre- and post-event email blasts

TRIPLE CROWN SPONSOR

\$15,000

- 10 tickets to Derby Day Soirée with VIP seating
- Logo recognition on promotional materials sent to over 1,200+ supporters of Ele's Place - Ann Arbor
- Logo on registration platform
- Logo on mobile bidding platform
- One (1) full page ad in the auction catalog/program
- Exclusive social media post
- Statewide Impact Report (circ 12,000+)
- Recognition on pre- and post-event email blasts



WINNER'S CIRCLE SPONSOR

\$10,000

- 6 tickets to Derby Day Soirée with VIP seating
- Logo recognition on promotional materials sent to over 1,200+ supporters of Ele's Place - Ann Arbor
- Logo on registration platform
- Logo on mobile bidding platform
- Half (½) page ad in the auction catalog/program
- Recognition on social media platforms based on sponsorship level
- Statewide Impact Report (circ 12,000+)
- Recognition on pre- and post-event email blasts

TWIN SPIRES SPONSOR

\$6,000

- 4 tickets to Derby Day Soirée with reserved seating
- Name recognition on promotional materials sent to over 1,200+ supporters of Ele's Place - Ann Arbor
- Logo on registration platform
- Logo on mobile bidding platform
- Quarter (¼) page ad in the auction catalog/program
- Recognition on social media platforms based on sponsorship level
- Statewide Impact Report (circ 12,000+)
- Recognition on pre- and post-event email blasts

INFIELD SPONSOR

\$1,800

- 2 tickets to Derby Day Soirée with reserved seating
- Name recognition on promotional materials sent to over 1,200+ supporters of Ele's Place - Ann Arbor
- Logo on registration platform
- Logo on mobile bidding platform
- Name recognition in the auction catalog/program
- Recognition on social media platforms based on sponsorship level
- Statewide Impact Report (circ 12,000+)
- Recognition on pre- and post-event email blasts



Sponsors must be confirmed and logo received by:

- *February 1, 2024 for inclusion in most promotional materials as a sponsorship benefit*
- *April 1, 2024 for event signage*



JOCKEY CLUB SPONSOR OPPORTUNITIES

\$3,000

Jockey club sponsorship includes 2 tickets to the Derby Day Soirée with reserved seating, logo on mobile bidding platform, recognition on registration platform, recognition on electronic auction catalog/program and pre- and post-event email blasts.

♥ **Afterglow Sponsor:** Logo on signage at the Afterglow Dance Party

SOLD ♥ **Bid Paddle Sponsor:** Logo on back of all attendee bid paddles

♥ **Coffee Sponsor:** Logo on signage at coffee stations

♥ **Dessert Sponsor:** Logo on dessert platters

♥ **Good Night Sponsor:** Logo on goodie bags and packaged Derby cookies given to guests as they leave

♥ **Late-Night Snack Sponsor:** Logo on signage at Late Night Snack Station

♥ **Registration and Check-Out Sponsor:** Logo on signage at registration and check-out

SOLD ♥ **Specialty Cocktail Sponsor:** Logo on bar signage and all cocktail napkins

♥ **Wager Raffle Sponsor:** Logo on signage at Wager Raffle Station

♥ **Valet Sponsor:** Logo on signage at Valet Stand





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.



1,625 Total number of individuals served in 2022

1 in 11



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



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**

Sponsor Benefits At-a-Glance



Level Details	Presenting	Triple Crown	Winner's Circle	Twin Spires	Jockey Club	Infield
Your commitment	\$25,000	\$15,000	\$10,000	\$6,000	\$3,000	\$1,800
Tickets included	10	10	6	4	2	2
Sponsorship exclusivity						
Seating	VIP Seating	VIP Seating	VIP Seating	Reserved Seating	Reserved Seating	Reserved Seating
Speaking opportunity, company representative(s) welcome guests on the red carpet and logo photo opportunity						
Recognition in promotional materials sent to 1,200+ supporters of Ele's Place - Ann Arbor	Logo	Logo	Logo	Name	Name	Name
Event experience naming rights (first come, first served)						
Recognition on registration platform w/link to company website	Logo	Logo	Logo	Name	Name	Name
Logo recognition on mobile bidding platform						
Recognition on social media	Exclusive Post	Exclusive Post	Logo	Name	Name	
Recognition in auction catalog	Prominently placed full page color ad	Full page ad	Half page ad	1/4 page ad	Logo	Name
Recognition in Statewide Impact Report (circ 12,000+)	Logo	Logo	Logo	Logo		
Recognition in pre- and post-event email blasts						

Ele's Place - Ann Arbor

2024 Derby Day Soirée Sponsorship Commitment Form

Community Partner: _____

Contact Name(s): _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email Address: _____

Yes! I would like to support the 7th Annual Ele's Place - Ann Arbor Derby Day Soirée at the following level(s):

Derby Day Soirée - Saturday, May 4, 2024

_____ \$25 ^{SOLD} Presenting Sponsor

_____ \$15,000 Triple Crown Sponsor

_____ \$10,000 Winner's Circle Sponsor

_____ \$6,000 Twin Spires Sponsor

_____ \$1,800 Derby Infield Sponsor

_____ \$3,000 Jockey Club Sponsor



☐ Afterglow Sponsor

☐ Good Night Sponsor

☐ Specialty Cocktail Sponsor

^{SOLD} ☐ Bid Paddle Sponsor

☐ Late-Night Snack Sponsor

☐ Wager Raffle Sponsor

☐ Coffee Sponsor

☐ Registration & Check-Out
Sponsor

☐ Valet Sponsor

☐ Dessert Sponsor

Payment Information:

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

Credit Card #: _____ Exp. Date: _____ 3 or 4 Digit 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

**A 3.5% transaction fee will be added to all credit card payments. Your payment will show on your credit card statement as "Bidkit". 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.*

Ele's Place - Ann Arbor

Additional Sponsorship & Underwriting Opportunities

If there is something you don't see in the 2024 Ele's Place - Ann Arbor Derby Day Soirée Sponsorship Opportunities that piques your interest, or if you are interested in sponsoring or underwriting one of our other events listed below in addition to the Derby Day Soirée, we are happy to discuss a customized events package tailored to your needs and marketing budget.

- ♥ Fall Heartstrings Fundraising Event
- ♥ Healing Hearts Family 5K Walk/Run
- ♥ Volunteer Appreciation Event
- ♥ Volunteer Facilitator and Program Helper Training
- ♥ Professional Development
- ♥ Healing Hearts Society Appreciation Event



For more information, contact:

Andrea Gerber

Events Coordinator, Ele's Place - Ann Arbor

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



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.



ANN ARBOR

A healing
center for
grieving
children
& teens



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.