



West Michigan
Corporate Partnership
Overview 2022

- Courage, Comfort & Cocktails

The Goei Center

10.18.2022



YOU Make A Difference



EPWM Supporters, Friends & Families,

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 year's 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.

Thank you
for your
time,
treasure,
and talents.

With Immense Gratitude,

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



Join Us ♥

October 18, 2022

The Goei 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!**

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



COURAGE, COMFORT & COCKTAILS

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.**



CCC Sponsorship Opportunities

COURAGE, COMFORT & COCKTAILS

♥ 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.



WEST MICHIGAN

♥ Gold Sponsor - \$15,000

Marketing Impression Benefits

Logo placement on save the date cards, invitations, and e-communications

Listing in *Ele's PlaceImpact 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.



Caroline Kanis (Left), Michael and Riley Hoeksema (right) 2021 Courage, Comfort & Cocktails
Fund the Mission Families

♥ Silver Sponsor - \$5,000

Marketing Impression Benefits

Logo placement on save the date cards, invitations, and e-communications

Listing in *Ele's PlaceImpact 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

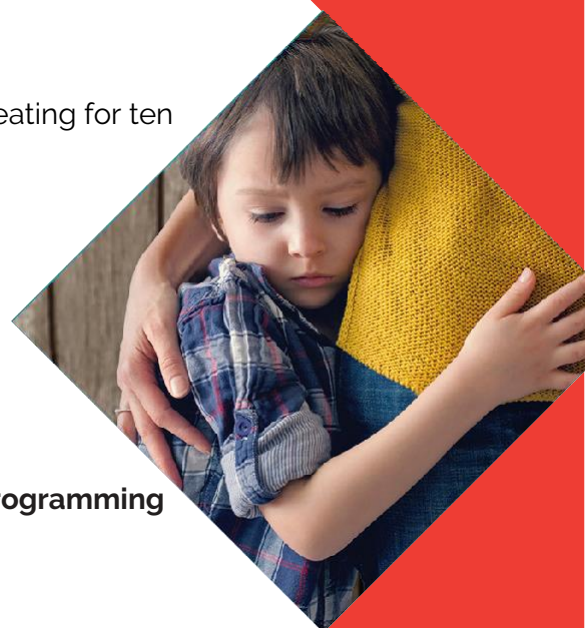
Logo in event program book (within)

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.



WEST MICHIGAN

CCC Corporate Sponsorships

COURAGE, COMFORT & COCKTAILS

	Platinum Sponsor	Gold Sponsor	Fund The Mission	Silver Sponsor	Bronze Sponsor	Corporate Table Sponsor
	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
Corporate table(s) included in sponsorship	3	2	2	1	1	1
Ratio promotional interview opportunities						
Logo featured prominently on sponsor appreciation signage at the event						
Logo included in Fund the Mission video						
Mentions on FOX 17 produced commercial						
Event mentions on FOX 17 News						
Logo on save the date cards						
On-site banners at event (company provided)						
Logo on invitations (1,000 printed)						
Logo on e-communications						
Logo in event program book (within)						
Listing in Ele's Place Impact Report (10,000 copies mailed state wide)						
Pre & Post social media promotions on Facebook & Instagram						
Ad in program book (page size)	FULL	FULL	FULL	HALF	HALF	QUART.
Opportunity to provide giveaways to attendees						
Recognition as corporate table on-screen at the event						
Included in all press releases as designated sponsor						

AD SIZES

Full Page

7" W x 7" H

Half Page

7" W x 3.4375"
(landscape or 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. 5103

kziegler@elesplace.org

2022 CCC Sponsorship Agreement

COURAGE, COMFORT & COCKTAILS

- ☐ 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.

♥ *Courage, Comfort & Cocktails*

Electronic Form Here: <https://forms.gle/qSQnhDG6gXQFmEdB8>

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

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!**



WEST MICHIGAN

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

2020 Ele's Place-West Michigan Impact

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

171

Children



67

Adults



66

Families



Attending Family Based Bereavement Support Group Programming

Ele's
Group
School
Sites

9

149

Attendees of Clinical
Support
Presentations



329

Phone and
Email Consults

69

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

\$0

Cost of services to
families or partner
organizations



75

In-person or Virtual Consults

2000 Michigan St.NE
Grand Rapids, MI
49503



A healing
center for
grieving
children
& teens

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.*

Ele's Place West Michigan
2000 Michigan Street NE
Grand Rapids, MI 49503