

2025

Sponsorship Opportunities Ele's Place – Ann Arbor ♥



Your support changes lives.

Dear Ele's Place - Ann Arbor Supporter,

We are thrilled to offer you the opportunity to help heal grieving hearts by sponsoring these events in 2025. Your dollars allow us to continue to provide our services to the families we serve free of charge.

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
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Ele's Place - Ann Arbor
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Ele's Place - Ann Arbor
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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.

1,136

Total number of individuals served in 2023 by the Ann Arbor Branch



1 in 11
Children in Michigan will experience the death of a parent or sibling before the age of 18.

100%

funded by donors and community partners like you

\$0

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

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 free of charge.



Relaunching virtual support groups for young adults ages 18-26 in 2025.

February 24th, 2025 ♥ Sponsorship Opportunities



Vanguard Motor Sales Private Warehouse (Plymouth, MI)

Join us for this exclusive fundraising event, *Cars and Cocoa*, in collaboration with Vanguard Motor Sales in Plymouth, MI. Explore an extraordinary collection of classic and muscle cars inside a private warehouse, open exclusively to event ticket holders. With over 20 years of excellence, Vanguard Motor Sales is proud to support the community as America's most trusted classic car dealership. Don't miss this one-of-a-kind event benefiting a great cause!

• **EVENT COST** •

\$25 PER TICKET **\$60** FAMILY PASS

Presenting Sponsor

\$15,000

- 20 Event Tickets
- Logo on promotional materials
- Logo on ticket website
- Exclusive social media post
- Recognition in statewide impact report
- Logo on pre- and post-event email blasts

Platinum Sponsor

\$7,500

- 10 Event Tickets
- Logo on ticket website
- Exclusive social media post
- Logo on pre- and post-event email blasts
- Recognition in statewide impact report

Gold Sponsor

\$5,000

- 7 Event Tickets
- Logo on ticket website
- Recognition on social media based on sponsorship level
- Logo on pre- and post-event email blasts
- Recognition in statewide impact report

Underwriting Sponsor

\$3,000

- Title Options (first come, first served): hot chocolate, donuts and cookies.
- 4 Event Tickets
- Logo on ticket website
- Recognition on social media based on sponsorship level
- Signage near sponsored area
- Logo on pre- and post-event email blasts

Silver Sponsor

\$1,800

- 4 Event Tickets
- Logo on ticket website
- Recognition on social media based on sponsorship level
- Logo on pre- and post-event email blasts

Bronze Sponsor

\$600

- 2 Event Tickets
- Name on ticket website
- Recognition on social media based on sponsorship level
- Name on pre- and post-event email blasts

To have recognition on print materials and signage sponsorship must be received by February 5, 2025



Derby Day Soirée

Saturday, May 3, 2025 ♥ Sponsorship Opportunities

We're looking forward to the 8th Annual Derby Day Soirée at 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 151st 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

PRE SALE: JANUARY 15, 2025

GENERAL SALES: FEBRUARY 1ST, 2025

PRESENTING SPONSOR

\$25,000

- Exclusive sponsorship
- 10 tickets to Derby Day Soirée with VIP seating
- Logo on attendee gift
- Speaking opportunity
- Company representative(s) welcome guests on the red carpet
- 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
- Recognition on pre- and post-event email blasts
- Invitation to VIP Sponsor Reception

TRIPLE CROWN SPONSOR

\$15,000

- 10 tickets to Derby Day Soirée with VIP seating
- Logo on Red Carpet
- 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
- Recognition in Statewide Impact Report
- Recognition on pre- and post-event email blasts
- Invitation to VIP Sponsor Reception



WINNER'S CIRCLE SPONSOR

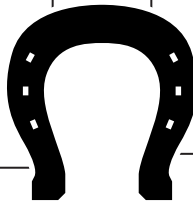
\$7,500

- 6 tickets to Derby Day Soirée with VIP seating
- Logo on registration platform
- Logo on mobile bidding platform
- Full page ad in the auction catalog/program
- Recognition on social media platforms based on sponsorship level
- Recognition in Statewide Impact Report
- Recognition on pre- and post-event email blasts
- Invitation to VIP Sponsor Reception

TWIN SPIRES SPONSOR

\$5,000

- 4 tickets to Derby Day Soirée with reserved seating
- 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
- Recognition in Statewide Impact Report
- Recognition on pre- and post-event email blasts
- Invitation to VIP Sponsor Reception



INFIELD SPONSOR

\$1,800

- 2 tickets to Derby Day Soirée with reserved seating
- 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
- Recognition on pre- and post-event email blasts
- Invitation to VIP Sponsor Reception



Sponsors must be confirmed and logo received by April 1, 2025 for event signage.

**Sponsorship must be received by January 15th for recognition on printed promotional materials.*



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
- ♥ **Beer Sponsor:** ~~Logo on bar signage~~
- ♥ **Bid Paddle Sponsor:** ~~Logo on back of all attendee bid paddles~~
- ♥ **Check-Out Sponsor:** Logo on signage at check-out
- ♥ **Coffee Sponsor:** Logo on signage at coffee stations
- ♥ **Dessert Sponsor:** Logo on signage at each dinner table
- ♥ **Fire Pit Sponsor:** ~~Logo on signage at fire pit area~~
- ♥ **Late-Night Snack Sponsor:** Logo on signage at late-night snack station
- ♥ **Mint Julep Specialty Cocktail Sponsor:** Logo on bar signage
- ♥ **Specialty Mocktail Sponsor:** Logo on bar signage
- ♥ **Photographer Sponsor:** Logo on signage by welcome photo station
- ♥ **Pink Pony Specialty Cocktail Sponsor:** Logo on bar signage
- ♥ **Registration Sponsor:** ~~Logo on signage at registration~~
- ♥ **Roses Sponsor:** ~~Logo on signage at each dinner table~~
- ♥ **Royal Flush Sponsor:** Logo on signage by the outdoor restrooms
- ♥ **Tent Sponsor:** Logo on signage by the entrance of the tent
- ♥ **VIP Sponsor Reception:** Logo on signage at the VIP sponsor reception
- ♥ **Wager Raffle Sponsor:** Logo on signage at wager raffle station
- ♥ **Wine Sponsor:** ~~Logo on bar signage~~
- ♥ **Yard Games Sponsor:** Logo on signage at yard games area

Healing Hearts Family Walk

Sunday, September 14, 2025  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 fifth annual Healing Hearts Family Walk.

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.



Presenting Sponsor

\$15,000

- Recognition on billboards (3M+ impressions)
- 10 Complimentary Race Registrations
- Speaking opportunity at opening ceremony
- Exclusive Recognition post on Social Media
- Logo Recognition in pre- and post-event email blasts
- Logo Recognition on Welcome Banner*
- Logo Recognition on Race T-Shirt*
- Logo Recognition on registration website w/link to company website
- Contribution to participant swag bag (optional)
- Recognition on Statewide Impact Report

Platinum Sponsor

\$7,500

- 6 Complimentary Race Registrations
- Title Options (first come, first served): Event Medal and Kids Dash
- Recognition signage at title location
- Exclusive Recognition post on Social Media
- Logo Recognition in pre- and post-event email blasts
- Logo Recognition on Welcome Banner*
- Logo Recognition on Race T-Shirt*
- Logo Recognition on registration website w/link to company website
- Contribution to participant swag bag (optional)
- Recognition on Statewide Impact Report

Gold Sponsor

\$5,000

- 4 Complimentary Race Registrations
- Title Options (first come, first served): First Aid Station, Family Fun Zone, Memory Lane, Refreshment Station, Registration Station, Water Station
- Recognition signage at title location
- Recognition on Social Media - One group post
- Name Recognition in pre- and post-event email blasts
- Logo Recognition on Welcome Banner*
- Logo Recognition on Race T-Shirt*
- Logo Recognition on registration website w/link to company website
- Contribution to participant swag bag (optional)
- Recognition on Statewide Impact Report

Underwriting Sponsor**

\$3,000

- Title Options (first come, first served): bags, water bottles and sunglasses
- Recognition on title item
- Recognition on Social Media - One group post
- Name Recognition in pre- and post-event email blasts
- Logo Recognition on Welcome Banner*
- Logo Recognition on registration website w/link to company website
- Contribution to participant swag bag (optional)

(Bags, water bottles and sunglasses given to the first 250 registrants)

Silver Sponsor

\$1,800

- Recognition on Social Media - One group post
- Name Recognition in pre- and post-event email blasts
- Logo Recognition on Welcome Banner*
- Logo Recognition on Race T-Shirt*
- Logo Recognition on registration website w/link to company website
- Contribution to participant swag bag (optional)

Bronze Sponsor

\$600

- Name Recognition on Welcome Banner*
- Name Recognition on Race T-Shirt*
- Name Recognition on registration website w/link to company website
- Contribution to participant swag bag (optional)

Company Volunteer Opportunities

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



ANTICIPATED EVENT STATISTICS

Number of Participants: 250-350
Family friendly event open to all ages
Fundraising Goal: \$60,000

**Sponsorships must be confirmed by August 10, 2025 to be included on T-shirts and Welcome Banner.*

***Underwriting Opportunities must be confirmed by July 25, 2025.*

Ele's Place - Ann Arbor

Additional Sponsorship & Underwriting Opportunities

If there is something you don't see in the 2025 Ele's Place - Ann Arbor Sponsorship Opportunities that piques your interest, or if you are interested in sponsoring or underwriting one of our other events listed below in addition, we are happy to discuss a customized events package tailored to your needs and marketing budget.

- ♥ Fall Heartstrings Thank You Event
- ♥ Volunteer Facilitator and Program Helper Training
- ♥ Professional Development
- ♥ Children's Grief Awareness Month



Fall Heartstrings Thank You Event

On October 27th, join volunteers, sponsors, donors, and friends of Ele's Place – Ann Arbor for a special evening to thank everyone who makes our home for healing hearts possible. Tour our space, learn how 17 years of peer grief support have impacted lives, and explore ways to fuel our mission. Dinner will be provided as we come together to celebrate Ele's Place – Ann Arbor.

Dinner Sponsor - \$3,000

Dessert Sponsor - \$500



Children's Grief Awareness Month

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

Sponsor for a day - \$600

For more information, contact: Calen Conlan | Development Manager, Ele's Place - Ann Arbor
Email: cconlan@elesplace.org | Phone: 734.929.6640, Ext. 2220

Ele's Place - Ann Arbor 2025 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):

Cars and Cocoa (February 24, 2025):

- | | | |
|--|---|---|
| <input type="checkbox"/> Presenting Sponsor - \$15,000 | <input type="checkbox"/> Underwriting Opportunities - \$3,000 | <input type="checkbox"/> Silver Sponsor - \$1,800 |
| <input type="checkbox"/> Platinum Sponsor - \$7,500 | <input type="checkbox"/> Hot chocolate | <input type="checkbox"/> Bronze Sponsor - \$600 |
| <input type="checkbox"/> Gold Sponsor - \$5,000 | <input type="checkbox"/> Cookies | |
| | <input type="checkbox"/> Donuts | |

Ele's Place - Derby Day Soirée (May 3, 2025):

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> Presenting Sponsor - \$25,000 | <input type="checkbox"/> Jockey Club Sponsor (select one. First come first served) - \$3,000 | | |
| <input type="checkbox"/> Triple Crown Sponsor - \$15,000 | <input type="checkbox"/> Afterglow Sponsor | <input type="checkbox"/> Late-Night Snack Sponsor | <input type="checkbox"/> Royal Flush Sponsor |
| <input type="checkbox"/> Winner's Circle Sponsor - \$7,500 | <input type="checkbox"/> Beer Sponsor | <input type="checkbox"/> Mint Julep Sponsor | <input type="checkbox"/> Tent Sponsor |
| <input type="checkbox"/> Twin Spires Sponsor - \$5,000 | <input type="checkbox"/> Bid Paddle Sponsor | <input type="checkbox"/> Mocktail Sponsor | <input type="checkbox"/> VIP Sponsor Reception |
| <input type="checkbox"/> Derby Infield Sponsor - \$1,800 | <input type="checkbox"/> Check-Out Sponsor | <input type="checkbox"/> Photographer Sponsor | <input type="checkbox"/> Wager Raffle Sponsor |
| | <input type="checkbox"/> Coffee Sponsor | <input type="checkbox"/> Pink Pony Sponsor | <input type="checkbox"/> Wine Sponsor |
| | <input type="checkbox"/> Dessert Sponsor | <input type="checkbox"/> Registration Sponsor | <input type="checkbox"/> Yard Games Sponsor |
| | <input type="checkbox"/> Fire Pit Sponsor | <input type="checkbox"/> Roses Sponsor | |

Healing Hearts Family Walk:

- | | | |
|--|---|---|
| <input type="checkbox"/> Presenting Sponsor - \$15,000 | <input type="checkbox"/> Gold Sponsor - \$5,000 | <input type="checkbox"/> Underwriting Opportunities - \$3,000
<i>(For first 250 registrants)</i> |
| <input type="checkbox"/> Platinum Sponsor - \$7,500 | <input type="checkbox"/> First Aid Station | <input type="checkbox"/> Bags |
| <input type="checkbox"/> Event Medal | <input type="checkbox"/> Family Fun Zone | <input type="checkbox"/> Water bottles |
| <input type="checkbox"/> Kids Dash | <input type="checkbox"/> Memory Lane | <input type="checkbox"/> Sunglasses |
| | <input type="checkbox"/> Refreshment Station | <input type="checkbox"/> Silver Sponsor - \$1,800 |
| | <input type="checkbox"/> Registration Station | <input type="checkbox"/> Bronze Sponsor - \$600 |
| | <input type="checkbox"/> Water Station | |

Fall Heartstrings Thank You Event:

- Dinner Sponsor - \$3,000
- Dessert Sponsor - \$500

Children's Grief Awareness Month:

- Sponsor a day - \$600

Thank you for your sponsorship commitment. Email completed forms to cconlan@elesplace.org or mail to Ele's Place – Ann Arbor, 5665 Hines Drive, Ann Arbor, MI 48108. An invoice with payment options will be sent to you upon receipt of the commitment form.





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.



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.