

# 2026

## Sponsorship

## Opportunities

Ele's Place – Capital Region



Ele's  
Place

# Your support changes lives.

Ele's Place is honored to invite you into our community of dedicated supporters who make hope and healing possible for grieving children, teens, and young adults. With the compassion of partners like you, we can ensure that no child has to walk through grief alone.

As we strive to fulfill our mission that no child grieves alone, we look to visionary companies like yours to help carry forward our mission. Your sponsorship strengthens programs that provide comfort, connection, and resilience for families navigating loss.

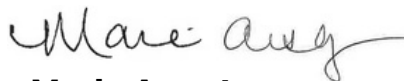
Enclosed you'll find our 2026 Sponsorship Package, outlining opportunities to align your organization with this life-changing work. We would be delighted to connect with you to discuss how your partnership can make a lasting impact.

Together with our staff, board, volunteers, and generous donors, you are the reason Ele's Place continues to be a lifeline for thousands of families. Thank you for considering this opportunity to lead with compassion and heart.

With gratitude,



**Lisa Nielsen**  
Branch Director



**Marie Armstrong**  
Development Director

**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

**34,000+**

individuals served in  
the Capital Region,  
thanks to your  
support



“

Even if my kids didn't want to attend at first, week by week, they were able to be with other kids their own age who had been through similar losses.

And week by week, they were able to see that they weren't alone in their pain.

They slowly began to open up and share their own stories about their dad and what they were feeling.

Little by little, their hearts were comforted and soothed.

— Jessica, former Ele's Place participant

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## Volunteer Appreciation Dinner

Host a special evening that honors the extraordinary time, talents, and unwavering commitment of Ele's Place volunteers—the true champions of our mission.

Every year, these dedicated individuals give more than 30,000 hours to ensure no child grieves alone. By sponsoring this event, your organization steps into the spotlight as the force that celebrates their impact, fuels their passion, and inspires our community to recognize the heroes who make healing possible.

**March 13, 2026 at University Club at MSU**

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### Presenting Sponsor-\$2,500

- Company logo displayed on invitation, at event, & on social media post
- Company recognition during the program
- Opportunity for company product giveaways

SOLD

### Dessert Table Sponsor - \$500

- Exclusive logo at dessert table & on social media
- Company recognition during the program

SOLD

## Healing Hearts Society Breakfast

**Be the driving force behind hope and healing.**

Sponsor our annual Healing Hearts Breakfast, and bring our community together to learn about Ele's Place programs and to witness powerful testimonials of transformation.

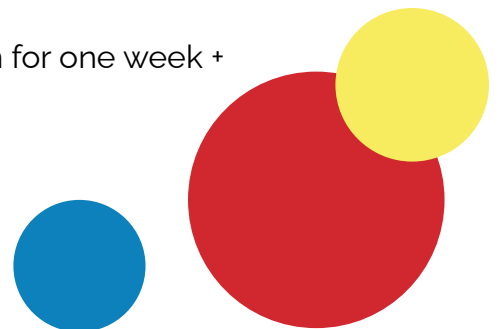
This event shines a spotlight on the profound impact Ele's Place has made in the lives of grieving children—and with your sponsorship, attendees are inspired to join the mission of ensuring no child grieves alone.

**April 14, 2026 at Eagle Eye Banquet Center in Bath**

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### Presenting Sponsor - \$10,000

- Logo displayed on invitation, in slideshow, & at event
- Company recognition in opening remarks
- Recognition through spotlight social media post + marquee sign for one week + donor newsletter
- Two reserved VIP tables for eight guests each
- Opportunity to promote through product giveaway



## Underwriting Sponsor - \$5,000

- Logo displayed on invitation, in slideshow, & at event
- Company recognition in opening remarks
- Recognition through spotlight social media post + marquee sign for one week + donor newsletter
- One reserved VIP table for eight guests each

# Why Support the Mission?

## Ele's Place Programming

When a child experiences the death of a parent, sibling, grandparent, or someone close to them, the impact is emotionally devastating and can profoundly shape their lives.

Grieving children often feel alone, especially when their peers haven't experienced a similar loss. Children often keep their feelings and worries inside which can lead to isolation, anxiety, and unmet emotional needs—particularly when caregivers are overwhelmed by their own grief.

As a result, a child's schoolwork, health, and social functioning can suffer as they attempt to cope. Without support, unresolved childhood grief may contribute to anxiety, depression, behavioral challenges, truancy, substance use, risk-taking behaviors, and even suicidal thoughts.



### On-site Programming

Our peer support groups give children and teens a safe, welcoming space to process their grief with others their age—reducing isolation and fostering healing. Ele's Place helps prevent the long-term effects of unresolved grief by providing a place to share memories, explore emotions, learn coping skills, and begin to rebuild after loss. Children and teens can attend our programs for as long as they need and are always welcome to return if challenges arise.

### In-School Programming Through Ele's Group

Some families cannot attend our evening programs, and schools often feel the ripple effects of a death across many students. To meet this need, Ele's Place partners with middle and high school counselors to offer Ele's Group—eight-week bereavement support groups held right at school, ensuring students can access help where they are, when they need it.



# Ele's Race 5k Run/Walk

**Be the reason hope crosses the finish line.**

Each summer, over 1,000 people run, walk, and remember all to support grieving children. As the Presenting Sponsor of Ele's Race, you'll lead this powerful day of healing and community.

Your partnership makes it possible for kids to find comfort, connection, and a path forward — all at no cost to their families.

**July 18, 2026 at Jackson National Life Insurance Company Headquarters in Okemos**



## Ele's Race Presenting Sponsorship - \$20,000

***Lead the race. Power the mission.***

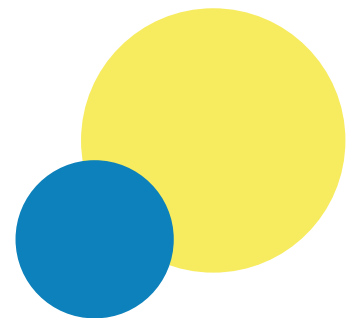
**SOLD**

- Exclusive naming rights
- Featured in all advertising and race materials as Presenting Sponsor
- Speaking opportunity during race ceremonies
- 20 race entries + vendor table + flyer/giveaway in race bags
- Premium logo placement: T-shirts, signage, website, donor newsletter
- Recognition on all social media race posts + marquee sign for two weeks
- Invitation to an Ele's Place site tour or "lunch & learn" about children's grief support
- Bonus: 16 event registrations to the fall reception (\$1600 value)

## Ele's Race Champion Sponsorship - \$10,000

***Fuel healing. Be a champion for grieving children.***

- Featured in all advertising and race materials as Champion Sponsor
- Logo near course entertainment stage
- 10 race entries + vendor table + flyer/giveaway in race bags
- Second Tier logo placement: T-shirts, signage, website donor newsletter
- Recognition through spotlight social media post + marquee sign for one week
- Invitation to an Ele's Place site tour or "lunch & learn" about children's grief support
- Bonus: 8 event registrations to the fall reception (\$800 value)



# Ele's Race 5k Run/Walk (continued)

## Ele's Race Supporting Sponsor Opportunities - \$5,000

*Support healing; inspire community.*

### \*Gold Sponsor

*Where compassion meets action.*

- Logo near the course entertainment stage
- Recognition across T-shirts, website, marquee and event signage, social media
- 8 race entries + vendor table + flyer/giveaway

### \*Going Green Sponsor **SOLD**

*Promote sustainability at the race.*

- Logo near the course entertainment stage
- Exclusive branding on all water stations
- Recognition across t-shirts, website, marquee & event signage, social media
- 8 race entries + vendor table + flyer giveaways



### \*Memory Mile Sponsor

*Honor those who have died. Inspire those still healing.*

- Logo near the course entertainment stage
- Exclusive signage along the Memory Mile course
- Recognition on T-shirts, website, marquee & event signage, social media
- 8 race entries + vendor table + flyer giveaways

### \*Photo Sponsor **SOLD**

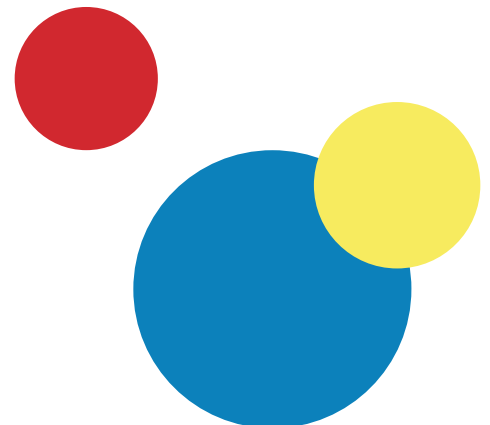
*Stay visible in every race memory.*

- Logo near the course entertainment stage
- Logo on downloadable race photos (used post-event)
- Recognition on T-shirts, website, marquee & event signage, and social media
- 8 race entries + vendor table + flyer/giveaway

### \*Bib Sponsor **SOLD**

*Your logo on every runner's bib.*

- Logo near the course entertainment stage
- Exclusive placement on race bibs
- Recognition on T-shirts, marquee & event signage, and online
- 8 race entries + vendor booth + flyer/giveaway



# Ele's Race 5K Run/Walk (continued)

## \*Kid's Run Sponsor

*Celebrate young runners. Support grieving kids.*

- Logo near the course entertainment stage
- Exclusive branding for the Kids Race
- Recognition on T-shirts, website, marquee & event signage, social media
- 8 race entries + vendor booth + flyer/giveaway

## **Ele's Race Community Sponsor Opportunities - \$3,000**

### **Ele's Race Silver Sponsorship**

- Logo recognition on T-shirts, website, social media
- 4 race entries + vendor booth + flyer/giveaway

### **Ele's Race Food Sponsorship**

- Logo in food area + opportunity to provide food
- Recognition on T-shirts, website, and social media
- 4 race entries + vendor booth + flyer/giveaway

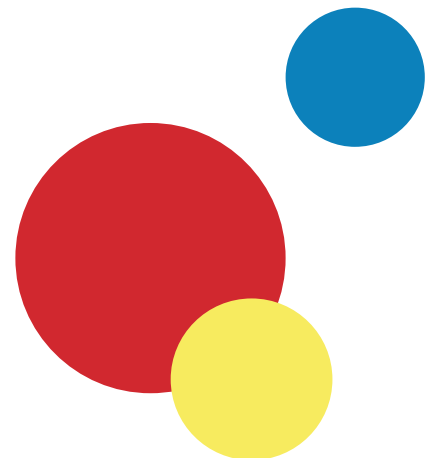
## **Ele's Race Friend Sponsor Opportunities - \$1,000**

### **Ele's Race Bronze Sponsorship**

- Name recognition on T-shirts, website, and social media
- 2 race entries + vendor booth + flyer/giveaway

## **Ele's Race Vendor Sponsor Opportunities - \$500**

- 8-ft table + chairs in central location
- Flyer/giveaway in race bags
- Bring your own pop-up canopy (non-staked)



# Annual Fall Reception

## Sponsor an Evening of Healing and Hope

Be a part of this inspiring evening celebrating the community that helps grieving children heal.

Enjoy an elegant strolling dinner, a lively silent auction, and powerful mission moments that showcase the impact of your support.

**October 1, 2026 at Ele's Place Capital Region, Lansing**



### Presenting Sponsor - \$10,000

- Premier logo placement on invitation, program, signage, slideshow, and donor newsletter
- Recognition on Ele's Place marquee sign (one week) + social media recognition
- 8 event reservations

### Underwriting Sponsor - \$5,000

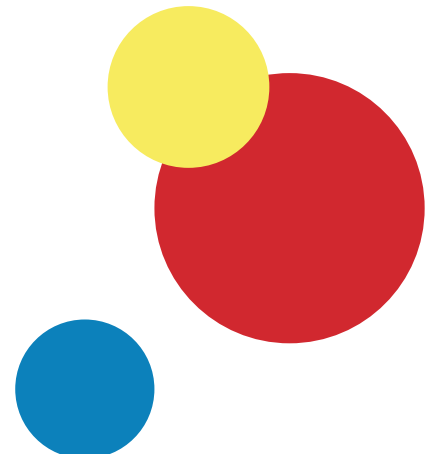
- Logo on invitation, program, signage, slideshow, and donor newsletter
- Recognition on marquee sign (one week) + social media recognition
- 4 event reservations

### Event Sponsor - \$2,500

- Name on invitation, program, signage, and slideshow
- 2 event reservations + social media recognition

### Exclusive Dessert Table Sponsor - \$1,000

- Exclusive logo at dessert table + name in event materials
- 2 event reservations + social media recognition





# Children's Grief Awareness Month

## Lead the way in driving change.

Partner with Ele's Place during National Children's Grief Awareness Month and help shine a powerful spotlight on childhood grief.

Elevate the voices of grieving children, inspire our community to respond with compassion, and ensure families know they are never alone. With your partnership, awareness becomes action and action creates lasting impact.

### November 2026- online campaign

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#### Exclusive Campaign Partnership - \$10,000

- Logo on visual media or verbally mentioned in audio media
- Company recognition on marquee sign for one week + branded social media posts for the month, & recognition in newsletter

#### Sponsor a Day Campaign - \$1000

- Your tribute message ("in honor of," "in memory of," or "in support of") featured on Ele's Place social media during a specific date during November's Children's Grief Awareness Month.



*Sample "Sponsor a Child" Social Post*

## Holiday Ad/PSA Sponsorship

### Help make the holidays more manageable for grieving children and families.

By sponsoring Ele's Place holiday television, radio, and print ads, your organization can shine a light of hope during one of the hardest seasons of the year. Your partnership ensures families know they are not alone, while inspiring our community to respond with compassion and support. Together, we can turn awareness into action and bring comfort when it matters most.

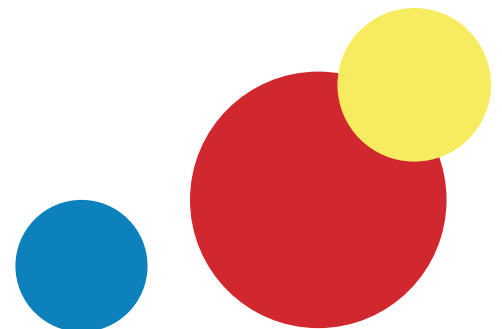
### December 2026- media campaign

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# SOLD

#### Exclusive Campaign Partnership - \$5,500

- Logo on visual media or verbally mentioned on radio ads
- Company recognition on Ele's Place marquee sign for one week + recognition on social media + recognition in newsletter



# 2026 Sponsorship Commitment Form

Company Name (as you wish to be listed)

Mailing Address

City

State

ZipCode

Contact Name

Telephone

Email Address

Date

Signature

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

## Volunteer Dinner Sponsorships

- ☐ Presenting Sponsor- \$2,500 ☐ Dessert Table Sponsor- \$1,000

## Healing Hearts Breakfast Sponsorships

- ☐ Presenting Sponsor- \$10,000 ☐ Underwriting Sponsor- \$5,000

## Ele's Race Sponsorships

- ☐ Presenting Sponsor- \$20,000 ☐ Champion Sponsor- \$10,000  
☐ Going Green Sponsor- \$5,000 ☐ Bib Sponsor- \$5,000 ☐ Photo Sponsor- \$5,000  
☐ Memory Mile Sponsor- \$5,000 ☐ Kids' Race Sponsor- \$5,000 ☐ Gold Sponsor- \$5,000  
☐ Food Sponsor- \$3,000 ☐ Silver Sponsor- \$3,000 ☐ Bronze Sponsor- \$1,000  
☐ Vendor Sponsor- \$500

## Fall Reception Sponsorships

- ☐ Presenting Sponsor- \$10,000 ☐ Underwriting Sponsor- \$5,000  
☐ Event Sponsor- \$2,500 ☐ Dessert Table Sponsor- \$500

## Children's Grief Awareness Month Sponsorships

- ☐ Campaign Sponsorship- \$10,000 ☐ Sponsor a Day- \$600 - \$1,000

## Holiday Ad/PSA Sponsorships

- ☐ Campaign Sponsorship- \$5,500

Other Sponsorship (Please Explain)

☐ I would like to host a Third Party Fundraiser

☐ My company has a match for employee giving

Please submit this form to Marie Armstrong at [marmstrong@elesplace.org](mailto:marmstrong@elesplace.org) or mail to:

Ele's Place  
Attn: Capital Region Sponsorship  
1145 W. Oakland Ave.  
Lansing, MI 48915

You will be invoiced for your selected sponsorship. For further questions or to schedule a tour, please contact (517) 482-1315 or [marmstrong@elesplace.org](mailto:marmstrong@elesplace.org).

