



SPONSORSHIP OPPORTUNITIES

Big Hearted Stories: Journeys

Tuesday, May 17, 2022 • 7:00 p.m.
Lydia Mendelssohn Theatre and Michigan League • Ann Arbor



BENEFITING:

Ann Arbor Meals on Wheels • Housing Bureau for Seniors • Osher Lifelong Learning Institute • Silver Club Memory Programs • Turner Senior Wellness Program

\$25,000 PRESENTING (receipted at \$23,550*)

- 16 all-access tickets (VIP reception, storytelling performance, complimentary parking)
- Exclusive sponsorship within your business category
- Verbal recognition from stage during event
- Recognition in event press release
- Verbal recognition during media interviews as applicable
- Logo recognition on event website, email communications, at-event printed program, printed, and digital signage**
- Dedicated, boosted logo recognition on social media
- One health lecture for your group by U-M Turner Geriatric Clinic medical director
- Osher Lifelong Learning Institute lecture sponsorship
- Table at Osher Lifelong Learning Institute Kickoff
- Table at Senior Living Week
- Recognition in fall Osher Lifelong Learning Institute catalog mailing, post-event Big Hearts for Seniors Newsletter, fall Turner Senior Wellness Program catalog mailing, and sponsor board displayed post-event in Turner Senior Resource Center and Ann Arbor Meals on Wheel's lobbies
- Proud sponsor plaque

\$15,000 PLATINUM (receipted at \$13,750*)

- 12 all-access tickets (VIP reception, storytelling performance, complimentary parking)
- Verbal recognition from stage during event
- Logo recognition on event website and at-event printed program, printed, and digital signage**
- Dedicated, boosted logo recognition on social media
- One health lecture for your group by U-M Turner Geriatric Clinic medical director
- Osher Lifelong Learning Institute lecture sponsorship
- Table at Osher Lifelong Learning Institute Kickoff
- Table at Senior Living Week
- Recognition in fall Osher Lifelong Learning Institute catalog mailing, post-event Big Hearts for Seniors Newsletter, fall Turner Senior Wellness Program catalog mailing, and sponsor board displayed post-event in Turner Senior Resource Center and Ann Arbor Meals on Wheel's lobbies
- Proud sponsor plaque

\$10,000 GOLD SPONSOR (receipted at \$8,850*)

- 10 all-access tickets (VIP reception, storytelling performance, complimentary parking)
- Name recognition on event website and at-event program, printed, and digital signage**
- Grouped, boosted recognition on social media
- One health lecture for your group by U-M Turner Geriatric Clinic medical director
- Osher Lifelong Learning Institute lecture sponsorship
- Table at Osher Lifelong Learning Institute Kickoff
- Table at Senior Living Week
- Recognition in fall Osher Lifelong Learning Institute catalog mailing, post-event Big Hearts for Seniors Newsletter, fall Turner Senior Wellness Program catalog mailing, and sponsor board displayed post-event in Turner Senior Resource Center and Ann Arbor Meals on Wheel's lobbies
- Proud sponsor plaque

\$5,000 SILVER (receipted at \$4,600*)

- 6 all-access tickets (VIP reception, storytelling performance, complimentary parking)
- Name recognition on event website and at-event printed program, printed, and digital signage**
- Grouped recognition on social media
- Osher Lifelong Learning Institute lecture sponsorship
- Table at Osher Lifelong Learning Institute Kickoff
- Recognition in fall Osher Lifelong Learning Institute catalog, post-event Big Hearts for Seniors Newsletter, fall Turner Senior Wellness Program catalog mailing, and sponsor board displayed post-event in Turner Senior Resource Center and Ann Arbor Meals on Wheel's lobbies
- Proud sponsor plaque

\$2,500 BRONZE (receipted at \$2,200*)

- 4 all-access tickets (VIP reception, storytelling performance, complimentary parking)
- Name recognition on event website and at-event printed program and digital signage**
- Grouped recognition on social media
- Recognition in fall Osher Lifelong Learning Institute catalog, post-event Big Hearts for Seniors Newsletter, and fall Turner Senior Wellness Program catalog mailing
- Proud sponsor certificate

\$2,000 UNDERWRITING OPPORTUNITIES

(receipted at \$2,000; Tickets not included)

- Logo on signage at underwritten area (unless otherwise noted)
- Name recognition on event website and at-event program
 - **Beverage Sponsor**
 - **Gift Item Sponsor:** Logo on gift item given to all attendees
 - **Parking Sponsor**
 - **Technology Sponsor:** On-air verbal recognition from emcee
 - **VIP Reception Sponsor**

\$1,000 COPPER (receipted at \$900*)

- 2 all-access tickets (VIP reception, storytelling performance, complimentary parking)
- Name recognition on event website and at-event printed program and digital signage**
- Grouped recognition on social media
- Recognition in fall Osher Lifelong Learning Institute catalog, post-event Big Hearts for Seniors Newsletter, and fall Turner Senior Wellness Program catalog mailing
- Proud sponsor certificate

\$500 FRIEND (receipted at \$440*)

- 4 general admission tickets
- Name recognition on at-event printed program and digital signage**

\$250 BENEFACTOR (receipted at \$220*)

- 2 general admission tickets
- Name recognition on at-event printed program and digital signage**

*Based on fair market value.

**Sponsorship must be confirmed by April 15, 2022, for inclusion in email communications, and by April 29, 2022, for inclusion in at-event materials.



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Big Hearted Stories: Journeys



Sponsorship Levels	Presenting	Platinum	Gold	Silver	Bronze	Copper
	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
Received at	\$23,550	\$13,750	\$8,850	\$4,600	\$2,200	\$900
Event Benefits*						
All-Access Event Tickets	16	12	10	6	4	2
Business Category Exclusive	x					
Stage Recognition	x	x				
Press Release Recognition	x					
Media Interviews Recognition	x					
Event Website	logo	logo	name	name	name	name
Email Communications	logo					
Event Printed Program	logo	logo	name	name	name	name
Printed Signage	logo	logo	name	name		
Digital Signage	logo	logo	name	name	name	name
Social Media Recognition (Facebook)	dedicated, boosted	dedicated, boosted	grouped, boosted	grouped	grouped	grouped
Social Media Recognition (Instagram)	x	x	x	x	x	x
Health Lecture by U-M Turner Geriatric Clinic Medical Director	x	x	x			
OLLI Lecture Sponsorship	x	x	x	x		
Table at OLLI Kickoff	x	x	x	x		
Table at Senior Living Week	x	x	x			
Recognition in Fall OLLI Catalog Mailing	x	x	x	x	x	x
Recognition in Post-event BHS Newsletter	x	x	x	x	x	x
Recognition in Fall TSWP Catalog Mailing	x	x	x	x	x	x
Recognition on Sponsor Board Displayed in TSRC and AAMOW Lobbies	x	x	x	x		
Proud Sponsor Recognition for Display	Plaque	Plaque	Plaque	Plaque	Certificate	Certificate

For sponsorship information, contact:
Lori Hirshman, hirshmal@umich.edu

victors.us/BHS2022

If you are paying with a check from a foundation or donor-advised fund, please call 734-764-6777.

**Based on fair market value*

***Sponsorship must be confirmed by April 15, 2022, for inclusion in email communications, and by April 29, 2022, for inclusion in at-event materials.*

The safety of our guests and the public is our top priority. We will continue to monitor the development of the COVID-19 pandemic and will make adjustments to the size, scope, and delivery of this event in compliance with public health and safety guidelines if necessary. We will notify registered sponsors and guests in the event of any changes.

The Regents of the University of Michigan is a tax-exempt charitable organization under IRC 501(c)(3), Tax ID No. 38-6006309. The university will receipt gifts made to it, including its health system, and will acknowledge any goods and services received by the donor, such as tickets for sponsorships. Donors should consult their tax advisors for personal tax advice. FOR INTERNAL USE: 313244 LID: _____



SPONSORSHIP COMMITMENT FORM



Name(s) (as you would prefer listed on digital materials)

Address

City/State/ZIP

Phone

Email

Company (as you would like it listed in materials, if applicable)

SPONSORSHIP LEVEL

- PRESENTING SPONSOR – \$25,000**
(Received at \$23,550*)
- PLATINUM SPONSOR – \$15,000**
(Received at \$13,750*)
- GOLD SPONSOR – \$10,000**
(Received at \$8,850*)
- SILVER SPONSOR – \$5,000**
(Received at \$4,600*)
- BRONZE SPONSOR – \$2,500**
(Received at \$2,200*)
- UNDERWRITING SPONSOR – \$2,000**
(Received at \$2,000*)
Choose underwriting opportunity:
 - Beverage Sponsor
 - Gift Item Sponsor
 - Parking Sponsor
 - Technology Sponsor
 - VIP Reception Sponsor
- COPPER SPONSOR – \$1,000**
(Received at \$900*)
- FRIEND – \$500**
(Received at \$440*)
- BENEFACTOR – \$250**
(Received at \$220*)

*Based on fair market value

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PAYMENT INFORMATION

Please accept payment in the form of:

- Check payable to University of Michigan
- Credit Card: Visa MC AmEx Discover
Is this credit card: Personal Business

Name on Card

Card Number

Exp. Date

Signature

Date

Please do not email credit card information.

Send completed form and payment to:

Big Hearts for Seniors
Michigan Medicine Office of Development
777 E. Eisenhower Pkwy., Suite 650
Ann Arbor, MI 48108

Questions and sponsor confirmations:

Lori Hirshman, 734-709-1494, hirshmal@umich.edu

If you are paying with a check from a foundation or donor-advised fund, please call 734-764-6777.

University of Michigan cannot accept payments from family foundations or donor advised funds for goods and services. Any tickets purchased for this event must be paid for separately with a personal check or credit card.

The safety of our guests and the public is our top priority. We will continue to monitor the development of the COVID-19 pandemic and will make adjustments to the size, scope, and delivery of this event in compliance with public health and safety guidelines if necessary. We will notify registered sponsors and guests in the event of any changes.