ABOUT THE CAUSE

Milestones, Memories, and Momentum celebrates more than a century of progress and achievement in children’s and women’s health care at Michigan Medicine. As we also recognize the 10th birthday of our leading-edge C.S. Mott Children’s Hospital and Von Voigtlander Women’s Hospital facilities, we look toward the future and how we can improve the lives of families everywhere.

Event proceeds will help us continue to reimagine the hospital experience to ensure that each Mott patient has access to activities and support that can make their care journey more uplifting. The event will also benefit groundbreaking studies launched by the Charles Woodson Clinical Research Fund and the Women’s Health Innovation Fund.

We are grateful to have a dedicated community that shares our vision to create a better tomorrow for children and women around the globe.

With your involvement in Milestones, Memories, and Momentum, that brighter future can begin today.

FOR SPONSORSHIP INFORMATION, CONTACT:
GENE SKIDMORE,
GSKIDZ@UMICH.EDU
734-904-5434
MILESTONES & MEMORIES & MOMENTUM

PRESENTING SPONSOR
$50,000

Event Benefits
- 20 tickets to Milestones, Memories, and Momentum
- 10 tickets to the Milestones, Memories, and Momentum Sponsor Pre-Party
- Verbal recognition from podium during event
- Recognition in event press release
- Logo recognition on event website, email invitation, digital signage, photo backdrop, stadium screen, and prominent placement on printed signage on each venue floor*
- Dedicated recognition on social media
- Opportunity to include item in gift bag
- Exclusive sponsorship in your category
- Private Zoom meeting with Luanne Thomas Ewald, MHA, chief operating officer of C.S. Mott Children’s Hospital and Von Voigtlander Women’s Hospital
- 2022 University of Michigan football tickets and access to the Michigan Medicine stadium suite***
- Invitation for two to participate in Santa Day on December 16, 2021, or in December 2022
- Personalized thank-you video email
- Right of first refusal for next year

Hospital Benefits
Logo recognition in C.S. Mott Children’s Hospital and Von Voigtlander Women’s Hospital:
- Elevator screens**
- Main lobby reception desk screen**
- Get Well Network (internal television network)**
- Recognition (XXL) on window display in lobby**

TEN YEARS AGO, our new state-of-the-art C.S. Mott Children’s Hospital and Von Voigtlander Women’s Hospital began welcoming patients and families from around the world. These cutting-edge facilities are built on the generations of advanced care Michigan Medicine has provided women and children. Our Milestones, Memories, and Momentum event celebrates the 10th anniversary of our new hospitals, as well as the innovation, achievements, and community support that have delivered greater hope and healing to women and children everywhere.

FRIDAY, DECEMBER 10, 2021 // JACK ROTH STADIUM CLUB, ANN ARBOR, MICHIGAN

VICTOR SPONSOR
$25,000

Event Benefits
- 10 tickets to Milestones, Memories, and Momentum
- 6 tickets to Milestones, Memories, and Momentum Sponsor Pre-Party
- Verbal recognition from podium during event
- Logo recognition on event website, email invitation, digital signage, photo backdrop and stadium screen*
- Featured sponsor of one of the following (includes signage, based on availability):
  > Valet
  > Sponsor Pre-Party
  > Welcome Reception for all guests
  > Post-Party
- Dedicated recognition on social media
- Opportunity to include item in gift bag
- Personalized thank-you video email
- Right of first refusal for next year

Hospital Benefits
Logo recognition in C.S. Mott Children’s Hospital and Von Voigtlander Women’s Hospital:
- Elevator screens**
- Get Well Network (internal television network)**
- Recognition (XL) on window display in lobby**
VALIANT SPONSOR
$15,000

Event Benefits
- 10 tickets to Milestones, Memories, and Momentum
- 4 tickets to Milestones, Memories, and Momentum Sponsor Pre-Party
- Name recognition on event website, digital signage, and stadium screen*
- Featured sponsor of patient story to be shared on social media
- Grouped recognition on social media
- Opportunity to include item in gift bag

Hospital Benefits
Name recognition in C.S. Mott Children’s Hospital and Von Voigtlander Women’s Hospital:
- Elevator screens**
- Get Well Network (internal television network)**
- Recognition (L) on window display in lobby**

** Sponsorship must be confirmed by September 3, 2021, to be included in email invitation, and by November 5, 2021, to be included in at-event materials and press release.
* Display will be posted October-December 2021.
** Mutually agreed upon date.

HAIL SPONSOR
$10,000

Event Benefits
- 10 tickets to Milestones, Memories, and Momentum
- 2 tickets to Milestones, Memories, and Momentum Sponsor Pre-Party
- Name recognition on event website, digital signage, and stadium screen*
- Grouped recognition on social media
- Opportunity to include item in gift bag

Hospital Benefits
- Recognition (M) on window display in C.S. Mott Children’s Hospital and Von Voigtlander Women’s Hospital lobby**

CELEBRATION SPONSOR
$5,000

Event Benefits
- 10 tickets to Milestones, Memories, and Momentum
- Name recognition on event website

Hospital Benefits
- Recognition (S) on window display in C.S. Mott Children’s Hospital and Von Voigtlander Women’s Hospital lobby**

If the event is canceled, the university, following consultation with the sponsor, will allocate the full amount of the sponsorship as a gift, re-allocate the sponsorship to a 2022 event, or return the amount paid for the sponsorship to the sponsor.
<table>
<thead>
<tr>
<th>SPONSORSHIP LEVELS</th>
<th>PRESENTING $50,000 receipted at $45,164*</th>
<th>VICTORS $25,000 receipted at $23,200*</th>
<th>VALIANT $15,000 receipted at $13,300*</th>
<th>HAIL $10,000 receipted at $8,400*</th>
<th>CELEBRATION $5,000 receipted at $3,500*</th>
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<td>Event website</td>
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<td>Zoom with hospital COO</td>
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<td><strong>HOSPITAL BENEFITS</strong> **</td>
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*Based on fair market value

**Displays will be posted October-December 2021