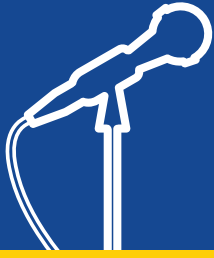


SPONSORSHIP OPPORTUNITIES



Big Hearted Stories: Love Stories

Thursday, May 30, 2024 • 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 • Turner African American Services Council

\$25,000 PRESENTING *(receipted at \$22,329*)*

- **10 all-access tickets w/reserved seating** (VIP reception, storytelling performance, complimentary parking)
- **Exclusive sponsorship** within your business category
- 1-minute live speaking opportunity at event
- **Logo recognition** in Ann Arbor Observer advertisement (circulation 53,000)**
- Recognition in event press announcement
- **Verbal recognition** during media interviews as applicable
- **Logo projected** on wall during event***
- **Verbal recognition** from stage during event
- **Logo recognition** on email communications, printed signage, event website, at-event printed program, and digital signage***
- Dedicated, boosted logo recognition on social media
- Business/organization table at event
- 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 (one full table or \$300 credit toward sponsorship 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 Wheels lobbies
- Proud **sponsor memento**

\$15,000 PLATINUM *(receipted at \$13,470*)*

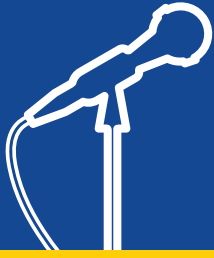
- **8 all-access tickets w/reserved seating** (VIP reception, storytelling performance, complimentary parking)
- **Logo projected** on wall during event***
- **Verbal recognition** from stage during event
- **Logo recognition** on printed signage, event website, at-event printed program, and digital 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
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- Proud **sponsor memento**

\$10,000 GOLD *(receipted at \$8,470*)*

- **8 all-access tickets w/reserved seating** (VIP reception, storytelling performance, complimentary parking)
- **Verbal recognition** from stage during event
- **Name recognition** on printed signage, event website, at-event printed program, 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 (one full table or \$300 credit toward sponsorship at Senior Living Week)
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\$5,000 SILVER *(received at \$3,950*)*

- **6 all-access tickets** (VIP reception, storytelling performance, complimentary parking)
- **Name recognition** on printed signage, event website, at event printed program, and digital signage***
- Grouped recognition on social media
- Osher Lifelong Learning Institute lecture sponsorship
- Table at Osher Lifelong Learning Institute Kickoff
- Table at Senior Living Week (one full table or \$300 credit toward sponsorship 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 Wheels lobbies
- Proud **sponsor memento**

\$2,500 BRONZE *(received at \$1,940*)*

- **4 all-access tickets** (VIP reception, storytelling performance, complimentary parking)
- **Name recognition** on printed signage, event website, at event printed program, and digital signage***
- Grouped recognition on social media
- Table at Senior Living Week (one full table or \$300 credit toward sponsorship 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 Wheels lobbies
- Proud **sponsor certificate**

\$1,000 COPPER *(received at \$870)*

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

\$500 FRIEND *(received at \$370*)*

- **2 all-access tickets** (VIP reception, storytelling performance, complimentary parking)
- **Name recognition** on event website, at-event printed program, and digital signage***
- Grouped recognition on social media

\$250 BENEFACTOR *(received at \$120*)*

- **2 all-access tickets** (VIP reception, storytelling performance, complimentary parking)
- **Name recognition** on at-event printed program and digital signage***

For sponsorship information, contact:

Lori Hirshman

Director of Development

734-709-1494 | hirshmal@umich.edu

or visit michmed.org/bhsevent

All payments due by Thursday, May 30, 2024.

**Based on fair market value.*

***Sponsorship must be confirmed by April 6, 2024, for inclusion in Ann Arbor Observer print advertisement.*

****Sponsorship must be confirmed by April 26, 2024, for inclusion in email communications, and by May 8, 2024, for inclusion in at-event materials.*

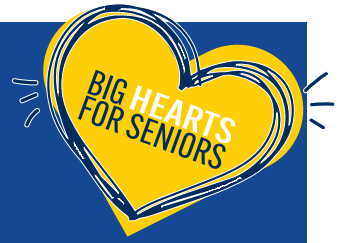
The safety of our guests and the public is our top priority. Detailed information on our COVID-19 policies available at giving.medicine.umich.edu/eventpolicies.



SPONSORSHIP OPPORTUNITIES

Big Hearted Stories: Love Stories

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Sponsorship Levels	Presenting	Platinum	Gold	Silver	Bronze	Copper	Friend	Benefactor
	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$250
Received at*	\$22,329	\$13,470	\$8,470	\$3,950	\$1,940	\$870	\$370	\$120

EVENT BENEFITS

All-Access Event Tickets	10	8	8	6	4	2	2	2
Business Category Exclusive	x							
1-Minute Speaking Opportunity at Event	x							
Logo Recognition in Ann Arbor Observer**	x							
Press Release Recognition	x							
Media Interviews Recognition	x							
Logo Projected on Wall***	x	x						
Stage Recognition	x	x	x					
Email Communications***	logo							
Printed Signage***	logo	logo	name	name	name			
Event Website***	logo	logo	name	name	name	name	name	
Event Printed Program***	logo	logo	name	name	name	name	name	name
Digital Signage***	logo	logo	name	name	name	name	name	name
Social Media Recognition (Facebook)	dedicated + boosted	dedicated + boosted	grouped + boosted	grouped	grouped	grouped	grouped	
Social Media Recognition (Instagram)	x	x	x	x	x	x		
Business/Organization Table at Event	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	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	x			
Proud Sponsor Recognition for Display	memento	memento	memento	memento	certificate	certificate		

For sponsorship information, contact:
Lori Hirshman, hirshmal@umich.edu
734-709-1494

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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:
D: 313244, PME: 27829



SPONSORSHIP COMMITMENT FORM



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

Sponsor Contact Name

Address

City/State/ZIP

Phone

Email

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

SPONSORSHIP LEVEL

- PRESENTING SPONSOR – \$25,000**
(Receipted at \$22,329*)
- PLATINUM SPONSOR – \$15,000**
(Receipted at \$13,470*)
- GOLD SPONSOR – \$10,000**
(Receipted at \$8,470*)
- SILVER SPONSOR – \$5,000**
(Receipted at \$3,950*)
- BRONZE SPONSOR – \$2,500**
(Receipted at \$1,940*)
- COPPER SPONSOR – \$1,000**
(Receipted at \$870*)
- FRIEND – \$500**
(Receipted at \$370*)
- BENEFACTOR – \$250**
(Receipted at \$120*)

*Based on fair market value

The safety of our guests and the public is our top priority. Detailed information on our COVID-19 policies available at giving.medicine.umich.edu/eventpolicies.

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FOR INTERNAL USE: D: 313244, PME: 27829

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:

Michigan Medicine Office of Development
Attn: Big Hearts for Seniors
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.

Sponsorships paid through a family foundation or donor-advised fund will not receive any of the goods or services included in the applicable sponsorship level. The individuals associated with the family foundation or donor-advised fund who wish to receive the goods or services, including tickets to the event, may purchase such goods and services directly, without the involvement of the family foundation or donor-advised fund.