



BIG HEARTS *for* SENIORS

**PLANTING SEEDS: GROWING
GIVING FOR GENERATIONS**

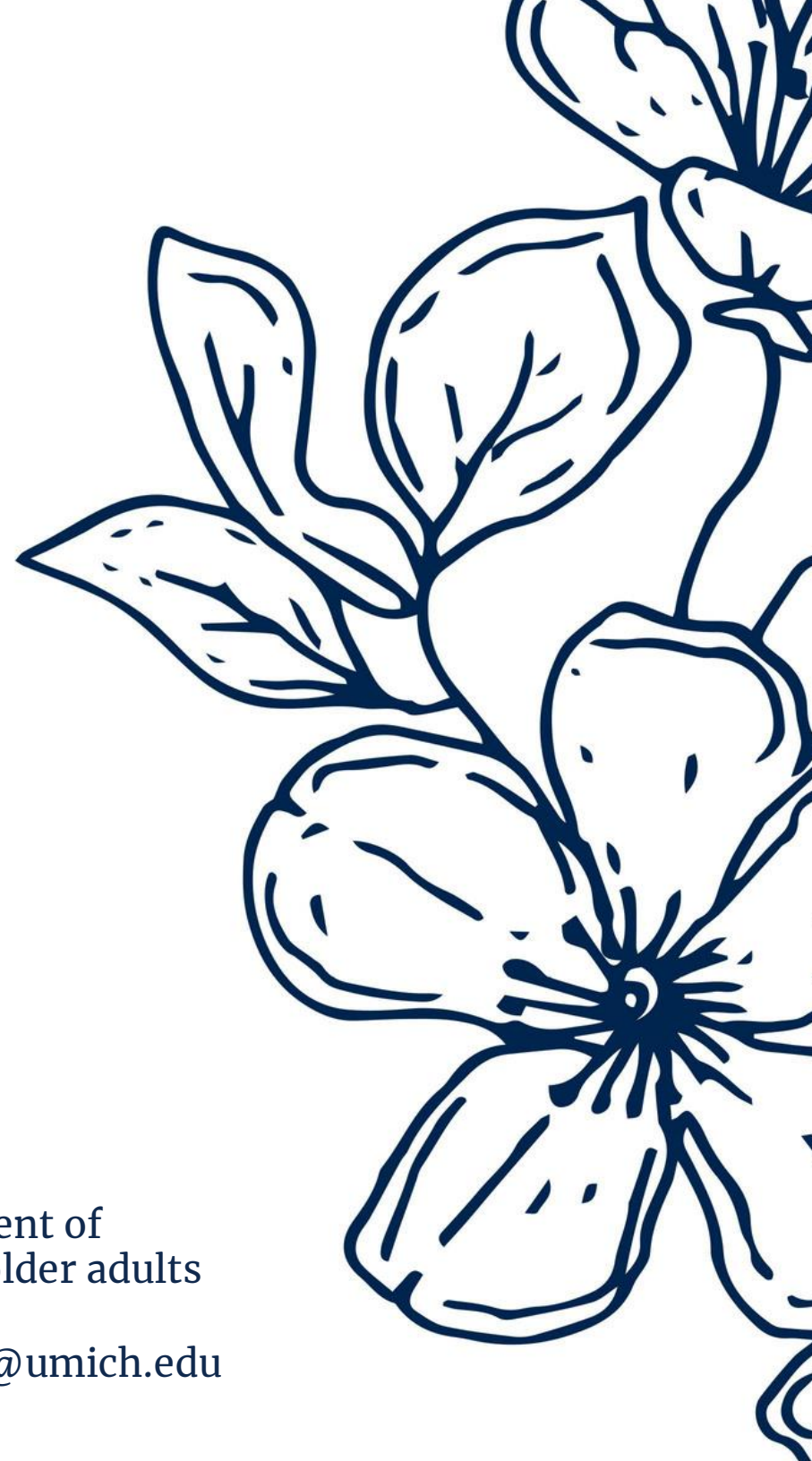
Date: June 10, 2026 | **Time:** 5:30-8:30pm

Location: Washtenaw Community College
Morris Lawrence Building
4800 E. Huron River Drive
Ann Arbor, MI 48105

Support for Seniors:

Raising funds to support six U-M Health Department of Community Health Services programs that serve older adults

Contact: michmed.org/bhsevent | bigheartsevent@umich.edu



ABOUT BIG HEARTS FOR SENIORS



Celebrating Two Decades of Service: *A Special Announcement From Big Hearts for Seniors*

Each year, Big Hearts for Seniors (BHS) raises funds to support six critical programs within the University of Michigan Health Department of Community Health Services:

- Ann Arbor Meals on Wheels
- Housing Bureau for Seniors
- Osher Lifelong Learning Institute
- Silver Club Memory Programs
- Turner African American Services Council
- Turner Senior Wellness Program



These programs are instrumental in promoting and supporting the health, well-being, and quality of life of older adults who often face unique challenges and opportunities as they age. Last year's 20th Jubilee was a resounding success, raising \$140,000 and welcoming more than 250 attendees while celebrating two decades of annual Big Hearts for Seniors fundraising events.





The 2026 BHS fundraising event is returning to the Morris Lawrence Building of Washtenaw Community College on June 10th as a celebration of the six programs that work tirelessly for older adults in our area. We hope you will join us for a garden party full of food, fun, and entertainment. The event will provide an excellent opportunity for community members and sponsors to connect while supporting this critical cause.

We look forward to welcoming you to our garden party as we continue making a lasting impact in the lives of older adults for many years to come! Please review the sponsorship packet to select your level of support, ranging from \$350 - \$25,000. You may become a sponsor by registering online at michmed.org/bhsevent or by mailing your sponsorship form to the address provided. For more information, please contact Nikki Cortis, assistant director of development at Michigan Medicine, at 734-763-2704 or nanemit@med.umich.edu.



BIG HEARTS FOR SENIORS HONORARY COMMITTEE



John U. Bacon

Martin Bandyke

George Bedard

John Beilein

Mr. B/Mark Lincoln Braun

Nicole Brown

Carol Ann Fausone

Carol Hutchins

Jack Knowles

Ken Magee

Warde Manuel

Breeda Kelly Miller

Anne Mondro

Rob Reinhart

Alfreda Rooks

Jeff Starman

Victor Strecher

“Touchdown” Dr. Billy Taylor

Christopher Taylor

Laurita Thomas

Raymond Yung



SPONSORSHIP OPPORTUNITIES

\$25,000 Presenting

(received at \$20,100)

- One reserved table (8 attendees)
- 1-minute live speaking opportunity at event
- Verbal recognition during event
- Business/organization table at event
- Logo recognition in Ann Arbor Observer advertisement (circulation 53,000)**
- Logo recognition in email communications, printed signage, event website, at-event printed flyer, and digital signage***
- Dedicated, boosted logo recognition on social media
- One health lecture for your group by U-M Turner Geriatric Clinic former Medical Director
- Osher Lifelong Learning Institute lecture sponsorship and table at program
- Osher Lifelong Learning Institute Evenings with OLLI sponsorship and table at program
- Osher Lifelong Learning Institute Kickoff table (Fall)
- Senior Living Week table (one full table or \$350 credit toward sponsorship at Senior Living Week)
- TAASC Kick-Off: Rev. Dr. Martin Luther King, Jr. Day table
- Recognition in Osher Lifelong Learning Institute fall catalog mailing, post-event Big Hearts for Seniors newsletter, Turner Senior Wellness Program fall catalog mailing, and sponsor board displayed post event at Turner Senior Resource Center, Housing Bureau for Seniors, and Ann Arbor Meals on Wheels
- Proud sponsor memento and Community Health Services Blog

Based on fair market value.

***Sponsorship must be confirmed by April 1, 2026, for inclusion in Ann Arbor Observer print advertisement.*

****Sponsorship must be confirmed by May 1, 2026, for inclusion in final event emails, and by May 8, 2026, for inclusion in at-event materials. Sponsorships must be paid by June 10, 2026.*

\$12,500 Gold *(received at \$8,860)*

- One reserved table (8 attendees)
- Verbal recognition during event
- Business/organization table at event
- Logo recognition in Ann Arbor Observer advertisement (circulation 53,000)**
- Logo recognition in email communications, printed signage, event website, and digital signage***
- Logo recognition on social media
- Osher Lifelong Learning Institute lecture sponsorship and table at program
- Osher Lifelong Learning Institute Kickoff table (Fall)
- Senior Living Week table (one full table or \$350 credit toward sponsorship at Senior Living Week)
- TAASC Kick-Off: Rev. Dr. Martin Luther King, Jr. Day table
- Recognition in Osher Lifelong Learning Institute fall catalog mailing, post-event Big Hearts for Seniors newsletter, Turner Senior Wellness Program fall catalog mailing, and sponsor board displayed post event at Turner Senior Resource Center, Housing Bureau for Seniors, and Ann Arbor Meals on Wheels





\$5,000 Silver

(received at \$3,290)

- 6 tickets
- Name recognition printed signage, event website, and digital signage***
- Name recognition on social media
- Osher Lifelong Learning Institute lecture sponsorship
- Osher Lifelong Learning Institute Kickoff table (Fall)
- Senior Living Week table (one full table or \$350 credit toward sponsorship at Senior Living Week)
- Recognition in Osher Lifelong Learning Institute fall catalog mailing, post-event Big Hearts for Seniors newsletter, Turner Senior Wellness Program fall catalog mailing, and sponsor board displayed post event at Turner Senior Resource Center, Housing Bureau for Seniors, and Ann Arbor Meals on Wheels

\$2,500 Bronze

(received at \$1,810)

- 4 tickets
 - Name recognition printed signage, event website, and digital signage***
 - Grouped name recognition on social media
 - Senior Living Week table (one full table or \$350 credit toward sponsorship at Senior Living Week)
 - Recognition in Osher Lifelong Learning Institute fall catalog mailing, post-event Big Hearts for Seniors newsletter, Turner Senior Wellness Program fall catalog mailing, and sponsor board displayed post event at Turner Senior Resource Center, Housing Bureau for Seniors, and Ann Arbor Meals on Wheels
- 



\$1,000 Copper

(received at \$830)

- 2 tickets
- Name recognition event website and digital signage***
- Grouped name recognition on social media
- Recognition in Osher Lifelong Learning Institute fall catalog mailing, post-event Big Hearts for Seniors newsletter, and Turner Senior Wellness Program fall catalog mailing

\$350 Benefactor

(received at \$180)

- 2 tickets
- Name recognition on event website and digital signage***
- Grouped name recognition on social media

| Sponsorship Levels <i>(Based on fair market value)</i> | Presenting \$25,000 | Gold \$12,500 | Silver \$5,000 | Bronze \$2,500 | Copper \$1,000 | Benefactor \$350 |
|--|--------------------------------|----------------------------|---------------------------|---------------------------|---------------------------|-----------------------------|
| <i>Received at*</i> | \$20,100 | \$8,860 | \$3,290 | \$1,810 | \$830 | \$180 |
| Event tickets | 8 <i>Reserved Table</i> | 8 <i>Reserved Table</i> | 6 | 4 | 2 | 2 |
| 1-Minute speaking opportunity at event | x | | | | | |
| Verbal recognition during event | x | x | | | | |
| Business/organization table at event | x | x | | | | |
| Recognition in Ann Arbor Observer ad (circulation 53,000)** | Logo | Logo | | | | |
| Logo recognition in event flyer*** | x | | | | | |
| Logo recognition in email communications*** | x | x | | | | |
| Recognition on printed event signage and post-event lobby display*** | Logo | Logo | Name | Name | | |
| Recognition on event website and digital signage*** | Logo | Logo | Name | Name | Name | Name |
| Recognition in social media | Boosted/ Logo | Logo | Name | Grouped | Grouped | Grouped |
| Health lecture by U-M Turner Geriatric Clinic Clinical Professor | x | | | | | |
| Evenings with OLLI sponsorship and table | x | | | | | |
| OLLI lecture sponsorship | Table | Table | x | | | |
| OLLI Fall Kickoff table | x | x | x | | | |
| Senior Living Week table (or \$350 credit) | x | x | x | x | | |
| Table at TAASC MLK Jr./Kickoff | x | x | | | | |
| Recognition in OLLI fall catalog mailing, post-event BHS newsletter, and TSWP fall catalog mailing | x | x | x | x | x | |
| Proud sponsor memento and CHS blog | x | | | | | |

SPONSORSHIP COMMITMENT FORM



Recognition Name/s (Business or Individual/s)
as you would prefer listed on event materials

Sponsor Point of Contact Name

Address

City / State / Zip

Phone

Email

Company CEO Name (if applicable)

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

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

Sponsorships paid for 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.

- Presenting Sponsor – \$25,000 (Receipted at \$20,100*)
- Gold Sponsor – \$12,500 (Receipted at \$8,860*)
- Silver Sponsor – \$5,000 (Receipted at \$3,290*)
- Bronze Sponsor – \$2,500 (Receipted at \$1810*)
- Copper Sponsor – \$1,000 (Receipted at \$830*)
- Benefactor Sponsor – \$350 (Receipted at \$180*)
- Check Payable to University of Michigan
- Credit Card Business Personal

Name on Card

Card Number

Exp Date

Signature

Date

Please do not email credit card information.

Payments due: June 10, 2026

Questions and sponsor confirmations: Nikki Cortis, 734-763-2704, nanemit@med.umich.edu. If you are paying with a check from a foundation or donor-advised fund, please call 734-764-6777.