



2019

SPONSORSHIP OVERVIEW

HEALING HEARTS SOCIETY BREAKFAST

VOLUNTEER APPRECIATION DINNER

ANNUAL FALL RECEPTION

PROGRAMMING & SCHOOL GROUPS



Ele's Place West Michigan
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Greetings From Ele's Place!

Ele's Place West Michigan is committed to ensuring no child has to grieve alone, and we invite you to join us as a partner in our mission!

We urge you to consider supporting the children, teens and families of Ele's Place through the event sponsorship and programmatic opportunities that follow.

Why Ele's Place?

Because weekly, **nearly 100 grieving children and teens**—along with their parents/guardians—come to Ele's Place West Michigan to participate in **Ele's Place on-site peer support groups**.

We also estimate helping **150 children and teens** through *schools-based peer-support programming in 20-25 area schools* for grieving students in 2019. **Ele's Group schools-based programming** is vital to increasing access and removing demographic and socio-economic barriers to grief services. We are committed to ALL children having access to compassionate grief support.

How does Ele's Place help kids?

It is estimated that 500,000 children in Michigan (1 in 12) will experience the death of a parent or sibling before the age of eighteen. Many more children will experience the death of a grandparent, classmate or another significant person.

Before coming to Ele's Place, many kids feel alone and keep their feelings inside, not wanting to burden parents or other family members. Ele's Place provides a safe and welcoming place to meet new friends who truly understand how they feel. Kids can begin to heal after the death of a loved one, reducing negative behaviors linked to unresolved grief such as: depression, suicidal tendencies, truancy, violence and substance abuse. *Supporting this work is CRITICAL to the long term mental and emotional health of our community's youth.*

Where do you come in?

Your support will make a life-changing difference for families in crisis. All Ele's Place programs are offered at **no cost** to the families, and Ele's Place receives no federal or state funds nor bills insurance.

We can't serve these kids without you! We sincerely hope that you will help us ensure every grieving child in the West-Michigan area has access to compassionate grief support!

With Immense Gratitude,

Jaime Counterman
Director,
Ele's Place West Michigan

It is our hope your company will support the Ele's Place mission through an event sponsorship. Your support will ensure our peer support groups continue to help children and teens in West-Michigan to cope with the death of a parent, sibling or another significant person in their lives.

Healing Hearts Society Breakfast

Wednesday, May 29, 2019

8:00 - 9:00 am

Frederik Meijer Gardens

Join 600 corporate and individual guests for a one-hour breakfast and experience how Ele's Place programming strives to heal grieving hearts. Through testimonials from our families, you will learn about the positive impact Ele's Place has made in their children's lives to help them navigate their 'new normal' with peace and hope.

Underwriting Sponsor - \$10,000 (Categorical Exclusivity)

(2) reserved VIP tables for (20) guests with preferred seating

Company recognition in opening remarks

Opportunity to provide a company giveaway for each guest (approx. 600)

Complimentary \$1,000 sponsorship of the Ele's Place Annual Fall Reception event

Your logo on invitation, distributed to approximately 2000 supporters

Your logo included in event slideshow, for 30 minutes prior to the event

Full screen digital ad or logo at the event and on the podium

Your logo on printed program at each place setting

Your banner on display during event (company provided)

Logo recognition on Ele's Place Annual Report cover (circ. 12,000 x 2 issues mailed to Lansing, Ann Arbor, Grand Rapids, and Flint supporters)

Logo recognition on Ele's Place website and social media with website link

Healing Sponsor - \$5,000

(1) reserved VIP table for (10) guests with preferred seating

Your company name on invitation, distributed to approximately 2000 supporters

Your logo on invitation, distributed to approximately 2000 supporters

Your logo included in event slideshow, for 30 minutes prior to the event

Your logo on printed program at each place setting

Logo recognition on Ele's Place Annual Report cover (circ. 12,000 x 2 issues mailed to Lansing, Ann Arbor, Grand Rapids, and Flint supporters)

Logo recognition on Ele's Place website and social media with website link



Welcome Sponsor - \$5,000 (One Available)

(1) reserved VIP table for (10) guests with preferred seating

Company recognition in opening remarks

Your banner on display at event Welcome (company provided)

Your logo on guest nametags at event

Your logo on invitation, distributed to approximately 2000 supporters

Your logo included in event slideshow, for 30 minutes prior to the event

Your logo on printed program at each place setting

Logo recognition on Ele's Place Annual Report cover (circ. 12,000 x 2 issues mailed to Lansing, Ann Arbor, Grand Rapids, and Flint supporters)

Logo recognition on Ele's Place website and social media with website link

Friendship Sponsor - \$2,500

(1) reserved table for (10) guests

Your name on invitation, distributed to approximately 2000 supporters

Your name on printed program at each place setting

Your name included in event slideshow, for 30 minutes prior to the event

Your name recognition on Ele's Place website and social media pages

Volunteer Appreciation Dinner

June 2019

6:00 - 8:00 pm

Grand Rapids, MI

Volunteers are the healing heart of our mission here at Ele's Place. This event is our opportunity to honor and thank those who so selflessly serve grieving kiddos!

Presenting Sponsor - \$2,500

Your company highlighted in opening remarks

Your banner prominently displayed at event

Opportunity to promote company through product giveaway

Opportunity for company associates to volunteer at event

Your logo on invitation (approx. 200)

Logo recognition on Ele's Place website and social media with website link



Annual Fall Reception

November 2019

6:00 - 8:00 p.m.

Grand Rapids, MI

The Fall Reception is an opportunity to engage with individual and corporate supporters in a business casual, intimate setting. Taking place during National Children's Grief Awareness Month, this event supports grieving families in our community and raises awareness about children's grief.

Presenting Sponsor - \$10,000 (One Available)

Twelve (12) complimentary event reservations

Opportunity to welcome guests from the stage

Your logo to appear on electronic and printed invitation

Your logo to appear on event program

Your logo to appear in presentation during event

Your logo and link on Ele's Place website

Logo recognition on Ele's Place Annual Report cover (circ. 12,000 x 2 issues mailed to Lansing, Ann Arbor, Grand Rapids, and Flint supporters)

Logo recognition on Ele's Place website and social media with website link

Healing Sponsor - \$5,000

Eight (8) complimentary event reservations

Your logo to appear on electronic and printed invitation

Your logo to appear on event program

Your logo to appear in presentation during event

Logo recognition on Ele's Place Annual Report cover (circ. 12,000 x 2 issues mailed to Lansing, Ann Arbor, Grand Rapids, and Flint supporters)

Logo recognition on Ele's Place website and social media with website link

Dessert Sponsor - \$2,500 (One Available)

Four (4) complimentary reservations

Prominent signage at Dessert Station

Your company name on electronic invitation

Your company name on event program

Your company name to appear in presentation during event

Prominent signage at reception

Logo recognition on Ele's Place website and social media with website link

Friendship Sponsor - \$2,500

Six (6) complimentary reservations

Your company name on event program

Your company name to appear in presentation during event

Recognition in print advertising

Prominent signage at reception

Logo recognition on Ele's Place website and social media with website link

Welcome Sponsor - \$1,500 (One Available)

Four (4) complimentary event reservations
Your banner on display at event Welcome (company provided)
Your logo to appear on event nametags
Your logo to appear on event program
Your logo to appear in presentation during event
Name recognition on Ele's Place website & social media pages

Compassion Sponsor - \$1,000

Four (4) complimentary event reservations
Your company name on event program
Your company name to appear in presentation during event
Your name to appear in signage at reception
Name recognition on Ele's Place website & social media pages

Hope Sponsor - \$500

Two (2) complimentary event reservations
Your company name on event program
Name recognition on Ele's Place website & social media pages

Ele's Place Programming and School Groups

One in 12 children under the age of 18 will experience the death of a parent, sibling, or other important person in their lives. Children's grief is unique, and we know that even if there is no outward sign of inner turmoil, storms can still be raging inside a child's heart. Unresolved childhood loss is linked with many adolescent and adult destructive behaviors.

Weekly peer support groups at Ele's Place and in participating schools provide hope and healing for grieving children and teens.

On-Site Group Sponsor - \$5,000

10 Children

Not every family can commit to programming in an Ele's Place facility each week, and because sometimes schools are affected more broadly across the student population by the death of a fellow student or teacher,

Ele's Place works in partnership with school counselors to provide 8-week support groups, which removes barriers and increases access in under-served student populations... a 2019 focus of program outreach!

School Group Sponsor (Ele's Group) - \$2,500



