



Ele's
Place

WEST MICHIGAN



**COURAGE,
COMFORT
& COCKTAILS**

**CORPORATE
PARTNERSHIP
OVERVIEW 2023**

**TUESDAY, OCT. 17, 2023, 6 PM
| THE GOEI CENTER |**

WWW.ELESPLACE.ORG

YOU MAKE A DIFFERENCE.



Dear Ele's Place Friends and Supporters,






Grief has to be one of the most difficult journeys of the human experience. So many of us, including myself, know first-hand just how overwhelming it can be to suffer the loss of someone close. Losing my own mother to cancer when she was just 59 years old was incredibly painful and life changing. Although it was heartbreaking, as an adult, I felt a small sense of security having at least some of the life experience, vocabulary, tools, and support systems needed, already in place to help me through.

Unfortunately, for children and teens who have experienced the death of someone in their lives, things can look much different. With little to no specialized support, this young population is far less likely to be equipped to handle the immense challenges that come along with the grief journey.

In Michigan alone, 1 in 11 children will experience the death of a parent or sibling before the age of 18. Many more children will experience the death of a grandparent, classmate or another significant person in their life.

We cannot tell you how many times we have heard from a member of our community "I wish an Ele's Place would have been around when I was a kid." Maybe this rings true for you too. The good news is this-Ele's Place is here now. We are ready, available and FREE of CHARGE to walk alongside kids in their grief.

DUE TO YOUR GENEROSITY AND SUPPORT, WE ACCOMPLISHED THE FOLLOWING IN 2022:

-  Served **171** grieving children and teens virtually.
-  Served **69** students in our school-based program.
-  Provided **404** clinical consultations to grieving families and concerned community members.
-  Provided educational presentations about children's grief to **217** members of the community.
-  Served families across West Michigan including those from Kent, Ottawa, Allegan, Newaygo, Ionia, Kalamazoo and Barry Counties, with **69%** of our participants being Kent County residents.

Being a 100% donor-based organization, it is only with your help that we can continue providing robust support services to grieving children and teens to learn how to cope with their feelings, and begin to heal.

This fall, we can't wait to share another exciting and meaningful evening with you at Courage, Comfort & Cocktails (CCC), on Tuesday, October 17, 2023. Please contact me with any questions or if you would like to get involved in planning this signature event. Be well and take care.

With Immense Gratitude,

Tammy Squire
Director, Ele's Place West Michigan
tsquire@elesplace.org | 616-301-1605 ext. 5100

JOIN US!

We are so excited to be hosting Ele's Place West Michigan's signature fall event, Courage, Comfort & Cocktails, once again, at the beautiful and historic, Goei Center in Grand Rapids, on Tuesday, October 17, 2023!

Guests will enjoy strolling comfort food prepared by local chefs, beer, wine & cocktail tastings, and a chance to bid on unique SILENT and LIVE auction items! They will also learn about the exceptional work our staff and volunteers do to provide crucial grief support services to children, teens and their families, all **FREE OF CHARGE**. It truly is a one-of-a-kind fundraising experience you will not want to miss!

For more info or to get involved, please contact:
Tammy Squire, Director, EPWM
tsquire@elesplace.org | 616-301-1605 ext. 5100

Get a glimpse of the true impact of Ele's Place here:
<https://youtu.be/nytaeHT-AtM>



COURAGE, COMFORT & COCKTAILS

OCT. 17TH, 2023
THE GOEI CENTER
818 BUTTERWORTH ST. SW
GRAND RAPIDS, MI 49504

- 🍷 6 PM | COMFORT FOOD, BEER, WINE & COCKTAIL TASTINGS & SILENT AUCTION
- 🍷 7:45 PM | PROGRAM AND LIVE AUCTION INCLUDING FUND THE MISSION

SPONSORSHIPS, CORPORATE TABLES & INDIVIDUAL TICKETS AVAILABLE!



PRESENTING SPONSOR—\$20,000

Marketing Impression Benefits:

- Logo placement on save the date cards, invitations, and e-communications
- Listing in Ele's Place Impact Report (mailed statewide to over 10,000 individuals)

Media Benefits:

- Pre & post-event social media promotions on Facebook and Instagram
- Pre & post-event logo on Ele's Place West Michigan website
- Event mentions on FOX 17 News
- Mentions on FOX 17 produced commercial
- Radio promotional interview opportunities on partner stations
- Included in all press releases as Presenting Sponsor

Night of Event Benefits:

- Three (3) corporate tables in prominent placement with reserved seating for ten (10) each
- Corporate table signage
- On-site signage/banner at event (company provided)
- Full page ad in program book
- Logo in event program book (within)
- Opportunity to provide giveaways to attendees
- Employee volunteer opportunities

— YOUR IMPACT —

A \$20,000 sponsorship would provide
33 kids with Ele's Place programming
for one year.



PLATINUM SPONSOR—\$15,000

Marketing Impression Benefits:

- Logo placement on save the date cards, invitations, and e-communications
- Listing in Ele's Place Impact Report (mailed statewide to over 10,000 individuals)

Media Benefits:

- Pre & post-event social media promotions on Facebook and Instagram
- Pre & post-event logo on Ele's Place West Michigan website
- Event mentions on FOX 17 News
- Mentions on FOX 17 produced commercial
- Included in all press releases as Platinum Sponsor

Night of Event Benefits:

- Two (2) corporate tables in prominent placement with reserved seating for ten (10) each
- Corporate table signage
- On-site signage/banner at event (company provided)
- Full page ad in program book
- Logo in event program book (within)
- Opportunity to provide giveaways to attendees
- Employee volunteer opportunities

— YOUR IMPACT —

A \$15,000 sponsorship would provide
25 kids with Ele's Place programming
for one year.



GOLD SPONSOR—\$10,000

Marketing Impression Benefits:

- Logo placement on save the date cards, invitations, and e-communications
- Listing in Ele's Place Impact Report (mailed statewide to over 10,000 individuals)

Media Benefits:

- Pre & post-event social media promotions on Facebook and Instagram
- Pre & post-event logo on Ele's Place West Michigan website
- Event mentions on Fox17 News

Night of Event Benefits:

- Two (2) corporate tables in prominent placement with reserved seating for ten (10) each
- Corporate table signage
- On-site signage/banner at event (company provided)
- Full page ad in program book
- Opportunity to provide giveaways to attendees
- Employee volunteer opportunities

— YOUR IMPACT —

A \$10,000 sponsorship would provide **16** kids with Ele's Place programming for one year.



FUND THE MISSION SPONSOR—\$10,000 **[SOLD]**

Marketing Impression Benefits:

- Logo placement on save the date cards, invitations, and e-communications
- Listing in Ele's Place Impact Report (mailed statewide to over 10,000 individuals)

Media Benefits:

- Pre & post-event social media promotions on Facebook and Instagram
- Pre & post-event logo on Ele's Place West Michigan website

Night of Event Benefits:

- Two (2) corporate tables in prominent placement with reserved seating for ten (10) each
- Logo incorporated into Fund the Mission video to be played at the event and prominently displayed on screen during Fund the Mission portion of Live Auction
- Corporate table signage
- On-site signage/banner at event (company provided)
- Full page ad in program book
- Logo in event program book on Fund the Mission page (within)
- Opportunity to provide giveaways to attendees
- Employee volunteer opportunities

— YOUR IMPACT —

A \$10,000 sponsorship would provide **16** kids with Ele's Place programming for one year.



SILVER SPONSOR—\$5,000

Marketing Impression Benefits:

- Logo placement on save the date cards, invitations, and e-communications
- Listing in Ele's Place Impact Report (mailed statewide to over 10,000 individuals)

Media Benefits:

- Pre & post-event social media promotions on Facebook and Instagram
- Pre & post-event logo on Ele's Place West Michigan website
- Event mentions on FOX 17 News

Night of Event Benefits:

- One (1) corporate table in prominent placement with reserved seating for ten (10)
- Corporate table signage
- Half page ad in program book
- Logo in event program book (within)
- Opportunity to provide giveaways to attendees
- Employee volunteer opportunities

— YOUR IMPACT —

A \$5,000 sponsorship would provide **8** kids with Ele's Place programming for one year.



BRONZE SPONSOR—\$2,500

Media Benefits:

- Pre & post-event social media promotions on Facebook & Instagram
- Company name on Ele's Place West Michigan website pre and post-event
- Event mentions on FOX 17 News

Night of Events Benefits:

- One (1) corporate table in prominent placement with reserved seating for ten (10)
- Corporate table signage
- Half page ad in program book
- Opportunity to provide giveaways to attendees
- Employee volunteer opportunities



— YOUR IMPACT —

A \$2,500 sponsorship would provide 4 kids with Ele's Place programming for one year.

CORPORATE TABLE SPONSOR—\$1,500

Night of Events Benefits:

- One (1) corporate table in prominent placement with reserved seating for ten (10)
- Corporate table signage
- Quarter page ad in program book
- Opportunity to provide giveaways to attendees
- Recognition as corporate table on-screen at event

— YOUR IMPACT —

A \$1,500 sponsorship would provide 2 kids with Ele's Place programming for one year.
















































































INDIVIDUAL TICKETS—\$125

Individual tickets will be available for pre-purchase online at www.elesplace.org, prior to the event & at the door on the evening of the event. Open seating will be available for individual ticket holders and guests will enjoy strolling comfort food stations comprised of samples from some of West Michigan's best restaurants. Guests also have the opportunity to bid on exciting LIVE & SILENT auction packages!

— YOUR IMPACT —

A \$125 sponsorship would provide 1 kid with Ele's Place programming for six weeks.



SPONSORSHIP INCLUDES:	PRESENTING SPONSOR 20K	PLATINUM SPONSOR 15K	GOLD SPONSOR 10K	FUND THE MISSION SPONSOR 10K	SILVER SPONSOR 5K	BRONZE SPONSOR 2.5K	CORPORATE TABLE SPONSOR 1.5K
Corporate table(s) included in sponsorship	(3)	(2)	(2)	(2)	(1)	(1)	(1)
Radio promotional interview opportunities							
Logo featured prominently on sponsor appreciation signage at the event							
Logo included in Fund the Mission video							
Mentions on FOX 17 produced commercial							
Event mentions on FOX 17 News							
Logo on save the date cards							
On-site banners at event (company provided)							
Logo on invitations (1,000 printed)							
Logo on e-communications							
Logo in event program book (within)							
Listing in Ele's Place Impact Report (10,000 copies mailed state wide)							
Pre & post social media promotions on Facebook & Instagram							
Ad in program book (page size)							
Opportunity to provide giveaways to attendees							
Included in all press releases as designated sponsor							
Recognition as corporate table on-screen at the event							

AD SIZES:

- Full Page - 7" W x 7" H
- Half Page - 7" W x 3.4375" (landscape or portrait)
- Quarter Page - 3.5" W x 3.4375" H

FOR LOGO & AD DETAILS, PLEASE CONTACT:

Kristy Ziegler

Fundraising and Administrative Coordinator

616-301-1605 ext. 5103

kziegler@elesplace.org

☐ We would love to be a sponsor for Courage Comfort & Cocktails 2023.

☐ **PRESENTING SPONSOR – \$20,000**

☐ **PLATINUM SPONSOR – \$15,000**

☐ **GOLD SPONSOR – \$10,000**

☒ **FUND THE MISSION SPONSOR – \$10,000**

☐ **SILVER SPONSOR – \$5,000**

☐ **BRONZE SPONSOR – \$2,500**

☐ **CORPORATE TABLE SPONSOR – \$1,500**

☐ We are not able to sponsor this year, but would like to make a fully tax-deductible contribution of \$ _____ to Ele's Place West Michigan. (Check Box)

PLEASE MAKE CHECKS PAYABLE TO:

Ele's Place West Michigan

2000 Michigan Street NE

Grand Rapids, MI 49503

OR call 616-301-1605 to pay by credit card.

PLEASE PRINT DESIRED NAME AS YOU WOULD LIKE IT TO APPEAR ON ALL PRINTED MATERIALS

Company Name _____

Contact Person _____

Title _____

Street Address _____

City, State, Zip _____

Phone Number _____

Email _____

I have read the terms of the sponsorship proposal and agree to them in full.

Company Representative _____ Date _____

EPWM Representative _____ Date _____

FOR MORE INFO OR TO GET INVOLVED, PLEASE CONTACT:

Tammy Squire

Director, EPWM

tsquire@elesplace.org

616-301-1605 ext. 5100



WEST MICHIGAN

*Due to the printing deadline for event promotional materials, your prompt response is encouraged and appreciated!

2022 Ele's Place-West Michigan Impact

Ele's Place is dedicated to creating awareness of and support for grieving children and their families.
No child should ever grieve alone.

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Children

Adults

Families



Attending Family Based Bereavement Support Group Programming

Ele's
Group
School
Sites

7

149

Attendees of Clinical
Support
Presentations



329

Phone and
Email Consults

49

Ele's Group student
participants from local
upper elementary,
middle and high schools



Cost of services to
families or partner
organizations



105

In-person or Virtual Consults

**2000 Michigan St.NE
Grand Rapids, MI
49503**



A healing
center for
grieving
children
& teens

617

people attended an event or
presentation that increased their
awareness of and support for
grieving children and their families.



ELE'S PLACE WEST MICHIGAN IS 100% DONOR FUNDED

All programs offered by Ele's Place are **FREE OF CHARGE** to families thanks to the support of individuals, local corporations and businesses, foundation grants, and third party fundraisers.

YOUR SPONSORSHIP MAKES IT POSSIBLE FOR ELE'S PLACE WEST MICHIGAN TO OFFER THE FOLLOWING SERVICES:

On-Site & Virtual Bereavement Support Groups

School-Based Programs in West Michigan Schools

Free Clinical Consultations For Grieving Families & Community Members

Adult Support Groups For Parents & Guardians of Children Attending Groups

Unresolved grief is linked to depression, eating and sleeping disorders, violence, truancy, drug abuse, alcoholism and suicidal tendencies. Ele's Place helps prevent these consequences by providing important support services to help grieving children learn to cope with their feelings, losses, and all of the changes and challenges that follow.

