

2026

Sponsorship Opportunities Ele's Place – Ann Arbor ♥



Your support changes lives.

Dear Ele's Place – Ann Arbor Supporter,

We are thrilled to offer you the opportunity to help heal grieving hearts by sponsoring these events in 2025. Your dollars allow us to continue to provide our services to the families we serve free of charge.

As you look through this packet, you will find a range of sponsorship opportunities that allow you to support Ele's Place – Ann Arbor at a level that works for your business. Are you interested in multiple sponsorship opportunities? Are you looking for sponsor benefits you don't see listed here? We welcome a conversation to customize opportunities to meet your needs, so don't hesitate to reach out!

Thank you for becoming a sponsor and making a commitment to stand by the grieving children, teens, and their families in our community. Together we make an impact on those who need us most.

With immense gratitude,

Jennifer Brooket

Director of Statewide Development
Email: jbrooket@elesplace.org
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Calen Conlan

Director of Development
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Ele's Place is dedicated to creating awareness of and support for grieving children, teens and their families.

No child or teen should have to grieve alone.

1,136

Total number of individuals served in 2023 by the Ann Arbor Branch



1 in 11

Children in Michigan will experience the death of a parent or sibling before the age of 18.

100%

funded by donors and community partners like you

\$0

Cost for families to attend Ele's Place for as long as a family needs.

Supports grieving children and teens ages

3-18

in peer groups divided by age/grade



Supports the adult caregivers of grieving children and teens, so families can continue on their healing journey together



Conducts weekly evening peer grief support groups



Collaborates with area school partners to provide peer grief support to their students

Welcomes all grieving families into our dedicated healing space free of charge.



New!
Virtual support groups for young adults ages 18-26

Cars and Cocoa

Restoring Hearts, Fueling Healing

Saturday, February 21st, 2026  Sponsorship Opportunities

Vanguard Motor Sales Showroom, Plymouth, MI



Cars and Cocoa is a fundraising event hosted in partnership with Vanguard Motor Sales at their public showroom located at 15100 Keel St., Plymouth, Michigan. Guests will explore an impressive collection of classic and muscle cars in Vanguard's 60,000 square foot indoor showroom while supporting grieving children, teens, and families in our community. Since 2004, Vanguard Motor Sales has built a national reputation for excellence and continues to be a valued community partner. This event offers a memorable experience for guests while raising critical support for our mission.

• EVENT COST •

\$25

PER TICKET

\$60

FAMILY PASS (up to 4)

Presenting Sponsor

\$15,000

- 20 Event Tickets
- Logo on promotional materials
- Logo on ticket website
- Exclusive social media post
- Logo on pre- and post-event email blasts

Platinum Sponsor

\$7,500

- 10 Event Tickets
- Logo on ticket website
- Exclusive social media post
- Logo on pre- and post-event email blasts

Gold Sponsor

\$5,000

- 7 Event Tickets
- Logo on ticket website
- Recognition on social media based on sponsorship level
- Logo on pre- and post-event email blasts

Underwriting Sponsor

\$3,000

- Title Options (first come, first served):
Cookies, Hot Chocolate/Coffee Bar,
Photo Booth, and Registration
- 4 Event Tickets
- Logo on ticket website
- Recognition on social media based on sponsorship level
- Signage near sponsored area
- Logo on pre- and post-event email blasts

Silver Sponsor

\$1,800

- 4 Event Tickets
- Logo on ticket website
- Recognition on social media based on sponsorship level
- Logo on pre- and post-event email blasts

Bronze Sponsor

\$600

- 2 Event Tickets
- Name on ticket website
- Recognition on social media based on sponsorship level
- Name on pre- and post-event email blasts



Derby Day Soirée

Saturday, May 2, 2026 ♥ Sponsorship Opportunities

Ele's Place – Ann Arbor invites you to join us as we Run for the Roses, Rally for Healing at the 9th Annual Derby Day Soirée at Revel Run in Chelsea, a signature fundraising event that celebrates the excitement of the Kentucky Derby while raising critical support for free, peer-based grief programs for children, teens, and families. Guests will gather with community leaders and supporters for a memorable evening featuring a live viewing of the Derby, Derby-inspired fashion and hats, food and an open bar, live and silent auctions, and a shared commitment to healing and community care. Every ticket purchased and every bid placed helps ensure that families grieving the loss of a loved one can continue to find connection and support through Ele's Place, without financial barriers. Join us for a meaningful and memorable fundraising experience benefiting the grieving children, teens, and families of Ele's Place – Ann Arbor.

**So, grab your big hats and bow ties and become a sponsor for the
♥ Ele's Place – Ann Arbor Derby Day Soirée! ♥**



Individual Tickets

\$275

Pre Sale: January 21, 2026
General Sales: February 1st, 2026

Presenting Sponsor

\$25,000

Exclusive Sponsorship

- Two (2) Tables with VIP Seating
- Logo recognition on promotional materials sent to over 1,200+ supporters of Ele's Place – Ann Arbor*
- Logo on registration platform
- Logo on mobile bidding platform
- One (1) prominently placed full page color ad in the auction catalog
- Exclusive social media post
- Recognition in Statewide Impact Report
- Recognition on pre- and post-event email blasts
- Invitation to VIP Sponsor Reception
- Live Acknowledgement at Event as Presenting Sponsor
- Logo on on Event Slides
- WI-Fi Credential Naming

Triple Crown Sponsor

\$15,000

Exclusive Sponsorship

- One (1) Table with VIP Seating
- Recognition on promotional materials sent to over 1,200+ supporters of Ele's Place – Ann Arbor*
- Logo on registration platform
- Logo on mobile bidding platform
- One (1) full page ad in the auction catalog
- Exclusive social media post
- Recognition in Statewide Impact Report
- Recognition on pre- and post-event email blasts
- Invitation to VIP Sponsor Reception



Winner's Circle Sponsor

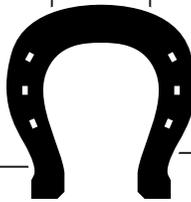
\$10,000

- Six (6) tickets to Derby Day Soirée with VIP seating
- Logo on event slides
- Logo on mobile bidding platform
- Full page ad in the auction catalog
- Recognition on social media platforms
- Recognition in Statewide Impact Report
- Recognition on pre- and post-event email blasts
- Invitation to VIP Sponsor Reception

Twin Spires Sponsor

\$8,000

- Four (4) tickets to Derby Day Soirée with reserved seating
- Logo on event slides
- Logo on mobile bidding platform
- Half (½) page ad in the auction catalog
- Recognition on social media platforms
- Recognition in Statewide Impact Report
- Recognition on pre- and post-event email blasts
- Invitation to VIP Sponsor Reception



Finish Line Refreshments Sponsor

\$6,500

New this Year! Exclusive Sponsor of all Beverage Stations!

- 2 tickets to Derby Day Soirée with reserved seating
- Name/Logo on Bar/Beverage/Coffee Stations
- Logo on registration platform
- Logo on mobile bidding platform
- Name recognition in the auction catalog
- Recognition on social media platforms
- Recognition on pre- and post-event email blasts
- Invitation to VIP Sponsor Reception



Sponsors must be confirmed and logo received by April 1, 2026 for event signage.

**Sponsorship must be received by March 15th for recognition on printed promotional materials.*



Jockey Club Sponsor Opportunities

\$3,500

Jockey club sponsorship includes 2 tickets to the Derby Day Soirée with reserved seating, logo on mobile bidding platform, recognition on registration platform, recognition on electronic auction catalog/program and pre- and post-event email blasts.

- ♥ **Afterglow Sponsor:** Logo on signage at the afterglow dance party
- ♥ **Best Dressed Sponsor:** Sponsor of Best Dressed Competition
- ♥ **Bid Paddle Sponsor:** Logo on back of all attendee bid paddles
- ♥ **Check-Out Sponsor:** Logo on signage at check-out
- ♥ **Dessert Sponsor:** Logo at dessert table
- ♥ **DJ Sponsor:** Logo on DJ station
- ♥ **Fire Pit Sponsor:** Logo at fire pit
- ♥ **Late-Night Snack Sponsor:** Logo on signage at late-night snack station
- ♥ **Photo Booth Sponsor:** Logo at photo booth
- ♥ **Photographer Sponsor:** Logo on signage by welcome photo station
- ♥ **Registration Sponsor:** Logo on signage at registration
- ♥ **Roses Sponsor:** Logo on signage at each dinner table
- ♥ **Tent Sponsor:** Logo on signage by the entrance of the tent
- ♥ **VIP Reception Sponsor:** Logo on signage at the VIP reception
- ♥ **Wager Raffle Sponsor:** Logo on signage at wager raffle station
- ♥ **Wine Pull Sponsor:** Logo at wine pull station

Ele's Place – Ann Arbor 2026 Sponsorship Commitment Form

Company Name (as you wish to be listed)

Mailing Address

City

State

Zip Code

Contact Name

Telephone

Email Address

Signature

Date

I understand that by signing this agreement, I am committing my organization to sponsor at the following level(s):

Cars and Cocoa (February 21, 2026):

- | | | |
|--|---|---|
| <input type="checkbox"/> Presenting Sponsor - \$15,000 | <input type="checkbox"/> Underwriting Opportunities - \$3,000 | <input type="checkbox"/> Silver Sponsor - \$1,800 |
| <input type="checkbox"/> Platinum Sponsor - \$7,500 | <input type="checkbox"/> Cookies | <input type="checkbox"/> Bronze Sponsor - \$600 |
| <input type="checkbox"/> Gold Sponsor - \$5,000 | <input type="checkbox"/> Hot chocolate/coffee bar | |
| | <input type="checkbox"/> Registration | |
| | <input type="checkbox"/> Photo Booth | |

Ele's Place - Derby Day Soirée (May 2, 2026):

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> Presenting Sponsor - \$25,000 | <input type="checkbox"/> Jockey Club Sponsor (select one. First come, first served) - \$3,500 | | |
| <input type="checkbox"/> Triple Crown Sponsor - \$15,000 | <input type="checkbox"/> Afterglow Sponsor | <input type="checkbox"/> Fire Pit Sponsor | <input type="checkbox"/> Roses Sponsor |
| <input type="checkbox"/> Winner's Circle Sponsor - \$10,000 | <input type="checkbox"/> Best Dressed Sponsor | <input type="checkbox"/> Late-Night Snack Sponsor | <input type="checkbox"/> Tent Sponsor |
| <input type="checkbox"/> Twin Spires Sponsor - \$8,000 | <input type="checkbox"/> Bid Paddle Sponsor | <input type="checkbox"/> Photo Booth Sponsor | <input type="checkbox"/> VIP Reception Sponsor |
| <input type="checkbox"/> Finish Line Refreshment Sponsor - \$6,500 | <input type="checkbox"/> Check-Out Sponsor | <input type="checkbox"/> Photographer Sponsor | <input type="checkbox"/> Wager Raffle Sponsor |
| | <input type="checkbox"/> Dessert Sponsor | <input type="checkbox"/> Registration Sponsor | <input type="checkbox"/> Wine Pull Sponsor |
| | <input type="checkbox"/> DJ Sponsor | | |

Thank you for your sponsorship commitment. Email completed forms to cconlan@elesplace.org or mail to Ele's Place – Ann Arbor, 5665 Hines Drive, Ann Arbor, MI 48108. An invoice with payment options will be sent to you upon receipt of the commitment form.





A healing
center for
grieving
children
& teens

ANN ARBOR

Ele's Place is a nonprofit, community-based organization dedicated to creating awareness of and support for grieving children, teens and their families. Through peer support groups, Ele's Place helps children and teens learn how to cope with the death of a parent, sibling or someone else close to them.



5665 Hines Drive, Ann Arbor, MI 48108 | 734.929.6640 | www.elesplace.org

Ele's Place is a 501(c)(3) tax-exempt nonprofit organization.