

VITALITY

GALA 2024

B BUIST ELECTRIC
Raising The Standard



**UNIVERSITY OF
MICHIGAN HEALTH-WEST**
MICHIGAN MEDICINE
Foundation

2025
**SPONSORSHIP
OPPORTUNITIES**



Your support makes a difference!

Our 2025 event sponsorships offer several opportunities to put your generosity to work in West Michigan. By supporting the inspirational work of the Foundation, you are helping to further the mission of University of Michigan Health-West in the following ways:

- Increasing equitable access to care
- Supporting professional development
- Improving patient experience



METRO WAY 5K JULY 2025



VITALITY GALA MAY 3, 2025



BID & BENEFIT SEPTEMBER 2025

BUNDLED SPONSORSHIPS

SUPPORT HEALTH CARE IN WEST MICHIGAN ALL YEAR LONG

VITALITY GALA May 3, 2025	METRO WAY 5K July 2025	BID & BENEFIT September 2025
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PACKAGE LEVEL 1

\$30,000

(a \$35,000 value)



Visionary Leader Sponsor (\$25,000)	Olympian Sponsor (\$5,000)	Knowledge is Power Sponsor (\$5,000)
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PACKAGE LEVEL 2

\$20,000

(a \$22,500 value)



Excellence In Action Sponsor (\$15,000)	Marathoner Sponsor (\$2,500)	Knowledge is Power Sponsor (\$5,000)
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PACKAGE LEVEL 3

\$15,000

(a \$17,500 value)

Caring Healer Sponsor (\$10,000)	Marathoner Sponsor (\$2,500)	Knowledge is Power Sponsor (\$5,000)
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PACKAGE LEVEL 4

\$8,000

(a \$10,000 value)

Community Champion Sponsor (\$5,000)	Marathoner Sponsor (\$2,500)	Living Well Sponsor (\$2,500)
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VITALITY GALA

May 3, 2025

DeVos Place | Grand Rapids, MI

We look forward to seeing you on May 3, 2025, as we highlight our commitment to delivering world-class cancer care. At University of Michigan Health-West, we provide personalized patient care with leading-edge cancer treatments. Our team of expert physicians use the latest technology and advanced therapies to walk alongside patients on their health and healing journey.



Scan to watch a recap of VITALITY Gala 2024 and see sponsorship in action.

To be included on promotional materials, sponsorship commitments must be confirmed by March 28, 2025.

SOLD

EXCLUSIVE PRESENTING SPONSOR

\$40,000



20
GUEST TICKETS
[2 TABLES]

20
VIP RECEPTION
TICKETS

VIP
ENHANCED
DINING EXPERIENCE

PREMIUM
TABLE
SEATING

VERBAL
RECOGNITION
FROM PODIUM

WELCOME
ATTENDEES
FROM STAGE

MEET
ENTERTAINMENT
[AS AVAILABLE]

OPPORTUNITY TO ATTEND MENU TASTING

**PREMIER LOGO
ON PRE-EVENT**

eCOMMUNICATIONS

MAILED INVITATION

FOUNDATION NEWSLETTER

SOCIAL MEDIA

WEBSITE

**PREMIER LOGO
ON EVENT**

AUDIO VISUAL MATERIALS

EVENT SIGNAGE

LOGO PROJECTION

PROGRAM

EXCLUSIVE
\$25,000
SPECIALTY SPONSORSHIPS

Each sponsorship receives the benefits below in addition to the unique benefits listed on the right.

20
GUEST TICKETS
[2 TABLES]

20
VIP RECEPTION TICKETS

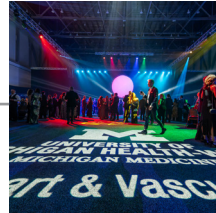
VIP
ENHANCED
DINING EXPERIENCE

PREMIUM
TABLE SEATING

VERBAL RECOGNITION
FROM PODIUM

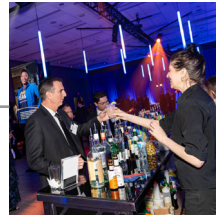
PRIORITY LOGO
ON PRE-EVENT
SOCIAL MEDIA
WEBSITE

PRIORITY LOGO ON EVENT
AUDIO VISUAL MATERIALS
PROGRAM



AFTERGLOW PARTY SPONSOR

- Verbal recognition during afterglow party
- Logo projection during afterglow
- Logo on late-night food table signage



BAR SPONSOR

- Opportunity to attend menu tasting
- Logo on beverage napkins
- Logo on bar signage



BILL BARKELEY AWARD SPONSOR

- Logo on screen during award presentation
- Opportunity to present award to recipient
- Verbal recognition during award presentation



ENTERTAINMENT SPONSOR

- Meet entertainment (as available)
- Logo prominently displayed during entertainment
- Verbal recognition during Afterglow Party



STROLLING SPONSOR

- Logo on event service staff shirt
- Logo on hors d'oeuvres napkin in cocktail reception
- Logo on cocktail reception signage



VIP RECEPTION SPONSOR

- Opportunity to attend menu tasting
- Logo on hors d'oeuvres napkins in VIP reception
- Logo incorporated in VIP photo opportunity

EXCLUSIVE
\$20,000
SPECIALTY SPONSORSHIPS

Each sponsorship receives the benefits below in addition to the unique benefits listed on the right.

20
GUEST TICKETS
[2 TABLES]

20
VIP RECEPTION TICKETS

VIP
ENHANCED
DINING EXPERIENCE

PREMIUM
TABLE SEATING

VERBAL RECOGNITION
FROM PODIUM

PROMINENT LOGO
ON PRE-EVENT
SOCIAL MEDIA
WEBSITE

PROMINENT LOGO ON EVENT
AUDIO VISUAL MATERIALS
PROGRAM



LOUNGE SPONSOR

- Opportunity for sneak peek of lounge furniture
- Logo on lounge signage



INSPIRATION SPONSOR

- Logo on screen during program
- Logo on donation card



TECHNOLOGY SPONSOR

- Logo on all event e-communications
- Logo on phone charging stations

EXCLUSIVE
\$15,000
SPECIALTY SPONSORSHIPS

Each sponsorship receives the benefits below in addition to the unique benefits listed on the right.

10
GUEST TICKETS
[1 TABLE]

10
VIP RECEPTION TICKETS

PRIORITY TABLE

VERBAL RECOGNITION FROM PODIUM

LOGO ON PRE-EVENT SOCIAL MEDIA WEBSITE

LOGO ON EVENT AUDIO VISUAL MATERIALS PROGRAM



DESSERT SPONSOR

- Opportunity to attend menu tasting
- Logo on screen when dessert is served



SOCIAL MEDIA SPONSOR



TOAST SPONSOR

- Opportunity to give toast from stage
- Logo on screen during toast
- Exclusive champagne service for table



WELCOME SPONSOR



EXCLUSIVE
\$10,000
SPECIALTY SPONSORSHIPS

Each sponsorship receives the benefits below in addition to the unique benefits listed on the right.

10
GUEST TICKETS
[1 TABLE]

4
VIP RECEPTION TICKETS

PRIORITY TABLE

LOGO ON PRE-EVENT SOCIAL MEDIA WEBSITE

LOGO ON EVENT AUDIO VISUAL MATERIALS PROGRAM

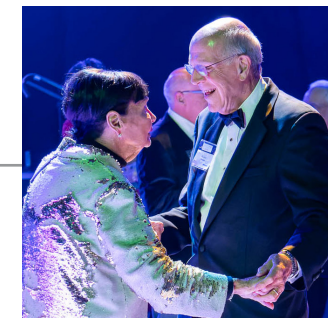


DÉCOR SPONSOR



INNOVATION SPONSOR

- Logo on signage near interactive stations
- Logo on reception tabletop signage



PARKING SPONSOR

- Logo on parking validation envelopes
- Logo on parking validation station signage



VISIONARY LEADER

\$25,000

SPONSORSHIP

[UNLIMITED]

20

GUEST TICKETS

[2 TABLES]

20

**VIP RECEPTION
TICKETS**

VIP

**ENHANCED DINING
EXPERIENCE**

PREMIUM

**TABLE
SEATING**

VERBAL

**RECOGNITION
FROM PODIUM**

OPPORTUNITY TO ATTEND

MENU TASTING

**PROMINENT LOGO
ON PRE-EVENT**

eCOMMUNICATIONS
MAILED INVITATION
SOCIAL MEDIA
WEBSITE

**PROMINENT LOGO
ON EVENT**

AUDIO VISUAL MATERIALS
EVENT SIGNAGE
PROGRAM



EXCELLENCE IN ACTION

\$15,000

SPONSORSHIP

[UNLIMITED]

10

GUEST TICKETS

[1 TABLE]

10

**VIP RECEPTION
TICKETS**

VIP

**ENHANCED DINING
EXPERIENCE**

PREMIUM

**TABLE
SEATING**

VERBAL

**RECOGNITION
FROM PODIUM**

**LOGO
ON PRE-EVENT**

SOCIAL MEDIA
WEBSITE

**LOGO
ON EVENT**

AUDIO VISUAL MATERIALS
PROGRAM



CARING HEALER

\$10,000

SPONSORSHIP

[UNLIMITED]

10

GUEST TICKETS

[1 TABLE]

4

**VIP RECEPTION
TICKETS**

PRIORITY

TABLE

**LOGO
ON PRE-EVENT**

SOCIAL MEDIA
WEBSITE

**LOGO
ON EVENT**

AUDIO VISUAL MATERIALS
PROGRAM



COMMUNITY CHAMPION

\$5,000

SPONSORSHIP

[UNLIMITED]

8

GUEST TICKETS

[1 TABLE]

2

**VIP RECEPTION
TICKETS**

**NAME LISTED
ON PRE-EVENT**

SOCIAL MEDIA
WEBSITE

**NAME LISTED
ON EVENT**

AUDIO VISUAL MATERIALS
PROGRAM



RELENTLESS ADVOCATE

\$3,000

SPONSORSHIP

[UNLIMITED]

8

GUEST TICKETS

[1 TABLE]

**NAME LISTED
ON PRE-EVENT**

SOCIAL MEDIA
WEBSITE

**NAME LISTED
ON EVENT**

AUDIO VISUAL MATERIALS
PROGRAM



METRO WAY 5K

July 2025

The Village | UM Health-West
Wyoming, MI

This family-friendly event exemplifies our enduring commitment to a healthy West Michigan. Celebrate with 600+ runners and walkers as we honor our organization's legacy of making a lasting difference in the health of our communities.

Your support of the Metro Way 5K helps ensure the University of Michigan Health-West's Live Healthy Programs stay free or low-cost. Live Healthy experiences are designed to help our community members become and stay healthy. Programs includes health screens, educational and wellness classes, support groups and community events.

To be included on promotional materials, sponsorship commitments must be confirmed by June 30, 2025.

EXCLUSIVE PRESENTING SPONSOR

\$15,000



20

RACE ENTRIES
[INCLUDES RACE T-SHIRTS]

OPPORTUNITY TO
WELCOME
ATTENDEES

VERBAL
RECOGNITION
AT THE EVENT

**FULL-PAGE COMPANY
DESIGNED AD**
IN ELECTRONIC RACE PACKET

PROMOTIONAL TABLE
AT THE EVENT
[WITH OPTION TO BRING BRANDED TENT]

PREMIER LOGO
ON PRE-EVENT

DIGITAL BILLBOARDS

INTERNAL PROMOTIONS

FOUNDATION NEWSLETTER

RACE EMAILS

SOCIAL MEDIA

METRO WAY 5K WEBPAGE

RACE WEBSITE

PREMIER LOGO
ON EVENT

ELECTRONIC
RACE PACKET COVER

RACE & VOLUNTEER SHIRTS

EVENT & COURSE SIGNAGE

START & FINISH LINE SIGNAGE

EXCLUSIVE
\$5,000
SPECIALTY SPONSORSHIPS

Each sponsorship receives the benefits below in addition to the unique benefits listed on the right.

15

RACE ENTRIES

[INCLUDES RACE T-SHIRTS]

PROMOTIONAL TABLE
AT EVENT

[WITH OPTION TO BRING BRANDED TENT]

COMPANY DESIGNED
HALF-PAGE AD
IN ELECTRONIC RACE PACKET

VERBAL RECOGNITION
AT EVENT

PROMINENT LOGO
ON PRE-EVENT
INTERNAL PROMOTIONS
RACE EMAILS
SOCIAL MEDIA
METRO WAY 5K WEBPAGE
RACE WEBSITE

PROMINENT LOGO
ON EVENT
RACE & VOLUNTEER SHIRTS
EVENT & COURSE SIGNAGE
START & FINISH LINE SIGNAGE



AWARD SPONSOR

- Opportunity to present awards to runners at ceremony
- Logo incorporated in winner gifts
- Logo on signage near award table



BAG DROP SPONSOR

- Logo on bag provided to participants at bag drop
- Opportunity to staff bag drop station with company representatives
- Logo on signage near bag drop station



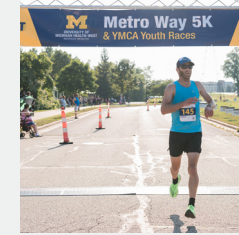
HYDRATION SPONSOR

- Option to provide branded cups for hydration stations
- Opportunity to staff hydration stations on racecourse with company representatives
- Logo on signage near hydration stations



REGISTRATION SPONSOR

- Logo on Metro Way 5K participant bibs
- Logo on cover of electronic race packet
- Logo on registration table signage



OLYMPIAN
\$5,000
SPONSORSHIP

[UNLIMITED]

15

RACE ENTRIES

[INCLUDES RACE T-SHIRTS]

VERBAL RECOGNITION
AT EVENT

PROMOTIONAL TABLE
AT EVENT [WITH OPTION TO BRING BRANDED TENT]

COMPANY DESIGNED
HALF-PAGE AD
IN ELECTRONIC RACE PACKET

PROMINENT LOGO ON PRE-EVENT

INTERNAL PROMOTIONS
RACE EMAILS
SOCIAL MEDIA
METRO WAY 5K WEBPAGE
RACE WEBSITE

PROMINENT LOGO ON EVENT
RACE & VOLUNTEER SHIRTS
EVENT & COURSE SIGNAGE
START & FINISH LINE SIGNAGE



MARATHONER
\$2,500
SPONSORSHIP

[UNLIMITED]

8

RACE ENTRIES

[INCLUDES RACE T-SHIRTS]

PROMOTIONAL TABLE
AT EVENT
[WITH OPTION TO BRING BRANDED TENT]

COMPANY DESIGNED
QUARTER-PAGE AD
IN ELECTRONIC RACE PACKET

LOGO
ON PRE-EVENT

INTERNAL PROMOTIONS
RACE EMAILS
SOCIAL MEDIA
METRO WAY 5K WEBPAGE
RACE WEBSITE

LOGO
ON EVENT
RACE & VOLUNTEER SHIRTS
EVENT & COURSE SIGNAGE



TRACK STAR
\$1,000
SPONSORSHIP

[UNLIMITED]

4

RACE ENTRIES

[INCLUDES RACE T-SHIRTS]

PROMOTIONAL TABLE
AT EVENT

NAME
ON PRE-EVENT
INTERNAL PROMOTIONS
RACE EMAILS
SOCIAL MEDIA
METRO WAY 5K WEBPAGE
RACE WEBSITE

NAME
ON EVENT
RACE & VOLUNTEER SHIRTS
EVENT & COURSE SIGNAGE



SPRINTER
\$500
SPONSORSHIP

[UNLIMITED]

2

RACE ENTRIES

[INCLUDES RACE T-SHIRTS]

NAME
ON PRE-EVENT

INTERNAL PROMOTIONS
RACE EMAILS
SOCIAL MEDIA
METRO WAY 5K WEBPAGE
RACE WEBSITE

NAME
ON EVENT
RACE & VOLUNTEER SHIRTS
EVENT & COURSE SIGNAGE



BID & BENEFIT

September 2025

Grand Rapids, MI

Hosted by our



Join the Foundation's impACT Board of Directors for Bid & Benefit as we celebrate how the University of Michigan Health-West is advancing cancer care in West Michigan. This fun event features a silent and live auction with all proceeds benefiting the critical work of the Foundation.

Turning good intentions into tangible results.

Focused on community engagement, the Foundation's impACT Board takes an active role in improving the health and wellbeing of our region. Board members support the Foundation's fundraising efforts through their work with Bid & Benefit and beyond.

To be included on promotional materials, sponsorship commitments must be confirmed by September 1, 2025.

EXCLUSIVE PRESENTING SPONSOR

\$15,000



20 GUEST TICKETS

**VERBAL
RECOGNITION
AT EVENT**

**WELCOME
ATTENDEES
FROM STAGE**

**PREMIER LOGO
ON PRE-EVENT**

**PREMIER LOGO
ON EVENT**

- eCOMMUNICATIONS
- FOUNDATION NEWSLETTER
- MAILED INVITATION
- SOCIAL MEDIA
- BID & BENEFIT WEBPAGE
- EVENT AUCTION WEBSITE

- AUDIO VISUAL MATERIALS
- EVENT SIGNAGE
- PROGRAM

EXCLUSIVE
\$10,000
SPECIALTY SPONSORSHIPS



15
GUEST TICKETS

VERBAL RECOGNITION
AT EVENT

PRIORITY LOGO
ON PRE-EVENT
eCOMMUNICATIONS
SOCIAL MEDIA
BID & BENEFIT WEBPAGE
EVENT AUCTION WEBSITE

PRIORITY LOGO
ON EVENT
AUDIO VISUAL MATERIALS
EVENT SIGNAGE
PROGRAM



BAR SPONSOR

- Logo on bar signage
- Logo featured on cocktail napkins



AUCTION SPONSOR

- Logo on event bid paddle
- Logo on silent auction signage



KNOWLEDGE IS POWER

\$5,000
SPONSORSHIP
[UNLIMITED]



10
GUEST TICKETS

PROMINENT LOGO
ON PRE-EVENT
eCOMMUNICATIONS
SOCIAL MEDIA
BID & BENEFIT WEBPAGE
EVENT AUCTION WEBSITE

PROMINENT LOGO
ON EVENT
AUDIO VISUAL MATERIALS
EVENT SIGNAGE
PROGRAM



LIVING WELL

\$2,500
SPONSORSHIP
[UNLIMITED]



8
GUEST TICKETS

LOGO
ON PRE-EVENT
eCOMMUNICATIONS
SOCIAL MEDIA
BID & BENEFIT WEBPAGE
EVENT AUCTION WEBSITE

LOGO
ON EVENT
AUDIO VISUAL MATERIALS
EVENT SIGNAGE
PROGRAM



HEALTHY HABITS

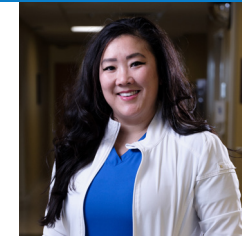
\$1,000
SPONSORSHIP
[UNLIMITED]



4
GUEST TICKETS

LOGO
ON PRE-EVENT
SOCIAL MEDIA
BID & BENEFIT WEBPAGE
EVENT AUCTION WEBSITE

LOGO
ON EVENT
EVENT SIGNAGE
PROGRAM



COMPASSIONATE CARE

\$500
SPONSORSHIP
[UNLIMITED]



2
GUEST TICKETS

NAME
ON PRE-EVENT
SOCIAL MEDIA
BID & BENEFIT WEBPAGE
EVENT AUCTION WEBSITE

NAME
ON EVENT
EVENT SIGNAGE
PROGRAM



**UNIVERSITY OF
MICHIGAN HEALTH-WEST**
MICHIGAN MEDICINE

Foundation



CONTACT US

To learn more and secure your sponsorship opportunity, contact Maddie Schaab at

616.252.5018

madeline.schaab@umhwest.org



UofMHealthWest.org/Foundation