2024

SPONSORSHIP OPPORTUNITIES

UNIVERSITY OF MICHIGAN HEALTH-WEST
MICHIGAN MEDICINE
Foundation
Your support makes a difference!

Our 2024 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

**Bundled Sponsorships**

**SUPPORT HEALTH CARE IN WEST MICHIGAN ALL YEAR LONG**

<table>
<thead>
<tr>
<th>VITALITY GALA</th>
<th>METRO WAY 5K</th>
<th>BID &amp; BENEFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 20, 2024</td>
<td>July 2024</td>
<td>September 2024</td>
</tr>
</tbody>
</table>

**PACKAGE LEVEL 1**

- **Visionary Leader Sponsor** ($30,000)
- **Olympian Sponsor** ($25,000)
- **Knowledge is Power Sponsor** ($15,000)

**PACKAGE LEVEL 2**

- **Excellence In Action Sponsor** ($20,000)
- **Marathoner Sponsor** ($15,000)
- **Knowledge is Power Sponsor** ($10,000)

**PACKAGE LEVEL 3**

- **Caring Healer Sponsor** ($15,000)
- **Marathoner Sponsor** ($10,000)
- **Knowledge is Power Sponsor** ($5,000)

**PACKAGE LEVEL 4**

- **Community Champion Sponsor** ($10,000)
- **Marathoner Sponsor** ($5,000)
- **Living Well Sponsor** ($2,500)

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**METRO WAY 5K**
**JULY 2024**

**VITALITY GALA**
**APRIL 20, 2024**

**BID & BENEFIT**
**SEPTEMBER 2024**
Compassionate, capable nurses are foundational for our health system and an integral part of the patient experience. Nurses inspire hope and healing on the front lines and remain steadfast in advocating for patients who can’t advocate for themselves. We look forward to celebrating the University of Michigan Health-West nurses’ commitment to improving the lives of our patients alongside you at VITALITY Gala 2024!

VITALITY GALA
April 20, 2024
DeVos Place Exhibit Halls

To be included on promotional materials, sponsorship commitments must be confirmed by March 20, 2024.
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 PLACEMENT ON PRE-EVENT SOCIAL MEDIA WEBSITE
- PRIORITY LOGO PLACEMENT ON EVENT AUDIO VISUAL MATERIALS PROGRAM

VITALITY GALA Sponsorship Opportunities

SOLD AFTERTGLOW PARTY SPONSOR
University of Michigan Health-West Heart & Vascular

SOLD BILL BARKELEY AWARD SPONSOR
Jim & Mary Veldheer

SOLD ENTERTAINMENT SPONSOR
• Meet entertainment (as available)
• Logo prominently displayed during entertainment
• Logo on mailed invitation

SOLD STROLLING SPONSOR
• Logo placement on event service staff shirt
• Logo on hors d’oeuvres napkin in cocktail reception
• Logo on cocktail reception signage

SOLD VIP RECEPTION SPONSOR
CARELINC Medical Equipment & Supply

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
- PRIORITY LOGO PLACEMENT ON PRE-EVENT SOCIAL MEDIA WEBSITE
- PRIORITY LOGO PLACEMENT ON EVENT AUDIO VISUAL MATERIALS PROGRAM

VITALITY GALA Sponsorship Opportunities

SOLD LOUNGE SPONSOR
MillerKnoll

SOLD INSPIRATION SPONSOR
Brian DeVries & Barbara Pugh

SOLD TECHNOLOGY SPONSOR
vervint
VITALITY GALA  Sponsorship Opportunities

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 PLACEMENT

VERBAL RECOGNITION FROM PODIUM

LOGO PLACEMENT ON PRE-EVENT SOCIAL MEDIA WEBSITE

LOGO PLACEMENT ON EVENT AUDIO VISUAL MATERIALS PROGRAM

DESSERT SPONSOR
SOLD

SOCIAL MEDIA SPONSOR
SOLD

TOAST SPONSOR
SOLD

WELCOME SPONSOR
SOLD

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 PLACEMENT

VERBAL RECOGNITION FROM PODIUM

LOGO PLACEMENT ON PRE-EVENT SOCIAL MEDIA WEBSITE

LOGO PLACEMENT ON EVENT AUDIO VISUAL MATERIALS PROGRAM

DÉCOR SPONSOR
SOLD

INNOVATION SPONSOR
SOLD

PARKING SPONSOR
• Logo on parking validation envelopes
• Logo on parking validation station signage
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Sponsorship Amount</th>
<th>Guest Tickets</th>
<th>VIP Reception Tickets</th>
<th>Premium Table Seating</th>
<th>Verbal Recognition from Podium</th>
<th>Opportunity to Attend Menu Tasting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visionary Leader</td>
<td>$25,000 (Unlimited)</td>
<td>20 (2 tables)</td>
<td>VIP 10 (1 table)</td>
<td>Premium Table Seating</td>
<td>VIP Recognition from Podium</td>
<td>Logo Placement on Pre-Event Social Media Website</td>
</tr>
<tr>
<td>Excellence in Action</td>
<td>$15,000 (Unlimited)</td>
<td>10 (1 table)</td>
<td>VIP 10 (1 table)</td>
<td>Premium Table Seating</td>
<td>VIP Recognition from Podium</td>
<td>Logo Placement on Pre-Event Social Media Website</td>
</tr>
<tr>
<td>Caring Healer</td>
<td>$10,000 (Unlimited)</td>
<td>10 (1 table)</td>
<td>VIP 4 (1 table)</td>
<td>Priority Table Placement</td>
<td>VIP Recognition from Podium</td>
<td>Logo Placement on Pre-Event Social Media Website</td>
</tr>
<tr>
<td>Community Champion</td>
<td>$5,000 (Unlimited)</td>
<td>8 (1 table)</td>
<td>VIP 2 (1 table)</td>
<td>Name Listed on Pre-Event Social Media Website</td>
<td>Name Listed on Event</td>
<td>Name Listed on Event Audio Visual Materials Program</td>
</tr>
<tr>
<td>Relentless Advocate</td>
<td>$3,000 (Unlimited)</td>
<td>8 (1 table)</td>
<td>VIP 2 (1 table)</td>
<td>Name Listed on Pre-Event Social Media Website</td>
<td>Name Listed on Event</td>
<td>Name Listed on Event Audio Visual Materials Program</td>
</tr>
</tbody>
</table>
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.

**METRO WAY 5K**

July 2024

The Village | UM Health-West

To be included on promotional materials, sponsorship commitments must be confirmed by June 30, 2024.
**Metro Way 5K Sponsorship Opportunities**

### Exclusive

**$5,000 Specialty Sponsorships**

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

|-----------------------------------------|---------------------------------------------------------------|--------------------------------------------------------|-----------------------------|-----------------------------------------------------------|-------------|-------------|-----------------|---------------------------------|-----------------------------|

### 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

- 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 Placement on Pre-Event Internal Promotions
- Race Emails
- Social Media
- Metro Way 5K Website
- Race & Volunteer Shirts Event & Course Signage
- Start & Finish Line 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 Placement on Pre-Event Internal Promotions
- Race Emails
- Social Media
- Metro Way 5K Website
- Race & Volunteer Shirts Event & Course Signage
- Start & Finish Line Signage

### Marathoner

**$2,500 Sponsorship [Unlimited]**

- 8 Race Entries [Includes Race T-shirts]
- Verbal Recognition at Event
- Promotional Table at Event [With Option to Bring Branded Tent]
- Company Designed Quarter-Page Ad in Electronic Race Packet
- Logo Placement on Pre-Event Internal Promotions
- Race Emails
- Social Media
- Metro Way 5K Website
- Race & Volunteer Shirts Event & Course Signage

### Track Star

**$1,000 Sponsorship [Unlimited]**

- 4 Race Entries [Includes Race T-shirts]
- Name Placement on Pre-Event Internal Promotions
- Race Emails
- Social Media
- Metro Way 5K Website
- Race Website
- Name Placement on Event Race & Volunteer Shirts Event & Course Signage

### Sprinter

**$500 Sponsorship [Unlimited]**

- 2 Race Entries [Includes Race T-shirts]
- Name Placement on Pre-Event Internal Promotions
- Race Emails
- Social Media
- Metro Way 5K Website
- Race Website
- Name Placement on Event Race & Volunteer Shirts Event & Course Signage

**Metro Way 5K Sold**

- Logo Placement on Event Race & Volunteer Shirts Event & Course Signage
- Name Placement on Event Race & Volunteer Shirts Event & Course Signage
- Name Placement on Event Race & Volunteer Shirts Event & Course Signage
- Social Media
- Metro Way 5K Website
- Race Website
- Name Placement on Event Race & Volunteer Shirts Event & Course Signage
- Start & Finish Line Signage

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**Sponsorship Opportunities**

- University of Michigan Health-West Foundation
BID & BENEFIT
September 2024

Join the Foundation’s impACT Board of Directors for Bid & Benefit as we celebrate how University of Michigan Health-West is advancing health 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, the Foundation’s impACT Board takes an active role in improving the health and well-being 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, 2024.
EXCLUSIVE
$10,000
SPECIALTY SPONSORSHIPS

10 GUEST TICKETS

VERBAL RECOGNITION
AT EVENT

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

PRIORITY LOGO
PLACEMENT ON EVENT
AUDIO VISUAL MATERIALS
EVENT SIGNAGE
PROGRAM

BAR SPONSOR
• Logo on bar signage
• Logo featured on cocktail napkins

KNOWLEDGE
IS POWER
$5,000
SPONSORSHIP
(UNLIMITED)

10 GUEST TICKETS

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

PROMINENT LOGO
PLACEMENT ON EVENT
AUDIO VISUAL MATERIALS
EVENT SIGNAGE
PROGRAM

AUCTION SPONSOR
• Logo displayed on event bid paddle
• Logo on silent auction signage

LIVING
WELL
$2,500
SPONSORSHIP
(UNLIMITED)

8 GUEST TICKETS

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

LOGO PLACEMENT
ON EVENT
AUDIO VISUAL MATERIALS
EVENT SIGNAGE
PROGRAM

HEALTHY
HABITS
$1,000
SPONSORSHIP
(UNLIMITED)

4 GUEST TICKETS

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

LOGO PLACEMENT
ON EVENT
EVENT SIGNAGE
PROGRAM

COMPASSIONATE
CARE
$500
SPONSORSHIP
(UNLIMITED)

2 GUEST TICKETS

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

NAME PLACEMENT
ON EVENT
EVENT SIGNATURE
PROGRAM

$10,000 SPECIALTY SPONSORSHIPS

10 GUEST TICKETS

VERBAL RECOGNITION
AT EVENT

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

PRIORITY LOGO
PLACEMENT ON EVENT
AUDIO VISUAL MATERIALS
EVENT SIGNAGE
PROGRAM

BAR SPONSOR
• Logo on bar signage
• Logo featured on cocktail napkins

KNOWLEDGE
IS POWER
$5,000
SPONSORSHIP
(UNLIMITED)

10 GUEST TICKETS

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AUCTION SPONSOR
• Logo displayed on event bid paddle
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LIVING
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$2,500
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(UNLIMITED)

8 GUEST TICKETS

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LOGO PLACEMENT
ON EVENT
AUDIO VISUAL MATERIALS
EVENT SIGNAGE
PROGRAM

HEALTHY
HABITS
$1,000
SPONSORSHIP
(UNLIMITED)

4 GUEST TICKETS

LOGO PLACEMENT
ON PRE-EVENT
SOCIAL MEDIA
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LOGO PLACEMENT
ON EVENT
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COMPASSIONATE
CARE
$500
SPONSORSHIP
(UNLIMITED)

2 GUEST TICKETS

NAME PLACEMENT
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NAME PLACEMENT
ON EVENT
EVENT SIGNATURE
PROGRAM
To learn more and secure your sponsorship opportunity, contact Maddie Schaab at

616.252.5018
madeline.schaab@umhwest.org

UofMHealthWest.org/Foundation