

2024



UNIVERSITY OF
MICHIGAN HEALTH-WEST
MICHIGAN MEDICINE
Foundation

SPONSORSHIP
OPPORTUNITIES



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

**VITALITY
GALA**
April 20, 2024

**METRO
WAY 5K**
July 2024

**BID &
BENEFIT**
September 2024

PACKAGE LEVEL 1
\$30,000
(a \$35,000 value)

Visionary
Leader
Sponsor
(\$25,000)

Olympian
Sponsor
(\$5,000)

Knowledge
is Power
Sponsor
(\$5,000)



Stephen Klotz
Family Foundation



Jim & Mary
Veldheer

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)

PACKAGE LEVEL 3
\$15,000
(a \$17,500 value)

Caring Healer
Sponsor
(\$10,000)

Marathoner
Sponsor
(\$2,500)

Knowledge
is Power
Sponsor
(\$5,000)

PACKAGE LEVEL 4
\$8,000
(a \$10,000 value)

Community
Champion
Sponsor
(\$5,000)

Marathoner
Sponsor
(\$2,500)

Living Well
Sponsor
(\$2,500)



VITALITY GALA

April 20, 2024

DeVos Place Exhibit Halls

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!

To be included on promotional materials, sponsorship commitments must be confirmed by March 20, 2024.

SOLD

EXCLUSIVE PRESENTING SPONSOR

\$40,000



BUIST ELECTRIC
Raising The Standard

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 PLACEMENT
ON PRE-EVENT**

eCOMMUNICATIONS

MAILED INVITATION

FOUNDATION NEWSLETTER

SOCIAL MEDIA

WEBSITE

**PREMIER LOGO PLACEMENT
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 PLACEMENT ON PRE-EVENT

SOCIAL MEDIA WEBSITE

PRIORITY LOGO PLACEMENT ON EVENT

AUDIO VISUAL MATERIALS PROGRAM



SOLD
AFTERGLOW PARTY SPONSOR

M UNIVERSITY OF MICHIGAN HEALTH-WEST
MICHIGAN MEDICINE
Heart & Vascular



SOLD
BAR SPONSOR

KASCO
construction



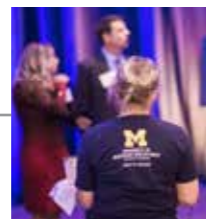
SOLD
BILL BARKELEY AWARD SPONSOR

Jim & Mary Veldheer



ENTERTAINMENT SPONSOR

- Meet entertainment (as available)
- Logo prominently displayed during entertainment
- Logo on mailed invitation



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

PROMINENT LOGO PLACEMENT ON PRE-EVENT

SOCIAL MEDIA WEBSITE

PROMINENT LOGO PLACEMENT ON EVENT

AUDIO VISUAL MATERIALS PROGRAM



SOLD
LOUNGE SPONSOR

MillerKnoll

TRELLIS



SOLD
INSPIRATION SPONSOR

Brian DeVries & Barbara Pugh



SOLD
TECHNOLOGY SPONSOR

vervint.

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



SOLD
DESSERT SPONSOR

GREAT LAKES NEUROSURGICAL ASSOCIATES, P.C.



SOLD
SOCIAL MEDIA SPONSOR

INTERPHASE INTERIORS
HAWORTH®



SOLD
TOAST SPONSOR

SKYTRON®



SOLD
WELCOME SPONSOR

Huntington

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



SOLD
DÉCOR SPONSOR

EasternFloral



SOLD
INNOVATION SPONSOR

APPLIED INNOVATION



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 PLACEMENT ON PRE-EVENT

eCOMMUNICATIONS
MAILED INVITATION
SOCIAL MEDIA WEBSITE

PROMINENT LOGO PLACEMENT 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 PLACEMENT ON PRE-EVENT

SOCIAL MEDIA WEBSITE

LOGO PLACEMENT ON EVENT

AUDIO VISUAL MATERIALS PROGRAM



CARING HEALER

\$10,000

SPONSORSHIP

[UNLIMITED]

10

GUEST TICKETS

[1 TABLE]

4

VIP RECEPTION TICKETS

PRIORITY

TABLE PLACEMENT

LOGO PLACEMENT ON PRE-EVENT

SOCIAL MEDIA WEBSITE

LOGO PLACEMENT 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 2024

The Village | UM Health-West

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, 2024.

SOLD

EXCLUSIVE PRESENTING SPONSOR

\$10,000



20

RACE ENTRIES

[INCLUDES RACE T-SHIRTS]

**VERBAL
RECOGNITION
AT THE EVENT**

**OPPORTUNITY TO
WELCOME
ATTENDEES**

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

PROMOTIONAL TABLE AT THE EVENT

[WITH OPTION TO BRING BRANDED TENT]

**PREMIER LOGO PLACEMENT
ON PRE-EVENT**

DIGITAL BILLBOARDS

INTERNAL PROMOTIONS

FOUNDATION NEWSLETTER

RACE EMAILS

SOCIAL MEDIA

METRO WAY 5K WEBPAGE

RACE WEBSITE

**PREMIER LOGO PLACEMENT
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 PLACEMENT
ON PRE-EVENT**

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

**PROMINENT LOGO PLACEMENT
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



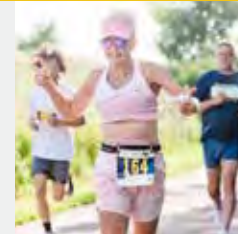
HYDRATION SPONSOR

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



SOLD

REGISTRATION SPONSOR



**OLYMPIAN
\$5,000
SPONSORSHIP**

[UNLIMITED]

15

RACE ENTRIES

[INCLUDES RACE T-SHIRTS]

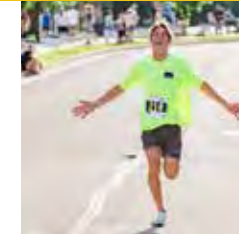
**VERBAL RECOGNITION
AT EVENT**

**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 WEBPAGE
RACE WEBSITE

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

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

**NAME PLACEMENT
ON EVENT**
RACE & VOLUNTEER SHIRTS
EVENT & COURSE SIGNAGE



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.

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.

Hosted by our



To be included on promotional materials, sponsorship commitments must be confirmed by September 1, 2024.

EXCLUSIVE PRESENTING SPONSOR

\$15,000



20

GUEST TICKETS

VERBAL
RECOGNITION
AT EVENT

WELCOME
ATTENDEES
FROM STAGE

**PREMIER LOGO PLACEMENT
ON PRE-EVENT**

eCOMMUNICATIONS

FOUNDATION NEWSLETTER

MAILED INVITATION

SOCIAL MEDIA

BID & BENEFIT WEBPAGE

EVENT AUCTION WEBSITE

**PREMIER LOGO PLACEMENT
ON EVENT**

AUDIO VISUAL MATERIALS

EVENT SIGNAGE

PROGRAM

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



AUCTION SPONSOR

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



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



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 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