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

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

**BID & BENEFIT**
**SEPTEMBER 2024**

**Bundled Sponsorships**

<table>
<thead>
<tr>
<th>Package Level</th>
<th>Event</th>
<th>Sponsorship Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Package Level 1</strong></td>
<td><strong>$30,000</strong> (&lt;$35,000 value&gt;)</td>
<td>Visionary Leader Sponsor ($25,000)</td>
</tr>
<tr>
<td><strong>Package Level 2</strong></td>
<td><strong>$20,000</strong> (&lt;$22,500 value&gt;)</td>
<td>Excellence In Action Sponsor ($15,000)</td>
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<tr>
<td><strong>Package Level 3</strong></td>
<td><strong>$15,000</strong> (&lt;$17,500 value&gt;)</td>
<td>Caring Healer Sponsor ($10,000)</td>
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<tr>
<td><strong>Package Level 4</strong></td>
<td><strong>$8,000</strong> (&lt;$10,000 value&gt;)</td>
<td>Community Champion Sponsor ($5,000)</td>
</tr>
</tbody>
</table>

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

**VITALITY GALA**
**April 20, 2024**

**METRO WAY 5K**
**July 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.
SPECIALTY SPONSORSHIPS

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

**EXCLUSIVE $25,000**

- 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

**EXCLUSIVE $20,000**

- 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

**Afterglow Party Sponsor**

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

**Bill Barkeley Award Sponsor**

Jim & Mary Veldheer

**Entertainment Sponsor**

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

**Strolling Sponsor**

**VIP Reception Sponsor**

**Bar Sponsor**

**Inspiration Sponsor**

Brian DeVries & Barbara Pugh

**Louge Sponsor**

**Technology Sponsor**

**Vitality Gala Sponsorship Opportunities**

**Premium Logo Placement on Pre-Event Social Media Website**

**Priority Logo Placement on Event Social Media Website**

**Prominent Logo Placement on Event Audio Visual Materials Program**

**Brian Devries & Barbara Pugh**
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

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

DESSERT SPONSOR

SOCIAL MEDIA SPONSOR

TOAST SPONSOR

WELCOME SPONSOR

DÉCOR SPONSOR

INNOVATION SPONSOR

LOGO PLACEMENT ON EVENT AUDIO VISUAL MATERIALS PROGRAM

PARKING SPONSOR
• Logo on parking validation envelopes
• Logo on parking validation station signage
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Sponsorship Opportunities</th>
<th>GUEST TICKETS</th>
<th>VIP RECEPTION TICKETS</th>
<th>VIP ENHANCED DINING EXPERIENCE</th>
<th>PREMIUM TABLE SEATING</th>
<th>VERBAL RECOGNITION FROM PODIUM</th>
<th>OPPORTUNITY TO ATTEND MENU TASTING</th>
<th>LOGO PLACEMENT ON PRE-EVENT</th>
<th>LOGO PLACEMENT ON EVENT</th>
<th>SOCIAL MEDIA WEBSITE</th>
<th>AUDIO VISUAL MATERIALS PROGRAM</th>
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<tbody>
<tr>
<td>$25,000 VISIONARY LEADER</td>
<td>20</td>
<td>20</td>
<td>VIP</td>
<td>PREMIUM</td>
<td>OPPORTUNITY TO ATTEND MENU TASTING</td>
<td>LOGO PLACEMENT ON PRE-EVENT</td>
<td>LOGO PLACEMENT ON EVENT</td>
<td>eCOMMUNICATIONS MAILED INVITATION</td>
<td>SOCIAL MEDIA WEBSITE</td>
<td>EVENT SIGNAGE PROGRAM</td>
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<td>$15,000 EXCELLENCE IN ACTION</td>
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<td>10</td>
<td>VIP</td>
<td>PREMIUM</td>
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<td>$10,000 CARING HEALER</td>
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<td>10</td>
<td>VIP</td>
<td>PREMIUM</td>
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<td>$10,000 COMMUNITY CHAMPION</td>
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<td>VIP</td>
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<td>$5,000 RELENTLESS ADVOCATE</td>
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<td>PRIORITY</td>
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<td>$3,000 VITALITY GALA</td>
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CONTACT US

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

616.252.5018
madeline.schaab@umhwest.org

UofMHealthWest.org/Foundation