

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**

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**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



**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](mailto:madeline.schaab@umhwest.org)**



**[UofMHealthWest.org/Foundation](https://UofMHealthWest.org/Foundation)**