



One great event.  
Five fantastic locations!

# SPONSORSHIP OPPORTUNITIES



## ..... SPRING 2024 .....

**DETROIT**  
Saint Andrew's Hall  
MAY 17, 2024

**GRAND RAPIDS**  
DeVos Place  
MAY 18, 2024

## ..... FALL 2024 .....

**ANN ARBOR**  
Revel Run  
SEPTEMBER 5, 2024

**TRAVERSE CITY**  
Jacob's Farm  
SEPTEMBER 19, 2024

**ALPENA**  
The Apex  
OCTOBER 4, 2024

# WHY YOUR SUPPORT MATTERS

As an independent not-for-profit hospice, end-of-life care is all we do. Yet to do this important work – and to deliver the programs and services that set Hospice of Michigan and Arbor Hospice apart – partnering with generous donors is essential.

While the hospice benefit reimbursement covers a portion of the costs associated with end-of-life care, it often falls short in covering the cost of the resources needed to deliver the unparalleled, comprehensive care that every patient and family deserves at end of life.

Your philanthropic support helps cover these unreimbursed costs, assuring that Hospice of Michigan and Arbor Hospice can fulfill our mission of **Every Person. Every Time.**

	 <b>ON THE ROCKS</b> \$15,000	 <b>BARBECUE</b> \$10,000	 <b>BARLEY</b> \$5,000	 <b>BEATS</b> \$2,500	 <b>SMOKEHOUSE</b> \$1,000
⊕ Event tickets	18	16	14	12	8
Big screen brand recognition ( <i>logo</i> )	✓	✓	✓	✓	Name only
Logo and link to your site on event webpage	✓	✓	Logo only	Logo only	Name only
* Recognition in newsletters	✓	✓	✓	✓	✓
‡ † Inclusion in media outreach	✓	✓	Social media only		
Emcee recognition from stage	✓	✓			
‡ Logo on invitation	✓				

⊕ We will deliver to the best of our ability dependent on local gathering restrictions

\* E-Newsletter and Connections Donor Newsletter.

‡ Robust public relations effort, including press releases to print and broadcast media; Extensive social media campaign

‡ Pending commitment made prior to printing



## THE MOMENTUM CONTINUES!

13 EVENTS SINCE 2016

Attended by more than  
**11,400 GUESTS**

All Six 2023 Events  
**SOLD OUT!**

# SPONSORSHIP PACKAGES

All sponsorships support the Open Access program.  
Below are examples of what can be funded dependent on program needs.



## ON THE ROCKS SPONSOR

\$15,000

Two months of music therapy for patients through the Lillian E. Delmar Music Program. Music is shown to help bring physical, spiritual, and emotional comfort to patients at the end of life.



## BARBECUE SPONSOR

\$10,000

40 *We Honor Veterans* pinning ceremonies to recognize patients who served in the armed forces. As a partner in the *We Honor Veterans* program, clinicians are trained to recognize and properly honor the needs of our nation's veterans.



## BARLEY SPONSOR

\$5,000

Grief support services to about 25 individuals for a year—this includes mailings, phone calls, and supportive programming. Highly skilled grief counselors work closely with families to offer our services wherever they can bring the most healing.



## BEATS SPONSOR

\$2,500

One week of continuous care for a pediatric hospice patient and their family. *Jo Elyn Nyman Anchors Programs for Children* at Hospice of Michigan and Arbor Hospice is one of the few programs in the country to offer this rare and highly specialized care for pediatric patients.



## SMOKEHOUSE SPONSOR

\$1,000

Camp Good Grief bereavement day camp for 10 children grieving the loss of a loved one.



Raised more than  
**\$1.7 MILLION**

funding  
**11,000+ DAYS OF HOSPICE CARE**

Harnessing the power of social media to build awareness, excitement and ticket sales!

# 2023 SOCIAL MEDIA IMPACT



**1,807,409 IMPRESSIONS**

reaching

**544,715 USERS**

with

**7,720**

**ACTIVE ENGAGEMENTS**



**37,352 IMPRESSIONS**

reaching

**17,037 USERS**

&

**220 ENGAGEMENTS**



**8,315 STORY &  
POST IMPRESSIONS**

reaching

**8,199 USERS**

with

**363 ACTIVE ENGAGEMENTS**

## EXTENSIVE MEDIA COVERAGE



Members of the **northstar** Care Community