

SPONSORSHIP OPPORTUNITIES

CHEERS *for* CHARITY



A member of NorthStar Care Community

VIP NIGHT TO BENEFIT
THE WE HONOR
VETERANS PROGRAM

Join Hospice of Michigan for an unforgettable evening where every sip and bite contributes to a cause close to our hearts.

Your participation as a Cheers for Charity sponsor not only promises a night of luxurious food, fine wine, and engaging entertainment but also makes a tangible difference in the lives of veterans at a time when they need it most.

Grand Rapids
INTERNATIONAL
Wine, Beer & Food
FESTIVAL
DeVos Place

DEVOS PLACE
NOVEMBER 19, 2026 • 6-9 PM
TICKETS: \$150 PER PERSON
COCKTAIL ATTIRE





VIP NIGHT TO BENEFIT THE WE HONOR VETERANS PROGRAM



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Hospice of Michigan, a founding member of the NorthStar Care Community, is honored to be the exclusive charity partner of the 2026 Grand Rapids International Wine, Beer and Food Festival, Michigan's premiere tasting event.

The Cheers for Charity VIP Night promises to be an elegant evening featuring a curated group of the finest food, wines, beers, and spirits, giving guests a taste of what's to come during the public festival days.

All sponsorships of this exclusive evening will support Hospice of Michigan's We Honor Veterans program. We Honor Veterans recognizes the unique needs of veterans at the end-of-life and reflects our ongoing commitment to care for Every Person, Every Time.

SIX POWERFUL SPONSORSHIP OPPORTUNITIES

EXCLUSIVE PRESENTING SPONSOR

CAPTAIN OF THE TABLE \$50,000 | FMV: \$45,250

- 50 Cheers for Charity event tickets, plus 30 single-day admission tickets* (Friday-Saturday)
• Logo recognition and link to your site on event webpage
• Big screen brand recognition (logo)
• Inclusions in media outreach
• Recognition from stage

*Single-day admission tickets are for entry to the festival only and do not include tasting tickets.

SALUTE TO SERVICE CHAMPION \$25,000 | FMV: \$22,300

- 30 Cheers for Charity event tickets, plus 12 single-day admission tickets* (Friday-Saturday)
• Logo recognition and link to your site on event webpage
• Big screen brand recognition (logo)
• Inclusions in media outreach
• Recognition from stage

*Single-day admission tickets are for entry to the festival only and do not include tasting tickets.

STARS & STRIPES SOMMELIER \$15,000 | FMV: \$13,400

- 20 Cheers for Charity event tickets
• Logo recognition and link to your site on event webpage
• Big screen brand recognition (logo)
• Inclusion in media outreach

RED, WHITE, & ROSÉ \$7,500 | FMV: \$6,540

- 12 Cheers for Charity event tickets
• Logo recognition and link to your site on event webpage
• Big screen brand recognition (logo)
• Inclusion in media outreach (social media only)

LIBERTY & LIBATIONS \$2,500 | FMV: \$1,860

- 8 Cheers for Charity event tickets
• Logo recognition and link to your site on event webpage
• Big screen brand recognition (logo)

GLASS OF GRATITUDE \$1,500 | FMV: \$1,000

- 4 Cheers for Charity event tickets
• Logo recognition and link to your site on event webpage
• Big screen brand recognition (logo)

WHY YOUR SUPPORT MATTERS

As an independent nonprofit hospice organization, your philanthropic support is essential to deliver the programs and services that bring dignity, peace, and quality of life to patients and families at end-of-life.

At Hospice of Michigan, one in five patients is a veteran. Veterans often carry experiences and feelings from their military service that present unique challenges at the end of life.

We Honor Veterans is a program which recognizes the specialized care that America's Veterans and their families need, providing compassionate guidance, educational tools and supportive resources to guide them through a peaceful end-of-life journey.

Hospice of Michigan proudly serves veterans at end-of-life in many ways:

- Streamlined admission process for veteran patients
• Specialized education for staff about veterans' end-of-life needs
• Coordinating care with Veterans Affairs and other organizations
• Providing support through veteran-to-veteran volunteer programs
• Celebrating their service with personalized pinning ceremonies

Your support at Cheers for Charity VIP Night is needed to help serve our courageous veterans—to honor their service—at a time when they need it most.

LEARN MORE: hom.org/honor-veterans

For more information, contact: Matt Hoffman • 989-245-6903 matthew.hoffman@hom.org