




HELPING CHILDREN DREAM AGAIN



Sponsor an event.
Heal a city.

Event Sponsorship Opportunities

We believe the best way to heal Detroit is to heal the children, the future leaders of our city. One of the most significant ways you can help is to sponsor one or more of our high-profile community fundraising events.

Stunning in their charitable reach and a blast to attend, these are the events that get the community talking, donating, and most importantly, empowering our children on a faster road to recovery.

To further explore Event Sponsorship Opportunities at The Children's Center, please contact our Philanthropy Department at 313.831.5535.

AutoGlow

JANUARY. AutoGlow is the premiere Auto Show Charity Preview party, an event presented by Ford Motor Company and sponsored by prominent greater Detroit companies. Attended by nearly 1,000 of the most high-profile community and business leaders in the region, this event generates approximately \$250,000, supporting programs and services that benefit our children and families.

2016 SPONSORSHIP	COMMITMENT	PROJECTED RECOGNITION BENEFITS	PROJECTED PARTICIPATION BENEFITS
Presenting Sponsor	\$55,000	<ul style="list-style-type: none"> • Sponsorship featured in bus video • Logo to appear on AutoGlow Save the Date, invitation, and all event tickets • Recognition on donor wall at The Children's Center, listed at highest corporate partnership level • Prominent product placement with up to two displays • All the benefits of a Platinum Sponsorship 	<ul style="list-style-type: none"> • 74 tickets to main celebration • Access to the VIP reception hosted by Lisa & Bill Ford and Jane & Mark Fields • 38 reserved seats • 6 photos with event hosts • 6 tickets to an additional event hosted by The Children's Center in 2015
Platinum Sponsor	\$50,000	<ul style="list-style-type: none"> • Recognition on donor wall at The Children's Center • Exposure on The Children's Center/AutoGlow website throughout the year • Logo and link to sponsor's website from AutoGlow website throughout the year • Prominent exposure in press releases, public service announcements, and social media • All the benefits of a Gold Sponsorship 	<ul style="list-style-type: none"> • 60 tickets to main celebration • Access to the VIP reception hosted by Lisa & Bill Ford and Jane & Mark Fields • 30 reserved seats • 4 photos with event hosts
Gold Sponsor	\$25,000	<ul style="list-style-type: none"> • Name announced with sponsorship level with media partners • Prominently displayed signage/recognition during main celebration • Company representative featured in bus video • Exposure on The Children's Center/AutoGlow website for 6 months (November – April) • Logo and link to sponsor's website from AutoGlow website for 6 months (November – April) • All the benefits of a Silver Sponsorship 	<ul style="list-style-type: none"> • 26 tickets to main celebration • Access to the VIP reception hosted by Lisa & Bill Ford and Jane & Mark Fields • 14 reserved seats • 2 photos with event hosts
Silver Sponsor	\$15,000	<ul style="list-style-type: none"> • Logo and link to sponsor's website from AutoGlow website for 4 months (November – February) • All the benefits of a Bronze Sponsorship 	16 tickets to main celebration
Bronze Sponsor	\$7,500	All the benefits of a Copper Sponsorship	6 tickets to main celebration
Copper Sponsor	\$5,000	<ul style="list-style-type: none"> • Prominently displayed signage during main celebration • Exposure on The Children's Center/AutoGlow website for 4 months (November – February) 	2 tickets to main celebration

Power of Possibilities Fundraising Breakfast

MAY. Power of Possibilities is a mission-focused fundraiser held at The Westin Book Cadillac. It features inspiring real-life stories highlighting the mission of The Children's Center. Free to attend, this event draws more than 500 community and business leaders and generates over \$300,000 to support programs and services that benefit our children and families.

2016 SPONSORSHIP	COMMITMENT	PROJECTED RECOGNITION BENEFITS
Presenting Sponsor	\$25,000	<ul style="list-style-type: none">• Opportunity for on-site product placement• Opportunity to include promotional item in parting gift• Pre-event social media promotion• Premier seating for 20 at event• All the benefits of a Platinum Sponsorship
Platinum Sponsor	\$15,000	<ul style="list-style-type: none">• Prominent display of company logo on signage and screens at event• Reserved seating for 10• All the benefits of a Gold Sponsorship
Gold Sponsor	\$10,000	<ul style="list-style-type: none">• Company logo displayed on all tables at event• Link to sponsor's website from The Children's Center/Power of Possibilities landing page through June• Post-event recognition at sponsor level in The Children's Center's newsletter and website through June• Post-event tour of The Children's Center's campus• All the benefits of a Silver Sponsorship
Silver Sponsor	\$7,500	<ul style="list-style-type: none">• Exposure on The Children's Center/Power of Possibilities landing page through June• Reserved seating• All the benefits of a Bronze Sponsorship
Bronze Sponsor	\$5,000	<ul style="list-style-type: none">• Company logo on all printed materials• Company listing with Sponsor level in parting gift• All the benefits of a Children's Sponsor
Children's Sponsor	\$2,500	<ul style="list-style-type: none">• Sponsorship level acknowledgement from the podium• Recognition on signage and screens at event• Listing on all materials distributed at event

Tour de Fork

OCTOBER. A strolling dinner party featuring Metro Detroit chefs and their locally grown cuisine. More than 500 guests enjoy delicious bites, craft cocktails, entertainment showcasing local musicians and awe-inspiring artwork created by children from The Children's Center. All revenue generated supports programs and services that benefit our children and families.

2016 SPONSORSHIP	COMMITMENT	PROJECTED RECOGNITION BENEFITS	PROJECTED PARTICIPATION BENEFITS
Presenting Sponsor	\$30,000	<ul style="list-style-type: none"> • Premier logo recognition on event signage • Premier logo placement and recognition on video screens at event • Prominent exposure in press releases, public service announcements, social media campaigns and email blasts • Full-page, four-color ad in program booklet with prominent placement • Opportunity for branded take-away gift for event guests • Opportunity for product placement • All the benefits of a Palladium Sponsorship 	<ul style="list-style-type: none"> • 32 tickets • Reserved seating
Palladium Sponsor	\$15,000	<ul style="list-style-type: none"> • Name announced with sponsorship level with media partners • Prominent exposure in press releases, public service announcements, social media campaigns and email blasts • Half-page, four-color ad in program booklet • All the benefits of a Gold Sponsorship 	10 tickets
Gold Sponsor	\$5,000	All the benefits of a Silver Sponsorship	6 tickets
Silver Sponsor	\$2,500	<ul style="list-style-type: none"> • Name announced with sponsorship level at podium • Prominent logo recognition on event signage • Inclusion in social media campaigns and email blasts • Logo and link to sponsor's website from The Children's Center/Tour de Fork landing page • Logo recognition on video screens at event • Sponsorship recognition in program booklet 	4 tickets