



# Benefit Dinner 2024

**June 3, 2024**  
Radisson Plaza Hotel

**Guest Speaker**  
Jerome Bettis  
NFL Hall of Famer & Super Bowl Champion

## SPONSORSHIP OPPORTUNITIES



### GENERAL BENEFITS

- Entrance to private corporate sponsors' cocktail reception prior to dinner (4-6PM)
- Opportunity for sponsor's representatives to have photo taken with guest speaker
- Complimentary tickets to the dinner with reserved seating and evening's festivities (see levels below)
- Complimentary sponsors' golf outing at Gull Lake View Golf Club; 18 holes, scramble at 9AM (see levels below)
- Ad recognition in digital event program; recognition on BBBS website, newsletter, and social media (details below)
- Recognition on digital signage during evening event; company recognized on souvenir plaque
- Original speaker-autographed memento for company display and event memento for each representative

### LEVELS

*All levels include general benefits listed above*

#### PRESENTING SPONSOR \$20,000

- 20 complimentary tickets to dinner & private reception
- 12 golfers for outing & lunch; Stoatin Brae guaranteed
- Event naming rights
- Special sponsorship recognition from podium during the evening event
- Your company featured on BBBS' blog
- Premium logo placement and recognition on event banner, website, social media

#### GOLF SPONSOR \$15,000

- 12 complimentary tickets to dinner & private reception
- 12 golfers for outing & lunch; Stoatin Brae guaranteed
- Logo recognition on one hole flag, at meal stops, on beverage carts & score card
- Prominent logo placement and recognition on event banner, website, social media

#### SPEAKER SPONSOR \$10,000

- 8 complimentary tickets to dinner & private reception
- 8 golfers for outing & lunch; Stoatin Brae guaranteed
- Logo Recognition on one hole flag and on silent auction tables
- Logo placement and recognition on event banner, website, social media

#### DIAMOND SPONSOR \$7,500

- 8 complimentary tickets to dinner & private reception
- 4 golfers for outing and lunch
- Logo recognition on one hole flag and event banner
- Logo recognition on silent auction tables

#### HOLE-IN-ONE CONTEST SPONSOR \$6,000 (three available)

- Provide car/product for winner on course
- Recognition during award announcement (should someone win)
- All Platinum level benefits listed below

#### PLATINUM SPONSOR \$5,000

- 6 complimentary tickets to dinner & private reception
- 4 golfers for outing and lunch
- Logo signage at one tee box

#### GOLD PLUS SPONSOR \$4,000

- 4 complimentary tickets to dinner & private reception
- 4 golfers for outing and lunch

#### GOLD SPONSOR \$2,500

- 2 complimentary tickets to dinner & private reception
- 2 golfers for outing and lunch



For more information, please contact: [Melissa Kendal](#), Events Manager, 269-488-2864

3501 Covington Road, Kalamazoo, MI 49001 | [ThinkBigToday.org](#)

## COMPANY INFORMATION

### Sponsorship Level Commitment:

Presenting (\$20,000)	Golf (\$15,000)	Speaker (\$10,000)	Diamond (\$7,500)
Hole-in-One (\$6,000)	Platinum (\$5,000)	Gold Plus (\$4,000)	Gold (\$2,500)

### Company name as it should appear in event materials:

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Company Phone: \_\_\_\_\_

Main Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Logo Contact: \_\_\_\_\_ Email: \_\_\_\_\_

## PAYMENT INFORMATION

Check Number: \_\_\_\_\_

### - Or - Cardholder information:

Charge my:    Master Card    Visa  
                  Discover        AMEX

Company card:    Yes        No

Cover 3% CC Fees:    Yes        No

*Please print*

Card Number: \_\_\_\_\_

Exp. \_\_\_\_ / \_\_\_\_ CCV \_\_\_\_ Cardholder Name: \_\_\_\_\_

Cardholder Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

## MARKETING BENEFITS

**Timely submission helps us fulfill your sponsorship benefits. Thank you!**

### Logo Rolling Deadline

Upon making your sponsorship commitment, please provide a full color logo in one of the following formats:

- Vector (AI or .eps) - preferred
- .jpg
- .pdf

### Returning sponsors:

Yes, please use last year's logo.

No, we will send a new logo.

### Program Ad - Due May 3<sup>rd</sup>

Please provide a full color, camera-ready, high-resolution (300 DPI) ad in .pdf or .jpg format. May include bleed/hyperlinks.

**Dimensions:** 4.5" wide by 3.75" high

### Returning sponsors:

Yes, please use last year's ad.

No, we will send a new ad.

Please submit your logo / ad artwork to [Melissakendal@bbbsmi.org](mailto:Melissakendal@bbbsmi.org)



### Questions? Please contact:

Melissa Kendal, Events Manager

[Melissakendal@bbbsmi.org](mailto:Melissakendal@bbbsmi.org) | 269-488-2864

3501 Covington Road | Kalamazoo, MI 49001

*Big Brothers Big Sisters of Southwest Michigan is a 501(c)(3) non-profit organization serving children in Kalamazoo, Allegan, Calhoun, and Van Buren counties. Tax ID: 38-1720832  
Donations are tax deductible to the fullest extent of the law.*