



Presented by  
**SEELYE**  
AUTO GROUP  
"BETTER SEE SEELYE"

## 2026 SPONSORSHIP LEVELS

### GENERAL BENEFITS

- Complimentary tickets to the dinner and evening's festivities (see levels below)
- Listing in BBBS' newsletter, reaching 3,300+ subscribers
- Recognition on BBBS' social media channels (Facebook, LinkedIn, and Instagram), reaching 7,000+ followers
- Recognition on digital signage throughout the evening, reaching 300+ event attendees
- Inclusion on the event's sponsor listing displayed on tables

### \$12,500 TITLE (TWO AVAILABLE. ONE REMAINING)

- Company named after "presented by" on all material
- 20 complimentary tickets to dinner and a private sponsor reception with preferred seating
- 10 valet parking passes
- Sponsor may provide banner to display at event
- Special sponsor recognition by emcee
- Individual social media sponsor highlight
- Logo recognition on Fire & Ice event website page and printed event sponsor listing

### \$7,500 SPONSOR RECEPTION (ONE AVAILABLE)

- 8 complimentary tickets to dinner and a private sponsor reception with preferred seating
- 4 valet parking passes
- Verbal recognition from stage and logo recognition on Fire & Ice event website page
- Individual social media sponsor highlight
- Sponsor may provide banner or napkins to display at sponsor reception

### \$6,500 DINNER (ONE AVAILABLE)

- 8 complimentary tickets to dinner and a private sponsor reception with preferred seating
- 4 valet parking passes
- Verbal recognition from stage and logo recognition on Fire & Ice event website page
- Individual social media sponsor highlight
- Sponsor logo featured on guest table tents and prominently displayed on dinner tables

## SATURDAY, NOVEMBER 21, 2026 RADISSON ARCADIA BALLROOM

All sponsors invited to a private sponsor reception  
hosted by Miller Johnson from 5-6PM

### \$6,500 ENTERTAINMENT (ONE AVAILABLE)

- 8 complimentary tickets to dinner and a private sponsor reception with preferred seating and 4 valet passes
- Verbal recognition from stage and logo recognition on Fire & Ice event website page
- Digital signage recognition during entertainment
- Individual social media sponsor highlight
- Sponsor recognition in pre-event entertainment promotions

### \$6,500 COCKTAIL (ONE AVAILABLE)

- 8 complimentary tickets to dinner and a private sponsor reception with preferred seating and 4 valet passes
- Verbal recognition from stage and logo recognition on Fire & Ice event website page
- Individual social media sponsor highlight
- Sponsor may provide cocktail napkins for event use
- Sponsor logo featured on drink tickets (one per attendee)

### \$5,000 DIAMOND

- 8 complimentary tickets to dinner and a private sponsor reception with preferred seating and 4 valet parking passes
- Logo recognition on Fire & Ice event website page

### \$4,000 PLATINUM

- 6 complimentary tickets to dinner and a private sponsor reception with 3 valet parking passes
- Prominent listing on Fire & Ice event website page

### \$3,000 GOLD

- 4 complimentary tickets to dinner and a private sponsor reception with 2 valet parking passes
- Listing on Fire & Ice event website page

### \$1,500 SILVER

- 2 complimentary tickets to dinner and a private sponsor reception with 1 valet parking pass
- Listing on Fire & Ice event website page



For more information: Melissa Kendal, Events Manager, [melissakendal@bbbsmi.org](mailto:melissakendal@bbbsmi.org)  
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.

# SPONSORSHIP PAYMENT FORM

## COMPANY INFORMATION

### Sponsorship Level Commitment:

|                    |                             |                    |                         |
|--------------------|-----------------------------|--------------------|-------------------------|
| Title (\$12,500)   | Sponsor Reception (\$7,500) | Dinner (\$6,500)   | Entertainment (\$6,500) |
| Cocktail (\$6,500) | Diamond (\$5,000)           | Platinum (\$4,000) | Gold (\$3,000)          |
|                    |                             |                    | Silver (\$1,500)        |

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

Company Address:

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

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

Logo/Marketing Contact: \_\_\_\_\_ Email: \_\_\_\_\_

## PAYMENT INFORMATION

When you choose to pay by check or cover your credit card fees more of your sponsorship dollars can be directed to supporting our local programs.

**Preferred method of payment:** Check Mastercard Visa Discover AMEX

Please make checks payable to Big Brothers Big Sisters.

Card Number: \_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_ CCV: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

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

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

Cover 3% CC Fees: Yes No

Your sponsorship commitment is tax deductible to the fullest extent of the law. Tax ID: 38-1720832

## COMPANY LOGO

### 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
- .png
- .jpg

### Returning sponsors:

Yes, please use last year's logo  
No, we will send a new logo

**Please submit your logo to [melissakendal@bbbsmi.org](mailto:melissakendal@bbbsmi.org) by November 13, 2026.**

Timely submission helps us fulfill your sponsorship benefits and allows for additional time featured on our website.  
Thank you!



For more information: Melissa Kendal, Events Manager, [melissakendal@bbbsmi.org](mailto:melissakendal@bbbsmi.org)  
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