

Fire & ICE

HOLIDAY BALL

for
BIG BROTHERS BIG SISTERS

Presented by
SEELYE
AUTO GROUP
"BETTER SEE SEELYE"

GOODWILL INDUSTRIES
of Central Michigan's Heartland

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

- 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

SEELYE
AUTO GROUP
"BETTER SEE SEELYE"

GOODWILL INDUSTRIES
of Central Michigan's Heartland

\$7,500 SPONSOR RECEPTION

- 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

MILLER JOHNSON
Attorneys

\$6,500 DINNER

- 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

bpc Barber Packaging Company
Since 1989

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

Forman Glass

- 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 passes
- Logo recognition on Fire & Ice event website page

\$4,000 PLATINUM

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

\$3,000 GOLD

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

\$1,500 SILVER

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

For more information, e-mail Melissa Kendal, Associate Director of Events: 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 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
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