

# SPONSORSHIP OPPORTUNITIES



[UofMHealthSparrow.org/Foundation](https://UofMHealthSparrow.org/Foundation)  
[Foundation@UMHSparrow.org](mailto:Foundation@UMHSparrow.org)  
517-364-3620

# Gala

February 22, 2025



## PRESENTING SPONSOR (Exclusive)

**\$25,000+**

- Logo on all printed marketing materials for Gala
- Logo on prominent signage throughout the event and noted as Presenting Sponsor
- Referenced in public relations activities as the Presenting Sponsor
- Private dinner for four with the University of Michigan Health Regional President and the Managing Director of the Foundation (date TBD), if desired
- Twenty tickets to enjoy the Gala
- Right of first acceptance for next year's event

## INDULGE SPONSOR

**\$15,000**

- Logo on prominent signage throughout the event and noted as Indulge Sponsor
- Private dinner for four with the leadership from the area of benefit (date TBD), if desired
- Sixteen tickets to enjoy the Gala

## UNWIND SPONSOR (EXCLUSIVE)

**\$10,000**

- Recognition on signage at the event
- Your name/logo on an approved take-away item given to each of the 800 expected attendees
- Fourteen tickets to enjoy the Gala

## ENCHANT SPONSOR

**\$7,500**

- Logo on prominent signage throughout the event
- Special tour of the area of benefit for you and your Gala guests (date TBD), if desired
- Twelve tickets to enjoy the Gala

## DELIGHT SPONSOR

**\$5,000**

- Logo on signage at the event
- Ten tickets to enjoy the Gala

## EXCITE SPONSOR (Exclusive)

**\$3,500**

- Recognition on signage for entertainment stage and noted as the Excite Sponsor by emcee during band introduction
- Private meet and greet with the band, in advance of set, if desired
- Eight tickets to enjoy the Gala

## CHARM SPONSOR

**\$2,500**

- Recognition on signage at the event
- Six tickets to enjoy the Gala

With over 800 guests each year, plus dining, dancing and more, the Gala has all the makings of an unforgettable evening!

Join the glitz and glam of Gala on February 22, 2025 for an experience like no other.

For more information on this event, contact the UM Health-Sparrow Foundation at 517-364-3620.



All sponsors are recognized along with event highlights on the event website.

All gifts of \$10,000 or more are recognized with membership in the Philanthropist League and listed on the donor recognition wall located in the main lobby of UM Health-Sparrow Lansing.

Benefits subject to change if sponsorship not confirmed 30 days ahead of event date.

# May is for Miracles

May 5-9, 2025



## PRESENTING SPONSORSHIP (Exclusive)

**\$25,000+**

- Logo as Presenting Sponsor on all print and digital advertising
- Referenced in public relations activities as Presenting Sponsor
- Logo on additional promotional exposure on WILX livestream during the first week in May
- Logo and link on WILX/UM Health-Sparrow website promoting May is for Miracles
- Miracle Maker Child video with your logo as Presenting Sponsor
- Studio 10 Takeovers: opportunity for a pre-taped or live interview at your office, WILX or UM Health-Sparrow
- Logo and company name run on WILX crawl during the TODAY show daily
- Private lunch and VIP tour of UM Health-Sparrow Lansing for 10 guests with President of UM Health-Sparrow Lansing, if desired
- Right of first acceptance for next year's event

For more than 34 years, UM Health-Sparrow has been this region's Children's Miracle Network Hospital. From the early days of the annual telethon and radiothon to our current May is for Miracles month-long celebration of the extraordinary care provided for kids in our region, there is much to be excited about! Tune in to learn more about the inspiring stories of exceptional care, treatment and technology offered by UM Health-Sparrow Children's Center.

For more information on how to support pediatrics UM Health-Sparrow, please contact the UM Health-Sparrow Foundation at 517-364-3620.



**Beni Taylor**  
2024 Miracle Child  
of UM Health-Sparrow  
Children's Center

All sponsors are recognized along with event highlights on the event website.

All gifts of \$10,000 or more are recognized with membership in the Philanthropist League and listed on the donor recognition wall located in the main lobby of UM Health-Sparrow Lansing.

Benefits subject to change if sponsorship not confirmed 30 days ahead of event date.



# Women's Board of Managers' Physician & Provider Recognition Dinner

May 16, 2025



## PRESENTING SPONSOR (Exclusive)

\$25,000+

- Logo as Presenting Sponsor on printed materials for the event
- Logo on prominent signage throughout the event and noted as Presenting Sponsor by the emcee
- Referenced as Presenting Sponsor in public relations activities
- Opportunity to address the event attendees as part of the formal program
- Opportunity to distribute an approved item to attendees at the event
- Opportunity for financial planning seminar with physician providers
- Sixteen tickets to enjoy the event
- Right of first acceptance for next year's event



2024 Honorees



2024 UM Health-Sparrow Women's Board of Managers

Physicians, advanced practice providers, UM Health-Sparrow leadership, and board members anticipate this wonderful event each year.

The Physician and Advanced Practice Provider Recognition Dinner — hosted by the UM Health-Sparrow Women's Board of Managers — highlights the exceptional physicians and providers at UM Health-Sparrow and their impact on the health of our community.

For more information on this event, contact the UM Health-Sparrow Foundation at 517-364-3620.

All sponsors are recognized along with event highlights on the event website.

All gifts of \$10,000 or more are recognized with membership in the Philanthropist League and listed on the donor recognition wall located in the main lobby of UM Health-Sparrow Lansing.

Benefits subject to change if sponsorship not confirmed 30 days ahead of event date.

# Health Classic Golf Outing

June 18, 2025 (Wednesday)



Regional Sponsorships | Recognition on all three golf courses

## PRESENTING SPONSOR (Exclusive) **\$25,000**

- Logo as Presenting Sponsor on all printed materials
- Logo on Presenting Sponsor banner at each golf course
- Logo on event sponsor boards and course card on all player carts
- Referenced in public relations activities and event communications
- Opportunity to have your name/logo on approved item distributed to all participants
- Three foursomes, one at each course, including carts, breakfast, lunch and 19<sup>th</sup> Hole Reception
- Right of first acceptance for next year's event

## CART SPONSOR (Exclusive) **\$15,000**

- Logo on all player golf carts at all three golf courses
- Opportunity to distribute an approved item to all golfers
- Name on event sponsor board and course card on all player carts
- Two foursomes on your course of choice including carts, breakfast, lunch and 19<sup>th</sup> Hole Reception

## HOSPITALITY SPONSOR (Exclusive) **\$10,000**

- Logo on hospitality carts at each course during play
- Name on event sponsor board and course card on all player carts
- One foursome on your course of choice including carts, breakfast, lunch and 19<sup>th</sup> Hole Reception

## BREAKFAST SPONSOR (Exclusive) **\$10,000**

- Logo on prominent signage at breakfast
- Name on event sponsor board and course card on all player carts
- One foursome on your course of choice including carts, breakfast, lunch and 19<sup>th</sup> Hole Reception

## LUNCH SPONSOR (Exclusive) **\$10,000**

- Logo on prominent signage at lunch
- Name on event sponsor board and course card on all player carts
- One foursome on your course of choice including carts, breakfast, lunch and 19<sup>th</sup> Hole Reception

## 19<sup>TH</sup> HOLE SPONSOR (Exclusive) **\$10,000**

- Logo on signage at 19<sup>th</sup> Hole Reception for each course
- Name on event sponsor board and course card on all player carts
- One foursome on your course of choice including carts, breakfast, lunch and 19<sup>th</sup> Hole Reception

## PLATINUM SPONSOR **\$7,500**

- Logo as Platinum Sponsor on banner at each course
- Logo on event sponsor board and course card on all 500+ player carts
- One foursome on your course of choice including carts, breakfast, lunch and 19<sup>th</sup> Hole reception

The Health Classic is one of the most renowned golf outings in the area. Join us for a wonderful day of golf that's certainly in a class of its own.

This annual golf outing takes place at Eagle Eye, Hawk Hollow and Timber Ridge courses with 500+ participants.

Proceeds benefit the care provided by UM Health-Sparrow at our six hospitals throughout the Mid-Michigan region.

For more information on this event, contact the UM Health-Sparrow Foundation at 517-364-3620.



For more Health Classic sponsorship opportunities please see reverse side.

Course Specific Sponsorships | Recognition on one golf course

**FLAG SPONSOR (Limited to Three) \$5,000**

- Flag signage with your logo on all holes of one course
- Name on event sponsor board and course card on all player carts
- One foursome on your course of choice including carts, breakfast, lunch and 19<sup>th</sup> Hole Reception

**GOLD SPONSOR \$3,500**

- Name on large sign, at one hole on one golf course
- Name on event sponsor board and course card on all player carts
- One foursome on your course of choice including carts, breakfast, lunch and 19<sup>th</sup> Hole Reception

**PUTTING SPONSOR (Limited to Three) \$3,000**

- Name on signage at putting practice green
- Name on event sponsor board and course card on all player carts
- One foursome for golf on one course of the Health Classic

**SILVER SPONSOR \$2,500**

- Name on sign at one hole on one golf course
- Name on event sponsor board and course card on all player carts
- One foursome including carts, breakfast, lunch and 19<sup>th</sup> Hole Reception

**TEE SPONSOR \$250**

- Name on tee sign at one hole on one golf course
- Name on event sponsor board and course card on all player carts
- One guest for the 19<sup>th</sup> Hole Reception post-play



**EAGLE EYE, HAWK HOLLOW, & TIMBER RIDGE GOLF COURSES**  
 \$450/player or \$1800/team

**All sponsors are recognized along with event highlights on the event website.**  
 Course preference honored on a first-in basis. We reserve the right to adjust course placement to best serve the pace of play.

All gifts of \$10,000 or more are recognized with membership in the Philanthropist League and listed on the donor recognition wall located in the main lobby of UM Health-Sparrow Lansing.

Benefits subject to change if sponsorship not confirmed 30 days ahead of event date.

# Women Working Wonders (W3) Boots and Bling

September 2025



## PRESENTING SPONSOR (Exclusive)

**\$10,000+**

- Logo on all printed marketing materials
- Logo on signage throughout the event and noted as the Presenting Sponsor
- Referenced in public relations activities as the Presenting Sponsor
- Twelve tickets to enjoy the event
- Right of first acceptance for next year's event

## CELEBRATION SPONSOR (Exclusive)

**\$7,500**

- Logo on signage throughout the event and noted as the Celebration Sponsor
- Your name/logo on an approved take-away item given to each guest
- Referenced in public relations activities as the Celebration Sponsor
- Eight tickets to enjoy the event

## BOOTS SPONSOR

**\$5,000**

- Logo on prominent signage throughout the event
- Six tickets to enjoy the event

## BLING SPONSOR

**\$2,500**

- Name on signage throughout the event
- Four tickets to enjoy the event

## CELEBRATION SPONSOR

**\$1,000**

- Name on signage throughout the event
- Two tickets to enjoy the event

With a long history of creating exceptional events over the past 20 years, from the 5K-0K, to Dapper Dads and Art a la Carte, Women Working Wonders (W3) is proud to host another extraordinary event, Boots and Bling.

Expect the exceptional at this W3 signature event. Enjoy a casino and other activities while sipping on your favorite bourbon and other beverages. All proceeds will benefit W3 initiatives at UM Health-Sparrow in support of women's health.



All sponsors are recognized along with event highlights on the event website.

All gifts of \$10,000 or more are recognized with membership in the Philanthropist League and listed on the donor recognition wall located in the main lobby of UM Health-Sparrow Lansing.

Benefits subject to change if sponsorship not confirmed 30 days ahead of event.

# Extra Life

November 2025



## TOURNAMENT SPONSOR

**\$5,000**

- Listed as Presenting Sponsor with large logo on T-shirts
- Large logo with link on participant fundraising pages
- Mention as presenting sponsor in internal communications
- Large logo on hospital signage

## LEVEL UP SPONSOR

**\$2,500**

- Small logo on T-shirts
- Listed in internal communications
- Small logo on hospital signage

## GAME ON SPONSOR

**\$1,000**

- Name listed on T-shirts
- Name listed in internal communications
- Name listed on hospital signage

Participation in Extra Life, an annual gaming marathon, allows people from all over our region to take their love of any kind of game and use it to support University of Michigan Health-Sparrow Children Center. Done from the comfort of your own home, or in the IT department of your organization, Extra Life is a fun, virtual event that everyone can participate in!

For more information on this event, contact the UM Health-Sparrow Foundation at 517-364-3620.



All sponsors are recognized along with event highlights on the event website.

All gifts of \$10,000 or more are recognized with membership in the Philanthropist League and listed on the donor recognition wall located in the main lobby of UM Health-Sparrow Lansing.

Benefits subject to change if sponsorship not confirmed 30 days before the event.



# Additional Opportunities

## PROGRAMS

- Doctors' Day – March 30
- Volunteer Week – April 20-26
- Nurses Week – May 6-12
- Hospital Week – May 11-17
- RNICU Picnic – September
- Women's Health Event at ALIVE – November
- Care for the Caregivers – Year Round

## APPEALS

- Physician – March
- Pediatrics – May
- Planned Giving – August
- Hospice – November
- Year-End Appeal – December

Benefits are available based on each Foundation activity listed. You can request additional information and learn more about getting involved with one of these activities by contacting the UM Health-Sparrow Foundation at 517-364-3620 or email [Foundation@UMHSparrow.org](mailto:Foundation@UMHSparrow.org).

