



CHILDREN'S TRUST FUND
Dan Posthumus
SIGNATURE/AUCTION EVENT
19TH ANNUAL
September 28, 2021

Show up & stand **UP**
for kids

SPONSOR OPPORTUNITIES

The event will be held virtually to allow Michiganders from all over the state to participate, watch the presentation, and bid on silent and live auction items on Tuesday, September 28, 2021.

There will be an in-person reception and VIP screening of the event for Sponsors who donate a minimum of \$5,000 (if health guidelines allow), with members of the State Legislature, Department Directors, and Executive Office staff. Both are limited to 100 guests, will take place in the Michigan State Capitol building.

Premiere Champion Sponsor - \$75,000+

- Two invitations to the in-person VIP screening
- Opportunity to provide a prerecorded two-minute video that will be shown during the event
- Logo/name included on advertising Public Service Announcements
- Priority logo/name placement on all thank you signage at VIP screening; on the online event registration webpage, on all online thank you screens during the event, and in the 2021 Biennial State plan
- Spoken acknowledgment of sponsorship during event program and onscreen written acknowledgement
- Full page color ad in electronic and printed event program book (inside front cover)
- Logo/name included on invitations mailed to Michigan businesses, community, and political leaders as well as pre-event printed promotional materials
- Personalized sharable "thank you" social media post (Twitter, Facebook, Instagram, and LinkedIn)
- Quote in statewide news release released
- Invited to participate in any radio interviews

Guardian Sponsor- \$35,000

- Two invitations to the in-person VIP screening
- Opportunity to provide a prerecorded one-minute video that will be shown during the event
- Logo/name included on advertising Public Service Announcements
- Second tier logo/name placement on all thank you signage at VIP screening; on the online event registration webpage, on all online thank you screens during the event, and in the 2021 Biennial State plan
- Spoken acknowledgment of sponsorship during event program and onscreen written acknowledgement
- Full page color ad in electronic and printed event program book (choice of inside or outside back cover)
- Logo/name included on invitations mailed to Michigan businesses, community, and political leaders as well as pre-event printed promotional materials
- Personalized sharable "thank you" social media post (Twitter, Facebook, Instagram, and LinkedIn)

Protector Sponsor - \$20,000

- Two invitations to the in-person VIP screening
- Opportunity to provide a prerecorded 30-second video that will be shown during the event
- Third tier logo/name placement on all thank you signage at VIP screening; on the online event registration webpage, on all online thank you screens during the event, and in the 2021 Biennial State plan
- Spoken acknowledgment of sponsorship during event program and onscreen written acknowledgement
- Full page color ad in electronic and printed event program book
- Logo/name included on invitations mailed to Michigan businesses, community, and political leaders as well as pre-event printed promotional materials
- Personalized sharable “thank you” social media post (Twitter, Facebook, Instagram, and LinkedIn)

Defender Sponsor - \$10,000

- Two invitations to the in-person VIP screening
- Fourth tier name placement on all thank you signage at VIP screening; on the online event registration webpage, on all online thank you screens during the event, and in the 2021 Biennial State plan
- Printed acknowledgment of sponsorship during event program on screen
- Half page ad in electronic and printed event program book
- Name included on invitations mailed to Michigan businesses, community, and political leaders as well as pre-event printed promotional materials
- Personalized sharable “thank you” social media post (Twitter, Facebook, Instagram, and LinkedIn)

Partner Sponsor - \$5,000

- Two invitations to the in-person VIP screening
- Fifth tier name placement on all thank you signage at VIP screening; on the online event registration webpage, on all online thank you screens during the event, and in the 2021 Biennial State plan
- Printed acknowledgment of sponsorship during event program onscreen
- Quarter page ad in electronic and printed event program book
- Name included on invitations mailed to Michigan businesses, community, and political leaders as well as pre-event printed promotional materials
- Personalized sharable “thank you” social media post (Twitter, Facebook, Instagram, and LinkedIn)

Supporter Sponsor - \$2,500

- Sixth tier name placement on all thank you signage at VIP screening; on the online event registration webpage, on all online thank you screens during the event, and in the 2021 Biennial State plan
- Printed acknowledgment of sponsorship during event program on screen
- Eighth page ad in electronic and printed event program book
- Name included on invitations mailed to Michigan businesses, community, and political leaders as well as pre-event printed promotional materials
- Personalized sharable “thank you” social media post (Twitter, Facebook, Instagram, and LinkedIn)

Friend Sponsor - \$1,000

- Seventh tier name placement on all thank you signage at VIP screening; on the online event registration webpage, on all online thank you screens during the event, and in the 2021 Biennial State plan
- Printed acknowledgment of sponsorship during event program on screen
- Name listed on thank you page in electronic and printed event program book

IN-KIND SPONSOR OPPORTUNITIES*

- Name included on invitations mailed to Michigan businesses, community, and political leaders as well as pre-event printed promotional materials
- **Video Sponsor** (\$10,000) – Covers the production of the online virtual event
- **Print Sponsor** (\$10,000) – Covers the cost of print materials to promote the event, including save the date postcards, mailed invitation, event program, etc.
- **Live Auction Sponsor** (\$10,000) – Covers the technical costs of producing the live auction
- **Mobile Bidding Sponsor** (\$10,000) – Covers the cost of mobile bidding platform
- **Décor Sponsor** (\$5,000) – Covers the cost of decorating the Rotunda in the Capitol Building
- **Marketing & Advertising Sponsors** (\$5,000+ each, multiple available) – Covers the investment in statewide event promotion including design and placement of ads through various media outlets (TV, radio and digital) as well as local and statewide publications.

**Please refer to the Sponsorship Opportunities for associated benefits with each level.*