



CHILDREN'S TRUST FUND

*Pam Posthumus*  
SIGNATURE AUCTION EVENT

HONORARY CHAIRS SHARIF HUSSEIN & PASCALE EID

Online Silent Auction: September 14-16, 2020

Live Virtual Event: Wednesday, September 16, 2020 at 7:00 p.m.

Show up &  
stand **UP**  
for kids

## STAND UP SPONSOR BENEFITS

In moving to a virtual live event for the 18th Annual Pam Posthumus Signature Auction Event, we have updated the benefits our sponsors will receive. The event will now be shared statewide more than ever before, reaching all the way from Monroe to Ironwood and everywhere in between! Please share this opportunity with your friends and family who may be interested in Standing UP for Kids!

### PRESENTING SPONSOR - \$75,000 - 1 AVAILABLE

- Supports three local organizations each with \$25,000 grants to help stop child abuse and neglect in their own communities
- Full-page advertisement in digital event program - inside front cover
- Personalized Thank You video shared via social media on event day
- Sponsorship acknowledgement on evites, social media, and digital program
- Recognition on CTF auction website; with link to company site
- Name/logo on pre-event promotional materials
- Name included on press releases
- Prominent recognition during Live Virtual Event
- Logo in CTF Biennial State Plan

### PREMIERE SPONSOR - \$30,000 - 1 OF 4 STILL AVAILABLE

- Supports three local organizations each with \$10,000 grants to help stop child abuse and neglect in their own communities
- Full-page advertisement in digital event program
- Personalized Thank You video shared via social media on event day
- Sponsorship acknowledgement on evites, social media, and digital event program.
- Recognition on CTF auction website; with link to company site
- Name/logo on pre-event promotional materials
- Name included on press releases
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### CHAMPION FOR A CHILD - \$10,000

- Purchases 200 portable cribs to assure babies sleep in a safe environment and save lives
- Half-page advertisement in digital event program
- Recognized in Thank You video shared via social media on event day
- Sponsorship acknowledgment on social media and in digital event program
- Recognition on CTF auction website; with link to company site
- Recognition during Live Virtual Event
- Logo in CTF Biennial State Plan

For more information, visit [ctfauction.givesmart.com](http://ctfauction.givesmart.com) or contact Michelle Boggs at [michelle@pruesheckerllc.com](mailto:michelle@pruesheckerllc.com) or (517) 575-9312.

## PROTECTOR OF THE VOICELESS - \$5,000

- Provides one month of services which directly impact children and families who are in crisis
- Quarter page advertisement in digital event program
- Sponsorship acknowledgment on social media and in digital event program
- Recognition on CTF auction website; with link to company site
- Name listed in CTF Biennial State Plan

## ADVOCATE FOR AWARENESS - \$2,500

- Enables ten child abuse prevention professionals to attend the Child Abuse & Neglect Conference
- Sponsorship acknowledgment on social media
- Logo and/or name listed in digital event program catalog
- Recognition on CTF auction website; with link to company site
- Name listed in CTF Biennial State Plan

## BELIEVER IN THE MISSION - \$1,000

- Purchases 500 Sleep Baby Safe and Snug books that teach about safe sleep
- Sponsorship acknowledgement on social media
- Logo and/or name listed in digital event program catalog
- Recognition on CTF auction website; with link to company site
- Name listed in CTF Biennial State Plan

## PARTNER IN PREVENTION - \$500

- Puts parenting literature into the hands of 600 new moms so newborns are kept protected and safe
- Sponsorship acknowledgement on social media
- Logo and/or name listed in digital event program catalog
- Recognition on CTF auction website; with link to company site
- Name listed in CTF Biennial State Plan

## FRIEND OF CTF - \$150

- Provides 12 safe sleep sacks to help prevent Sudden Unexpected Infant Death (SUID) **or** 3 months supply of diapers **or** 2 at home visits for at-risk mothers
- Name listed in CTF Biennial State Plan

## IN-KIND SPONSOR OPPORTUNITIES\*

- **Marketing Sponsor (\$10,000)** – Covers the cost of marketing event statewide, purchasing radio buys, Facebook ads and more
- **Mobile Bidding Sponsor (\$10,000)** – Covers the cost of mobile bidding platform
- **Video Sponsor (\$10,000)** – Covers the production of event video
- **Design Sponsor (\$5,000)** – Covers the cost to design virtual event catalog
- **Virtual Live Auctioneer (\$5,000)** – Covers the cost of the live auction

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

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