

Events Overview

The cost of blood cancer treatment can leave patients making impossible choices, like having to prioritize living expenses over treatment. You can remove the barriers that these diseases bring. Now more than ever, patients and families are finding themselves feeling alone and stressed by their blood cancer diagnosis. You can connect them with a community to open up and address their fears, uncertainties, and hopes. Most families lack information about the potential impact their blood cancer will continue to have on their daily lives. You can arm them with the resources to address their questions and support them throughout their journey.

Join us during the year of our seventieth anniversary to help fulfil our mission to ensure the emotional, social, and financial stability of Michigan patients and families as they navigate their blood cancer journey by sponsoring one of our events listed below.



February 25



The BCFM **Movie Marathon** at Emagine Novi, is BACK! This 12-hour event brings together movie-goers to enjoy all the latest releases on the big screen, all the while bringing hope to the lives of local blood cancer patients and families.



June 4



The Scavenger Safari and Walk brings the community together for an adventurous day at the Detroit Zoo. Teams can walk or race around the zoo, completing tasks. This community-wide event provides a day out at the zoo, as well as a way to support local blood cancer patients and families through their journey.



Events Overview cont.



August 29



Since 2006, the **Gray's Reef Golf Classic (GRGC)** has brought 150+ golf enthusiasts and supporters together from the Michigan business community for a daylong golf outing and dinner. This year's celebration will take place at Oakland University, promising a great day of golf while creating stability for local BCFM families.

**70th
Gala**

October 6



The Blood Cancer Foundation of Michigan is celebrating 70 years of keeping the promise to ensure emotional, social, and financial stability for blood cancer patients and their families. Join the BCFM community as we celebrate our storied past and step into an exciting future!





2022 PARTNERSHIP FORM

	\$2,500 Presenting Partner	\$1,000 Silver Screen Partner	\$750 Box Office Partner	\$500 Popcorn Partner
Sponsorship benefits				
Name/logo listing on all event promotional signage and day-of acknowledgments	Premium Logo Placement	Secondary Logo Placement	Name Listing	Name Listing
Name/logo listing acknowledgment on day-of printed materials	Premium Logo Placement	Secondary Logo Placement	Name Listing	Name Listing
Recognition in digital event promotion including BCFM website	Logo/Link/Description	Logo/Link	Logo	Name Listing
Social Media and Eblast promotion – recognition and highlights of partnership on BCFM social media platforms & event eblasts	Linked Spotlights & Opportunity to Create Video at Event	Directly Linked Spotlight with Personal Quote	Logo Acknowledgment	
Number of event tickets	6 Tickets	4 Tickets	2 Tickets	2 Tickets



SCAVENGER SAFARI & WALK

TRACK CLUES AT THE ZOO

2022 PARTNERSHIP FORM



Sponsorship Benefit	Livingston Lion \$5,000	Kent Koala \$2,500	Genesee Gorilla \$1,500	Oakland Ostrich \$500
Placement on pre-event promotional and participant materials	Premium Logo Placement	Prominent Secondary Logo Placement	Name/ Logo Listing	Name Listing
Placement on day-of signage and material , including: welcome signage, additional onsite signage, and event program	Premium Logo Placement – <i>Ability to place own signage with key entrance event signage</i>	Prominent Secondary Logo Placement	Name/ Logo Listing	Name Listing
Recognition in digital event promotion , including: on BCFM website, social media platforms, eblasts and event apps	Premium Logo Placement	Prominent Secondary Logo Placement	Name/ Logo Listing	Name Listing
Placement on t-shirt	Premium Logo Placement	Prominent Secondary Logo Placement	Name/ Logo Listing	Name Listing
Company display table at event	X	X	X	X
Include item in participant event bag	X	X	X	X
Number of “sponsored” clues on the official Scavenger Safari event app	4	2	1	
Recognition of partnership over Detroit Zoo loud speaker (multiple times throughout event registration)	X	X		
Included admissions to Scavenger Safari	10	8	6	4
Access to communicate with BCFM community	One BCFM Social Media “Takeover” Day	One Special Message from You on BCFM Social Media		





GRAY'S REEF GOLF CLASSIC

Sponsorship Benefits	\$20,000 Presenting Sponsor	\$10,000 Platinum Sponsor	\$7,500 Gold Sponsor	\$5,000 Silver Sponsor	\$3,500 Bronze Sponsor	\$2,500 Cart Sponsor	\$500 Hole Sponsor
Placement on promotional material , including: welcome signage, onsite signage, event program	Presenting sponsor logo placement with event logo on all materials	Premium logo placement on all materials	Large logo placement on all materials	Logo on welcome and onsite event signage	Listing on select event signage and program	Listing in program	Listing in program
Digital promotion: recognition and highlights of partnership on BCFM website, social media platforms, e-blasts, and more	Logo aligned with event logo on all digital GRGC mentions Customized recognition plan to match CSR needs, including social media take-over days, video(s) addressing BCFM audience and spotlights	Specific spotlights, tags and cross-promotional opportunities leading up to, and post-event	Specific tags and multiple mentions on social media leading up to, and post-event	Mentions on BCFM social media leading up to, and post- event	Mention and acknowledgments post-event on BCFM social media	Mention on BCFM social media	
Logo display in golf carts during event	Logo placement <i>(aligned prominently with event logo)</i>					Name display on cart signage with option to add logoed item <i>(no outside food or beverage)</i> in carts	
Company name/logo on signage at specific holes <i>(first come, first serve)</i>	Representation on all holes with aligned logo placement	Option for logo representation on hole (1)				Option for logo representation on hole (1)	Option for logo representation on hole (1)
Company name/logo presentation throughout event	Prominent display on all signage with event logo	Premium logo placement on dining banners, halfway point and bar signage	Secondary logo placement on dining banners, halfway point and bar signage	Logo placement on banners and signage at key stops within the course	Logo on halfway point signage	Listing in event program	Listing in event program
BCFM Corporate Support Profile	Exclusive spotlight story in newsletter and website	Logo and mention within newsletter and logo on website	Logo and listing within newsletter and website	Logo and listing on website	Listing on website	Listing on website	Listing on website
Banner placement throughout the event	Logo aligned with event logo as presenting sponsor	Premium logo placement	Secondary logo placement	Logo placement			
Dedicated display table at event registration and during event dinner	Premium table placement	Secondary logo placement	Table placement				
Opportunity to address participants during opening remarks	:30 speaking opportunity						
Eight (8) golfers (sponsor may propose teams)	X	X	X	X			
Four (4) golfers (sponsor may propose team(s))					X	X	

All golfers receive: Lunch, 18 holes of golf and dinner with premium open bar

****Social Media postings are seen by more than 7,000 followers per posting between Facebook, LinkedIn, Instagram and Twitter****

****All packages are subject to emerging Oakland County COVID-19 restrictions. BCFM will reallocate visibility and participation options as equitably as possible through other events and opportunities should cancellation occur due to COVID-19****

****Print deadlines may apply****



70th Anniversary Gala Sponsorship Opportunities

Sponsorship Benefits	\$25,000 Presenting Sponsor SOLD (one available)	\$10,000 Sponsor	\$5,000 Sponsor	\$2,500 Sponsor	\$1,500 Sponsor	\$3,000 VIP Reception Sponsor (one available)
General Visibility	Presenting Sponsor Title – Logo aligned with all event logo appearances	XXX Sponsor Title	XXX Sponsor Title	XXX Sponsor Title	XXX Sponsor Title	VIP Reception Sponsor – VIP Reception Sponsor Title
Traditional Media	Press release mentions, ability to partner on media appearances	Press release mentions				
Outdoor Media	Presenting Sponsor visibility for up to four Metro Detroit billboards					
Event Signage	Premier Presenting Sponsor logo placement on all event signage, including but not limited to: welcoming banner, table signage, VIP Reception acknowledgments, general event signage	XXX Sponsor secondary logo placement on all event signage, including but not limited to; welcoming banner, table signage, general event signage	XXX Sponsor logo placement on all event signage, including but not limited to: welcoming banner, general event signage	XXX Sponsor logo placement on event signage, including but not limited to: welcoming banner, general event signage	XXX Sponsor listing on event welcome banner	VIP Reception Sponsor logo placement on all event signage, including but not limited to: welcoming banner, general event signage. Special VIP Reception Sponsor signage
Event Program	Premier Presenting Sponsor logo in event program, recognition of partnership and ability to provide quote within the event program	XXX Sponsor secondary logo placement and recognition within event program	XXX Sponsor logo placement and recognition within event program	XXX Sponsor listing/ recognition within event program	XXX Sponsor listing/ recognition within event program	VIP Reception Sponsor logo placement and recognition within event program
Print Event Collateral	Premier Presenting Sponsor logo placement on event save the date mailer, event invitations, post event mailer	XXX Sponsor secondary logo placement on event save the date mailer, event invitations, post event mailer	XXX Sponsor logo placement on event save the date mailer, event invitations, post event mailer	XXX Sponsor listing on event save the date mailer, event invitations	XXX Sponsor listing on event invitations	VIP Reception Sponsor logo placement on event save the date mailer, event invitations, special VIP Reception invitations, post event mailer



70th Anniversary Gala Sponsorship Opportunities cont.

Sponsorship Benefits	\$25,000 Reserving SOLD (one available)	\$10,000 Sponsor	\$5,000 Sponsor	\$2,500 Sponsor	\$1,500 Sponsor	\$3,000 VIP Reception Sponsor (one available)
eBlast	Direct mentions and logoed visibility on all event related eblasts. Ability to provide video addressing eblast audience	Mentions and logoed visibility on all event related eblasts	Logoed visibility on all event related eblasts	Listing on all event related eblasts	Listing on all event related eblasts	Logoed visibility on all event related eblasts, including post event photo sharing
BCFM Website	Presenting Sponsor visibility, logo with link, ability to provide quote	XXX Sponsor secondary logo visibility, logo with link	XXX Sponsor logo visibility, logo with link	XXX Sponsor logo listing with link	XXX Sponsor listing with link	VIP Reception Sponsor logo visibility, logo with link
Social Media	Ongoing linked spotlights on social media (Facebook, LinkedIn, Twitter and Instagram) direct mentions of partnership, multiple spotlight opportunities including a video addressing BCFM following	Ongoing linked spotlights on social media (Facebook, LinkedIn, Twitter and Instagram)	Grouped logoed mentions on social media (Facebook, LinkedIn, Twitter and Instagram)	Grouped logoed mentions on social media (Facebook, LinkedIn, Twitter and Instagram)	Grouped mentions on social media (Facebook, LinkedIn, Twitter and Instagram)	Spotlight logoed mentions on social media (Facebook, LinkedIn, Twitter and Instagram)
Event Tickets	8 Event Tickets	6 Event Tickets	4 Event Tickets	2 Event Tickets	2 Event Tickets	4 Event Tickets
VIP Reception	Invitation to pre-event VIP reception, logoed signage at the reception	Invitation to pre-event VIP reception	Invitation to pre-event VIP reception	Invitation to pre-event VIP reception	Invitation to pre-event VIP reception	Invitation to pre-event VIP reception. Ability to welcome VIP guests via announcement
Other Event Visibility	Ability to address the event audience, ability to provide a logoed gift to attendees	Ability to provide a logoed gift to attendees				Ability to provide gift or self-provided signage to VIP guests
Ongoing Benefits	Invitations to statewide BCFM 70th Anniversary events, recognition as a BCFM partner on annual donor collateral, listing on BCFM website throughout the 70th Anniversary Celebration	Invitations to statewide BCFM 70th Anniversary events, recognition as a BCFM partner on annual donor collateral, listing on BCFM website throughout the 70th Anniversary Celebration	Invitations to statewide BCFM 70th Anniversary events, recognition as a BCFM partner on annual donor collateral, listing on BCFM website throughout the 70th Anniversary Celebration	Invitations to statewide BCFM 70th Anniversary events, recognition as a BCFM partner on annual donor collateral, listing on BCFM website throughout the 70th Anniversary Celebration	Invitations to statewide BCFM 70th Anniversary events, recognition as a BCFM partner on annual donor collateral, listing on BCFM website throughout the 70th Anniversary Celebration	Invitations to statewide BCFM 70th Anniversary events, recognition as a BCFM partner on annual donor collateral, listing on BCFM website throughout the 70th Anniversary Celebration



70th Anniversary Gala

Thursday, October 6, 2022

Garden Theater | 3929 Woodward Ave, Detroit, MI 48201

Sponsorship Opportunities Available

\$10,000

\$5,000

\$2,500

\$1,500

VIP Reception Sponsor - \$3,000

I can't attend, please accept my donation of \$ _____

Total: \$ _____

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

Method Of Payment: Visa MasterCard Amex Discover

Credit Card # _____ Exp. Date _____

3-4 Digit Code _____ Signature: _____

Check Enclosed. Please Make Check Payable To: The Blood Cancer Foundation of Michigan

Attendees:

Name: _____ Name: _____

Email: _____ Email: _____

Name: _____ Name: _____

Email: _____ Email: _____

Name: _____ Name: _____

Email: _____ Email: _____

To register by phone, please call **Stacey Anderson** at **248.530.3005**
or email: **sanderson@bloodcancerfoundationmi.org**

To register by mail, send form to:

The Blood Cancer Foundation of Michigan

70th Anniversary Gala

**27655 Middlebelt Rd., Suite 160
Farmington Hills, MI 48334**

Event Selection and Payment

Please check which event(s) you would like to sponsor:

Movie Marathon **Scavenger Safari** **Gray's Reef Golf Classic** **70th Anniversary Gala**

Sponsorship Level(s): _____

Sponsor Name: _____
(as it should appear on website and other publicity items)

Contact Name: _____
(not listed in publicity)

Sponsor Address: _____
(including city, state, and zip code)

Sponsor Phone Number: _____ Sponsor Email : _____

Authorized Signature : _____
(required)

Please check one payment choice:

A check payable to **The Blood Cancer Foundation of Michigan** is enclosed.

Please charge my:

Visa MasterCard American Express Discover

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
Credit Card Number

Print name as it appears on the card: _____

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
Expiration Date CVV

Sign here: _____

PLEASE RETURN FORM AND CHECKS MADE PAYABLE TO:

THE BLOOD CANCER FOUNDATION OF MICHIGAN
2765 MIDDLEBELT ROAD, SUITE 160, FARMINGTON HILLS, MI 48334

To ensure your privacy and safety, BCFM recommends you call us with your banking information and never send this over email.

Questions or additional details:

Please contact **Stacey Anderson, Director of Development** at
sanderson@bloodcancerfoundationmi.org or **248.530.3005**.

