



# New Day

FOUNDATION FOR FAMILIES

## 2017 SPONSORSHIP OPPORTUNITIES



New Day Golf  
Tournament



## DEAR FRIENDS,

We love our sponsors and donors! You are the life and hope of New Day!

In appreciation of your generosity, we're committed to planning first class events for which you can be proud to attach your name. Please review our menu of sponsorships opportunities for the year and consider the value of bringing hope and help to families fighting cancer, all while having fun and connecting with community.



This year we have three events hosted by a third party\*... in other words, no cost to New Day. This means 100% of your sponsorship dollar will go directly to families fighting cancer.

But wait! There's more! **Every sponsorship commitment up to \$100,000 will be matched by a generous donor!** There has never been a better time to partner with New Day!

Together we can change lives! Let's make this our best year ever!

With love and gratitude,

Gina Kell Spehn  
Co-Founder & President

\*In some cases sponsors will write a check to a third party 501(c)(3) nonprofit which is tax deductible and all proceeds will go directly to New Day.

**NEW DAY FOUNDATION FOR FAMILIES** is a Rochester, Michigan-based 501(c)(3) nonprofit co-founded in 2007 by Michael Spehn and Gina Kell Spehn in the aftermath of losing their first spouses to cancer. Our mission is to have a positive impact on treatment outcomes and survivorship by reducing the catastrophic effects of financial toxicity caused by a cancer diagnosis. We serve families who have children under the age of 18 living in the home, and also have a family member in active treatment for a cancer diagnosis (adult or pediatric).



## **\$100,000 Gift Matching Opportunity!**

***Every sponsorship dollar will be matched by a generous donor up to \$100,000 if commitments are made before May 19, 2017.***

Plus, sponsors will receive special recognition as a New Day partner on social media, website, print materials, and newsletters.

**Contact Jo Long at (248) 494-0436 or [jo@newdayff.org](mailto:jo@newdayff.org) for more information or to give the gift of hope with a New Day sponsorship.**

# NEW DAY FOUNDATION EVENT SPONSORSHIP PACKAGES



*Experience happy hour at one of the area's premier restaurants with your coworkers and clients while supporting New Day. Hearty hors d'oeuvres, premium open bar, & live music.*

**Thursday, May 18, 2017**

## **Corporate Entertainment Sponsor - \$7,500**

- Private room for 20
- Company name listed in all pre & post press releases
- Opportunity to put giveaway in swag bag
- Monthly mentions on NDF social media
- Prominent logo placement on all print materials
- Logo on NDF website with hyperlink

## **Valet Sponsor - \$5,000**

- Two reserved tables of 6
- Exclusive logo recognition at valet
- Opportunity to put giveaway in swag bag
- Monthly mentions on NDF social media
- Prominent logo placement on all print materials
- Logo on NDF website with hyperlink

## **VIP Table - \$2,500**

- Reserved table of 6 including
- Monthly mentions on NDF social media
- Logo placement on all print materials
- Logo on NDF website with hyperlink

## **Friends of New Day - \$1,000**

- Four tickets
- Logo placement on all print materials
- Logo on NDF website with hyperlink



*A night of hope where sponsors shine bright for families fighting cancer! Strolling dinner, live entertainment and dancing. Eastern Market Shed 5.*

**Friday, September 8, 2017**

## **Presenting Sponsor - \$50,000**

- Category Exclusive
- VIP reserved table and soft seating for 30\*
- Podium recognition
- Prominent logo placement on printed materials including guest invitations and press releases
- Custom banner
- 2-page spread in event program
- Social media and website recognition
- Presenting Sponsor Hope Shines Award

*\*Option to donate one table to New Day Family*

## **Champion for Hope Sponsor - \$25,000**

- VIP Reserved Seating - Three tables of ten\*
- Special recognition during live program
- Custom banner
- Company recognition on all printed materials
- Full page ad in program
- Social media and website recognition
- Champion for Hope Sponsor award

*\*Option to donate one table to New Day Families*

## **Hero for Hope Sponsor - \$10,000**

- VIP Reserved Seating - Two tables of ten\*
- Recognition during live program
- Company recognition on all printed materials
- Full page ad in program
- Social media and website recognition

*\*Option to donate one table to New Day Families*

## **Hope Shines Sponsor - \$5,000**

- VIP Reserved Seating - One table of ten
- Mention during live program
- Company recognition on printed materials
- Half page ad in program
- Social media and website recognition

## **Hope Sponsor - \$2,500**

- VIP Reserved Seating for four
- Mention during live program
- Company recognition on printed materials
- Half page ad in program
- Social media and website recognition

## **Full Page Program Ad - \$1,000**

## **Half Page Program Ad - \$500**

**Visit [FoundationForFamilies.org](http://FoundationForFamilies.org)  
to purchase online or to make a donation.**

# THIRD PARTY EVENT SPONSORSHIP PACKAGES

## GOLF SPONSORSHIP OPPORTUNITIES



### Great Oaks Gives Golf Tournament

Monday, June 19, 2017  
Great Oaks Country Club

#### Eagle Sponsor - \$7,500

- Three (3) foursomes for golf
- Lunch and 19th hole reception
- Large logo banner
- Contest sponsor
- Hole sign
- Website and social media recognition

#### Birdie Sponsor - \$5,000

- Two (2) foursomes for golf
- Lunch and 19th hole reception
- Large logo banner
- Hole sign
- Website and social media recognition

#### Bogey Sponsor - \$2,500

- One (1) foursome for golf
- Lunch and 19th hole reception
- Large logo banner
- Hole sign
- Website and social media recognition

#### Hole Sponsor: \$1,000

- Large logo banner
- Hole sign
- Website and social media recognition



### VGE Foundation Golf Outing

Saturday, July 22, 2017  
Wyndgate Country Club

#### Gold Sponsor - \$8,500

- Two foursomes on Wyndgate Country Club Course
- Large logo banner
- Business headlined on all promotions and Facebook

#### Silver Sponsor - \$6,500

- One foursome on Wyndgate Country Club Course
- Large logo banner
- Business headlined on all promotions and Facebook

#### Copper Sponsor - \$4,500

- Two foursomes on West Wynd Golf Course
- Large logo banner
- Business headlined on all promotions and Facebook

#### Bronze Sponsor - \$2,750

- One foursome on West Wynd Golf Course
- Large logo banner
- Business headlined on all promotions and Facebook

#### Eagle Sponsor - \$ 3,500.00 (Dinner Sponsor)

- Logo banner & tee Sign
- Business name clearly headlined at dinner BBQ
- Business name displayed on golf program

#### Birdie Sponsor - \$ 2,500.00 (Breakfast/Brunch Sponsor)

- Logo banner & tee Sign
- Business name clearly headlined at Brunch
- Business name displayed on golf program

#### Par Sponsor - \$ 1,500.00 Donation

- Logo banner & tee Sign
- Business name displayed on golf program

#### Bogey Sponsor - \$ 1,000.00

- Tee Sign
- Business name displayed on golf program

## CONCERT SPONSORSHIP OPPORTUNITIES



### Outdoor Concert

Saturday, August 5, 2017 at St. Peter Macomb featuring Kris Allen from "American Idol", Christian singer Adam Cappa and more!

#### Rock Sponsor - \$10,000 (SOLD)

#### Plank Sponsor - \$7,500 (3 Available)

- 10 Tickets for VIP Room and Seating Section
- 30 sec. vignette about company played prior to show
- Optional marketing table
- Ability to distribute a gift/product, at own expense
- Video screen recognition: logo and name
- Mentioned on all social media outlets
- Name on printable materials

#### Community Sponsor - \$5,000 (10 Available)

- 8 Tickets for VIP Room & Seating Section
- Optional marketing table
- Ability to distribute a gift, or product, at own expense
- Mentioned on all social media outlets
- Video screen recognition: logo and name
- Name on printable materials

#### Faith Sponsor - \$1,000 (Unlimited)

- 4 Tickets for Reserved Seating Section
- Video screen recognition: logo and name

#### Music Sponsor - \$500 (Unlimited)

- 2 Tickets for Reserved Seating Section

#### Friend Sponsor - \$250 or \$100 (Unlimited)