



The GREAT HEARTS GALA

2019 Sponsorship Opportunities



A festive evening benefitting children & families
FRIDAY, MAY 17, 2019 | FORD FIELD, DETROIT

A SPECIAL THANK YOU TO OUR 2019 PRESENTING SPONSOR



| FORD MOTOR COMPANY FUND

2019 Great Hearts Award Honoree

Detroit's Education Innovators

Starfish Family Services is proud to honor Detroit's Education Innovators. For more than 55 years, Starfish has been a recognized leader in empowering children and families across Wayne County. Now, *Starfish, The Kresge Foundation, University of Michigan, Detroit Public Schools Community District,* and *Marygrove College* have joined forces to revitalize a Northwest Detroit neighborhood through a revolutionary educational model. Located at Marygrove College, the all-in-one campus will offer Detroit children state-of-the-art educational opportunities from prenatal to K12, from college to graduate studies (also referred to as Cradle-to-Career). Fueled by a \$50 million investment from The Kresge Foundation and bringing the best that each partner has to offer, our vision is to deliver what Detroit children need and deserve—the highest quality education and development programs in the country.

The Great Hearts Gala supports key outcomes such as:

Healthy Families. Through our integrated approach, we advocate for whole-family health. Because Starfish understands the link between behavioral health (healthy minds) and physical health (healthy bodies), our services actively address both. For example, we offer health screenings for all of our babies, toddlers, and preschoolers, an on-site nutrition program, and early detection of emotional, behavioral, and developmental difficulties.

Successful Students. Starfish promotes student success by looking at the needs of the whole child. From high-quality early childhood education that is evidence-based and culturally informed to comprehensive services that tackle issues beyond the classroom, we are there every step of the way to help our children thrive.

Empowered Families. At Starfish, we value our parents and caregivers. All Starfish staff members work to build trusting relationships and to ensure that parents are actively engaged---because it is their journey. For example, Starfish University offers a wide variety of classes, conferences, and events, all at no cost to parents. The goal is to build confidence, knowledge, skills, and resources in a nurturing environment.



Mark your calendar for May 17, 2019!

Join Starfish Family Services for our eighth annual Gala benefitting children and their families. This memorable evening will feature entertainment, a cocktail reception, dinner, live auction, and recognition of our 2019 Great Hearts Award Honoree.

Visit our Gala website for more information: StarfishGala.org

**The GREAT
HEARTS
GALA**
Celebrating Great Starts

Detailed Sponsorship Benefits

Presenting Sponsor \$100,000

- Opportunity to have a representative give remarks at the Gala
- Premier recognition with logo on:
 - Gala website with link to company website
 - Gala printed materials (front cover of program, save-the-date card, and invitation)
 - On-site signage for Gala
 - Large video screens during the Gala
 - Media opportunities
 - Welcome monitor in Starfish lobby
- Two page spread ad in the Gala program
- Sponsorship recognition on Ford Field digital signs:
 - Scoreboard on the field
 - Ribbon boards in lobby of Gate A
- Unique photo opportunities on the field
- 10 tickets to our exclusive Honoree Reception *
- 16 tickets to the Gala with premier seating
- 16 tickets to a VIP pre-Gala cocktail reception in locker room with Ford Field behind-the-scenes tour

Huddle Sponsor \$50,000

- Customized sponsorship of the VIP-only pre-Gala Huddle at Ford Field
- Prominent logo recognition on:
 - Gala website with link to company website
 - Gala printed materials (invitation and program)
 - On-site signage for the Gala
 - Welcome monitor in Starfish lobby
- Full page ad in the Gala program
- Sponsorship recognition on Ford Field digital signs:
 - Scoreboard on the field
 - Ribbon boards in lobby of Gate A
- Unique photo opportunities on the field
- 8 tickets to our exclusive Honoree Reception*
- 16 tickets to the Gala with premier seating
- 16 tickets to a VIP pre-Gala cocktail reception in locker room with Ford Field behind-the-scenes tour

Diamond Sponsor \$25,000

- Prominent logo recognition on:
 - Gala website with link to company website
 - Gala printed materials (invitation and program)
 - On-site signage for the Gala
 - Large video screens during the Gala
 - Welcome monitor in Starfish lobby
- Full page ad in the Gala program
- Sponsorship recognition on Ford Field digital signs:
 - Scoreboard on the field
 - Ribbon boards in lobby of Gate A
- Unique photo opportunities on the field
- 8 tickets to our exclusive Honoree Reception *
- 16 tickets to the Gala with premier seating
- 16 tickets to a VIP pre-Gala cocktail reception in locker room with Ford Field behind-the-scenes tour



RIGHT: Gala Sponsorship Committee Chair Carla Burney-Jones, Detroit Lions mascot Roary, and Christopher Jones.

BELOW: 2018 Gala auction.



The GREAT HEARTS GALA 2019

Platinum Sponsor

\$15,000

- Logo recognition on:
 - Gala website with link to company website
 - Gala printed materials (invitation and program)
 - On-site signage for the Gala
 - Large video screens during the Gala
 - Welcome monitor in Starfish lobby
- Half page ad in the Gala program
- Sponsorship recognition on Ford Field digital signs:
 - Scoreboard on the field
 - Ribbon boards in lobby of Gate A
- Unique photo opportunities on the field
- 6 tickets to our exclusive Honoree Reception *
- 8 tickets to the Gala with premier seating
- 8 tickets to a VIP pre-Gala cocktail reception in locker room with Ford Field behind-the-scenes tour

Gold Sponsor

\$10,000

- Logo recognition on:
 - Gala website
 - Gala printed materials (invitation and program)
 - On-site signage at the Gala
 - Large video screens during the Gala
- Quarter page ad in the Gala program
- Name recognition on:
 - Welcome monitor in Starfish lobby
- Sponsorship recognition on Ford Field digital signs:
 - Scoreboard on the field
 - Ribbon boards in lobby of Gate A
- Unique photo opportunities on the field
- 4 tickets to our exclusive Honoree Reception *
- 8 tickets to the Gala with premier seating
- 8 tickets to a VIP pre-Gala cocktail reception in locker room with Ford Field behind-the-scenes tour

Silver Sponsor

\$5,000

- Name recognition on:
 - Gala website
 - Gala printed materials (invitation and program)
 - On-site signage for the Gala
 - Welcome monitor in Starfish lobby
- 4 tickets to the Gala
- 2 tickets to our exclusive Honoree Reception

Bronze Sponsor

\$2,500

- Name recognition on:
 - Gala website
 - Gala printed materials (invitation and program)
 - On-site signage at the Gala
- 4 tickets to the Gala



Ready to join us?

Our sponsorship team is eager to work with you to create a custom sponsorship opportunity which aligns with your corporate marketing and philanthropic goals for 2019.

For more information, please contact:

Heather Rindels, Chief Development Officer
hrindels@sfish.org | (248) 505-2355
Or visit StarfishGala.org

* Date and time TBA. Our Honoree Reception is a separate event hosted by one of our benefactors.

Sponsorship Benefits at a Glance

PRESENTING	HUDDLE	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	Printed & Media Recognition	Event Tickets	Event Recognition	Ford Field Opportunities
Recognition on Gala website	Logo: Premier position with link to website	Logo: Premier position with link to website	Logo: Premier position with link to website	Logo with link to website	Logo	Name	Name	—	—	—
Recognition on welcome monitor in Starfish lobby	Logo: Premier position	Logo: Prominent position	Logo: Prominent position	Logo	Name	Name	Name	—	—	—
Recognition in Starfish publications	Logo: Premier position	Logo: Prominent position	Logo: Prominent position	Logo	Logo	Logo	—	—	—	—
Ad space in printed program at Gala	Two page spread	Full page	Full page	Half page	Quarter page	—	—	—	—	—
Media opportunities	Logo: Premier position	Logo: Prominent position	Logo: Prominent position	—	—	—	—	—	—	—
Seats at Gala Dinner	Up to 16	Up to 16	Up to 16	Up to 8	Up to 8	Up to 4	Up to 4	Up to 4	Up to 4	Up to 4
Tickets to exclusive Honoree Reception (Date and Time TBA*)	Up to 10	Up to 8	Up to 8	Up to 6	Up to 4	Up to 2	Up to 2	—	—	—
Gala printed materials	Premier recognition	Prominent recognition	Prominent recognition	Logo	Logo	Name	Name	—	—	—
On-site signage and monitors at Gala	Premier recognition	Prominent recognition	Prominent recognition	Logo	Logo	Name	Name	—	—	—
Opportunity to present remarks at Gala	Yes	—	—	—	—	—	—	—	—	—
Special Ford Field digital signage	Yes	Yes	Yes	Yes	Yes	Yes	Yes	—	—	—
VIP pre-Gala cocktails in locker room with Ford Field behind-the-scenes tour	Up to 16	Up to 16	Up to 16	Up to 8	Up to 8	—	—	—	—	—
Unique photo opportunities on the field	Yes	Yes	Yes	Yes	Yes	Yes	Yes	—	—	—
VIP pre-Gala Huddle recognition package	—	Yes	—	—	—	—	—	—	—	—
	\$100,000	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500			



About Starfish Family Services

Founded in 1963, Starfish Family Services is a nonprofit human service agency, recognized as a champion for families who lack access to essential resources in metropolitan Detroit. Serving over 4,000 children and their families annually, we provide high-quality programs and support services that focus on early childhood education, behavioral health wellness, and empowered parents.

Through our holistic approach, we supply access to the right resources at the right time so that our community families thrive.

Our mission is strengthening families to
create brighter futures for children.

