



# *The* GREAT HEARTS GALA

2020 Sponsorship Opportunities



A festive evening benefitting children & families  
**FRIDAY, MAY 8, 2020 | FORD FIELD, DETROIT**

A SPECIAL THANK YOU TO OUR PRESENTING SPONSOR



| FORD MOTOR COMPANY FUND

# *Celebrating Detroit's Children*



Children always take center stage at the Great Hearts Gala. During this year's ninth annual event, we're pulling out the stops to celebrate the children of Detroit. Detroit is an eclectic, vibrant city and headlines are saying, "it's coming back." But for Detroit to truly come back, we must first and foremost invest in children. Let's show the children of Detroit that we believe in them. That we see their potential and we hear their voices. That learning is not defined by zip code or race or gender or access. And that each and every child is our future.

## **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. We proactively collaborate to serve and support them, to build trust, and to ensure they are meaningfully engaged---because it is their journey. Through support groups like Baby Power (for new Moms) and Fraternity of Fathers, parent leadership opportunities, and customized guidance, families are empowered to visualize their unique dream of success and have the tools to get there.



**Mark your calendars! Friday, May 8, 2020**

Visit our Gala website for more information: **StarfishGala.org**



# 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 VIP Reception \*
- 16 tickets to the Gala with premier seating
- 16 tickets to a Pre-Glow with cocktails

## Pre-Glow Sponsor \$50,000

- Customized sponsorship of the Pre-Glow with cocktails 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 VIP Reception \*
- 16 tickets to the Gala with premier seating
- 16 tickets to a Pre-Glow with cocktails

## 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 VIP Reception \*
- 16 tickets to the Gala with premier seating
- 16 tickets to a Pre-Glow with cocktails



ABOVE: 2019 Gala memories.

RIGHT: Starfish board member Phillip Fisher and family greeted by Detroit Lions mascot Roary.



# The GREAT HEARTS GALA 2020

## 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 VIP Reception \*
- 8 tickets to the Gala with premier seating
- 8 tickets to a Pre-Glow with cocktails

## 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 VIP Reception \*
- 8 tickets to the Gala with premier seating
- 8 tickets to a Pre-Glow with cocktails

### \* VIP Reception Details:

April 2, 2020 at The Belfor Training Center Family Lounge  
Usually reserved for players' families, this exclusive space located inside Little Caesar's Arena provides a panoramic view of the ice.

## 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 VIP Reception \*
- 4 tickets to a Pre-Glow with cocktails

## 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
- 4 tickets to a Pre-Glow with cocktails




## 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 2020.

For more information, please contact:  
**Heather Rindels**, Chief Development Officer  
hrindels@sfish.org | (248) 505-2355  
Or visit **StarfishGala.org**

# Sponsorship Benefits at a Glance

	PRESENTING	PRE-GLOW	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	—	
Recognition in Starfish publications	Logo: Premier position	Logo: Prominent position	Logo: Prominent position	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	
Tickets to exclusive VIP Reception (See Details*)	Up to 10	Up to 8	Up to 8	Up to 6	Up to 4	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	—	—	—	—	—	—	
<b>Special Ford Field digital signage</b>	Yes	Yes	Yes	Yes	Yes	—	—	
<b>Pre-Glow w/ cocktails</b>	Up to 16	Up to 16	Up to 16	Up to 8	Up to 8	Up to 4	Up to 4	
<b>Unique photo opportunities on the field</b>	Yes	Yes	Yes	Yes	Yes	—	—	
<b>Customized recognition</b>	—	Yes	—	—	—	—	—	
	<b>\$100,000</b>	<b>\$50,000</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	



**STARFISH**  
FAMILY SERVICES

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





## 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.**

