Be the Rock: Under the Stars

SPONSORSHIP PROPOSAL

MONDAY, SEPTEMBER 21, 2020

Fifth Third Ballpark

Event Chairs
John and Sandy Lowery, Applied Imaging
Bing and Jean Goei, Eastern Floral

Event Vice-Chairs
Dave Shaffer, Interphase Interiors
Renée Williams, Huntington National Bank
Cruise back in time to the drive-in movies! Join chairs John and Sandy Lowery, Bing and Jean Goei and co-chairs, Dave Shaffer and Renée Williams, on Monday, September 21, 2020. Be the Rock Under the Stars will take place in the North Parking Lot at the West Michigan landmark, Fifth Third Ballpark.

This is the not-to-be-missed fundraising event of the summer. Rock and Roll to LIVE entertainment, enjoy an evening filled with inspiration on the big screen, all while you dine on summer classics barbecue, root beer floats, and popcorn all from the comfort of inside your own ride.

Join us for this unforgettable bash to raise critical funds during the time of the COVID-19 pandemic.

Together we can provide health, hope and wholeness to our most vulnerable communities as we are committed to keeping our staff, seniors, families, and individuals safe during this crisis.

Now more than ever, Samaritas depends on your financial support to help care for at-risk seniors, foster youth, intellectually disabled adults, and families and teens living in shelters during this pandemic. These populations are extremely vulnerable to the ravages of COVID-19 and your support will ensure that Samaritas can continue to provide these critical services.

One of the state’s largest nonprofits, Samaritas has been sending ripples of positive change into Michigan communities since 1934. We have five senior living locations, 14 affordable living communities for seniors and people with disabilities, and we are the largest private adoption and foster care agency in the state. Samaritas’ diverse staff and volunteers of nearly 2,000 members share a dedication to serving their fellow humans by doing the right thing, for the right reasons, every day.
Be the Rock Under the Stars

SPONSORSHIP OPPORTUNITIES

Rock Star Presenting Sponsor - $25,000
- Industry exclusivity
- Event naming rights, “Be the Rock” presented by (your company)”
- 30 VIP tickets to the event with premium placement area designated with company signage (one ticket per person, multiple people per car permitted)
- Full page welcome letter from the CEO on page three of the Sky Chart book
- Dedicated slide for company logo in rolling pre-show powerpoint
- Verbal recognition from stage during the program
- Facebook - One live video (“Tell as about your Ripple Effect”), logo posted on the Samaritas page and event page
- Logo featured in all event print materials
- Logo featured on boxed movie candy distributed to all guests upon arrival
- Logo in leading position on the event webpage
- Logo recognition on Samaritas’ electronic newsletter hyperlinked to company website
- Corporate spotlight – featured (1) article of the Samaritas Our Hands magazine
- Ability to customize an employee service day within one of the Samaritas’ programs
- Prominent logo recognition exposure in all press materials (coverage not guaranteed)
- For extended recognition, corporate sponsorship featured in the Samaritas Fall Statewide online auction with logo hyperlinked to company website
- VIP exclusive gift giveaway

Visionary Sponsor - $15,000
- 24 VIP tickets to the event with preferred placement designated with logo on signage (one ticket per person, multiple people per car permitted)
- Acknowledgment from the stage and the screen during the event program
- Company logo branded on all popcorn bags distributed to each guest
- Prominent logo recognition on all event printed materials and event signage
- Full page advertisement in Sky Chart book
- Recognition and tag on Samaritas Facebook page and event page
- Inclusion in Samaritas electronic newsletter with logo hyperlinked to company website
- Customized corporate virtual volunteer opportunity
- Corporate spotlight feature in one (1) article of the Samaritas Our Hands magazine
- Prominent logo recognition exposure in all press materials (coverage not guaranteed)
- For extended recognition, corporate sponsorship featured in the Samaritas Fall statewide online auction with logo hyperlink to company website
- Opportunity to have a company representative on Samaritas event committee
- VIP exclusive gift giveaway
Galaxy Sponsor - $10,000
• 16 VIP tickets to the event (one ticket per person, multiple people per car permitted)
• Opportunity to host concession stand with company name in lights at the stand
• Half page advertisement in Sky Chart program book
• Acknowledgment from the stage and screen before and during the event
• Designated parking area marked with company logo
• Logo displayed on all event print materials
• Recognition and tag on Samaritas Facebook page and event page
• Inclusion in Samaritas electronic newsletter with logo hyperlinked to company website
• Logo listed on the Samaritas event webpage
• Exclusive VIP give-away

Super Nova Sponsor - $5,000
• 14 tickets with designated parking to the event. (one ticket per person, multiple people per car permitted)
• Quarter page advertisement in the Sky Chart program book
• Company recognition from the stage and screen before the event
• Recognition and tag on Facebook event page
• Logo displayed on all event print materials
• Logo listed on the event webpage
Nebula Sponsor - $2,500
- 10 tickets to the event (one ticket per person, multiple people per car permitted)
- Text listing of company in event program
- Text listing of company in pre-show rolling powerpoint on screen
- Text listing of company on the event website

Neutron Sponsor - $1,250
- 6 tickets to the event (one ticket per person, multiple people per car permitted)

Media Recognition Acknowledgment
Acknowledgment as sponsor in all promotional materials, recognition varied based on sponsorship level. Benefits may include:

Our Hands Magazine: 20,000 homes
Enews Newsletter: 6,500 subscribers

Save-the-Date: 1,700 qty
Print deadline: June 15, 2020

Invitation: 1,700 qty
Print deadline: July 13, 2020

Sky Chart Book: 600 qty
Print deadline: September 12, 2020

Social Media Campaign to include Facebook, Twitter, Instagram, Linkedin

Samaritas is a 501(c)3 charitable organization, tax I.D. 38-1360553
Samaritas 2000 32nd Street SE, Grand Rapids, MI 49508 / www.samaritas.org / P: 616-284-5704
Be the Rock Celebration Sponsorship Agreement

SEPTEMBER 21, 2020 • FIFTH THIRD BALLPARK • COMSTOCK PARK, MI

☐ Presenting Sponsor $25,000  ☐ Visionary Sponsor $15,000
☐ Galaxy Sponsor $10,000  ☐ Super Nova Sponsor $5,000
☐ Nebula Sponsor $2,500  ☐ Neutron Sponsor $1,250

Amount of $________________ is to be paid within 30 days of receipt of invoice or in accordance with terms specifically agreed upon outside of this agreement.

Sponsor Company Name: ___________________________ Date: ____/_____/_______

How would you like your name recognized for print:
_______________________________________________________________________

Contact Name: ____________________________ Title: __________________________
Address: __________________________ City: ________ State: _____ Zip: ________
Phone: (____) ______________________  E-mail: ______________________________

☐ American Express  ☐ Discover  ☐ MasterCard  ☐ Visa  ☐ Check*/Cash Enclosed  ☐ Invoice me

Credit Card Number: ______________ Exp. Date: ___/______ Security Code: _______

Billing Address (if different from above): ______________________________________
City: ________________________________  State: _________  Zip: _______________

Signature: ______________________________________ Date: ____/_____/________

* Please make all checks payable to: Samaritas *

Mail To:
Samaritas
Attn: Mary Cline
2000 32nd Street SE
Grand Rapids, MI 49508

Questions?
Contact Mary Cline
Special Events & Corporate Relations Manager
(616) 284-5704 or mclin@samaritas.org
Today, Samaritas spans the state’s Lower Peninsula with more than 60 program sites in over 40 cities, through nearly 2000 dedicated staff and volunteers. Those programs include: Adoption, Foster Care, Family Preservation, Senior and Affordable Living. Our New Americans program offers refugee resettlement, job training and school readiness. Disability services are offered through group homes and in-home supports. Some other support services we offer include: Home Health, community services, prison to community reintegration for women, and we have the largest family homeless shelter program in the state.

Samaritas’ diverse staff share a dedication to their fellow humans by doing the right thing, for the right reasons, every day. They truly are the rocks that start the ripple of transformation in the lives of those we serve.