

Sparrow Children's Center Day of Miracles

April 26, 2019



PRESENTING SPONSORSHIP (Exclusive)

\$20,000+

- » Logo as Presenting Sponsor on all radio, television and print advertising
- » Referenced in public relations activities as Presenting Sponsor
- » Recognition at the top of each hour of the television broadcast by emcees
- » Logo and link on television station website promoting the Day of Miracles
- » Opportunity to staff phone banks, and an interview during television broadcast
- » Logo and company name run hourly during the televised crawl
- » Private VIP tour of Sparrow Hospital for 10 guests
- » Right of first acceptance for next year's event
- » Industry exclusivity on event, if desired

CLUB WALL SPONSOR (Exclusive)

\$15,000

- » Exclusive donor club wall naming rights during television broadcast: i.e. "(Company Name Here) Club Wall"
- » Logo and link on television station website promoting the Day of Miracles
- » Opportunity to staff phone banks
- » Logo and company name run hourly during the televised crawl
- » Private VIP tour of Sparrow Hospital for eight guests

TOTE BOARD SPONSOR (Exclusive)

\$10,000

- » Exclusive tote board naming rights during television broadcast, i.e. "(Company Name Here) Tote Board"
- » Logo on signage near tote board on the television broadcast set
- » Logo and link on television station website promoting the Day of Miracles
- » Opportunity to staff phone banks
- » Logo and company name run hourly during the televised crawl
- » Private VIP tour of Sparrow Hospital for six guests

PHONE BANK SPONSOR (Exclusive)

\$10,000

- » Exclusive "(Your Name Here) Phone Bank" naming rights during television broadcast
- » Logo and link on television station website promoting the Day of Miracles
- » Opportunity to staff phone banks
- » Logo and company name run hourly during the televised crawl
- » Private VIP tour of Sparrow Hospital for six guests

This year marks the 31st year that the Sparrow Children's Center—a Children's Miracle Network Hospital—will host this premier fundraising event. Watch as children and families share inspiring stories of the exceptional care, treatment, and technology offered by Sparrow Children's Center.

For more information on this event, contact the Sparrow Foundation at 517.364.3620.



Luci Cichocki
Children's Miracle Network Hospitals
2018 Miracle Child



For more sponsorship opportunities please see reverse side.

**PRODUCTION SPONSOR****\$7,500**

- » Recognition as Production Sponsor during the broadcast
- » Name and link on television station website promoting the Day of Miracles
- » Logo on set signage, visible during broadcast
- » Opportunity to staff phone banks
- » Logo and company name run hourly during the televised crawl
- » Private VIP tour of Sparrow Hospital for four guests

MIRACLE MAKER SPONSOR**\$5,000**

- » Logo and link on television station website promoting the Day of Miracles
- » Opportunity to staff phone banks
- » Logo and company name run hourly during the televised crawl
- » Private VIP tour of Sparrow Hospital for four guests

INSPIRATION SPONSOR**\$2,500**

- » Exclusive “This hour sponsored by ... ” to air during your hour
- » Logo on set signage, visible during broadcast
- » Opportunity to staff phone banks during your hour of the Day of Miracles
- » Logo and company name run hourly during the televised crawl
- » Opportunity to provide incentive/matching offer during your sponsored hour
- » Private VIP tour of Sparrow Hospital for four guests

WISH GRANTER**\$1,000**

- » Recognition during the Day of Miracles
- » Opportunity to staff phone banks during TV broadcast
- » Recognition on event signage

**Children's
Miracle Network
Hospitals**

Helping Local Kids

All sponsors are recognized along with event highlights at SparrowFoundation.org.

All gifts of \$10,000 or more are recognized with membership in the Philanthropist League and listed on the donor recognition wall located in the main lobby of Sparrow Hospital.

Benefits subject to change if sponsorship not confirmed before April 1, 2019.