



One great event!
Five fantastic locations!

SPONSORSHIP OPPORTUNITIES



A member of NorthStar Care Community



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— SPRING 2025 —

DETROIT
APRIL 25
SAINT ANDREW'S HALL

GRAND RAPIDS
MAY 17
GLC LIVE AT 20 MONROE

— FALL 2025 —

ANN ARBOR
SEPTEMBER 11
REVEL RUN

ALPENA
SEPTEMBER 19
THE APLEX

TRAVERSE CITY
OCTOBER 3
PARK PLACE HOTEL & CONFERENCE CENTER





WHY YOUR SUPPORT MATTERS

As an independent not-for-profit hospice, end-of-life care is all we do. Yet to do this important work – and to deliver the programs and services that set Hospice of Michigan and Arbor Hospice apart – partnering with generous donors is essential.

While the hospice benefit reimbursement covers a portion of the costs associated with end-of-life care, it often falls short in covering the cost of the resources needed to deliver the unparalleled, comprehensive care that every patient and family deserves at end of life.

Your philanthropic support helps cover these unreimbursed costs, assuring that Hospice of Michigan and Arbor Hospice can fulfill our mission of **Every Person. Every Time.**

Ask about opportunities for your company's staff to volunteer at Barley, BBQ & Beats!

| |  |  |  |  |  |
|---|---|---|--|---|---|
| | ON THE ROCKS \$15,000 | BARBECUE \$10,000 | BARLEY \$5,000 | BEATS \$2,500 | SMOKEHOUSE \$1,000 |
| Φ Event tickets | 18 | 16 | 14 | 12 | 8 |
| Big screen brand recognition (logo) | ✓ | ✓ | ✓ | ✓ | Name only |
| Logo and link to your site on event webpage | ✓ | ✓ | Logo only | Logo only | Name only |
| * Recognition in newsletters | ✓ | ✓ | ✓ | ✓ | ✓ |
| ‡ Inclusion in media outreach | ✓ | ✓ | Social media only | | |
| Emcee recognition from stage | ✓ | ✓ | | | |
| Ⓔ Logo on invitation | ✓ | | | | |

Φ We will deliver to the best of our ability dependent on local gathering restrictions

* E-Newsletter and Connections Donor Newsletter.

‡ Robust public relations effort, including press releases to print and broadcast media; Extensive social media campaign

Ⓔ Pending commitment made prior to printing



THE MOMENTUM CONTINUES!

18 EVENTS SINCE 2016

Attended by more than

14,150 GUESTS

SPONSORSHIP PACKAGES

All sponsorships support the Open Access program. Below are examples of what can be funded dependent on program needs.



ON THE ROCKS SPONSOR

\$15,000

Two months of music therapy for patients through the Lillian E. Delmar Music Program. Music is shown to help bring physical, spiritual, and emotional comfort to patients at the end of life.



BARBECUE SPONSOR

\$10,000

40 *We Honor Veterans* pinning ceremonies to recognize patients who served in the armed forces. As a partner in the *We Honor Veterans* program, clinicians are trained to recognize and properly honor the needs of our nation's veterans.



BARLEY SPONSOR

\$5,000

Grief support services to about 25 individuals for a year—this includes mailings, phone calls, and supportive programming. Highly skilled grief counselors work closely with families to offer our services wherever they can bring the most healing.



BEATS SPONSOR

\$2,500

One week of continuous care for a pediatric hospice patient and their family. *Jo Elyn Nyman Anchors Programs for Children* at Hospice of Michigan and Arbor Hospice is one of the few programs in the country to offer this rare and highly specialized care for pediatric patients.



SMOKEHOUSE SPONSOR

\$1,000

A healing day at Camp Good Grief bereavement day camp for 10 children grieving the loss of a loved one.

More than
600 VOLUNTEERS

Raised more than
\$2.545 MILLION

funding
10,180+ DAYS OF HOSPICE CARE

Harnessing the power of social media to build awareness, excitement and ticket sales!

2024 SOCIAL MEDIA IMPACT



1,288,832 IMPRESSIONS

reaching

340,683 USERS

with

39,514

ACTIVE ENGAGEMENTS



14,054 IMPRESSIONS

reaching

9,107 USERS

&

343 ACTIVE ENGAGEMENTS



**13,189 STORY &
POST IMPRESSIONS**

reaching

109,090 USERS

with

452 ACTIVE ENGAGEMENTS

EXTENSIVE MEDIA COVERAGE



THE ALPENA NEWS

Ann Arbor Observer



ROYAL OAK
TRIBUNE



The Detroit News



MACOMB
DAILY



News-Herald



PRESS & GUIDE



The SUNTIMES NEWS



Urban St.
Eat. Shop. Play. Local.

