



AN EVENING OF
**ROASTING AND
TOASTING**
IN HONOR OF BOB LUTZ

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$50,000

- Reservations for 30 seats (3 tables) to the event.
- Thirty (30) reservations for the VIP Reception.
- VIP seating.
- Two-page color ad spread in the commemorative program book.
- Single paragraph profile of your company in the commemorative program book.
- Two complimentary foursomes and sponsorship recognition at the Arthritis Foundation's exclusive golf tournament, the Cadillac Invitational at Orchard Lake Country Club on September 21, 2009.
- Recognition from the podium during the Tribute event as a "Presenting Sponsor."
- Presenting placement of company logo/name in all event printed materials including, sponsorship materials, invitations, commemorative programs, event signage, etc.
- Company will be featured as a "Presenting Sponsor" in all event marketing spots donated via TV and/or radio *as allowed by the media sponsors*.
- Company name in all pre-event and post-event press releases (print, radio and television).
- Company logo placed prominently throughout the event recognition video.
- The opportunity to be a part of the event video.
- Opportunity to have the Arthritis Foundation host a six week "Tai-Chi From the Arthritis Foundation" class at one company worksite location at a mutually agreed upon time and date.
- Opportunity to have the Arthritis Foundation host two (2) 45-minute Arthritis Foundation Sponsored "Living with Arthritis" educational forums at one company worksite location at a mutually agreed upon time and date.
- Arthritis Foundation resources and educational materials will be supplied to company Wellness Centers Staff for distribution to employees.
- Recognition as a "Presenting Sponsor" on the Arthritis Foundation, Michigan Chapter Website and corporate website link opportunity.
- Company leader will receive one complimentary hotel room the night of the event.
- Newsletter article about company involvement in *Arthritis Action*, the AFMC newsletter, with a business and individual circulation of 25,000.
- Listing in Arthritis Foundation, Michigan Chapter Annual Report.

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor - \$25,000

- Reservations for 20 seats (2 tables) to the event.
- Ten (10) reservations for the VIP Reception.
- VIP seating.
- Full-page color ad in the commemorative program book.
- One complimentary foursome at the Arthritis Foundation's exclusive golf tournament, the Cadillac Invitational at Orchard Lake Country Club on September 21, 2009.
- Recognition from the podium during event as a "Platinum Sponsor."
- Premier placement of logo/name in all event printed materials including, *Save the Date* notices, Fact Sheets, invitations, commemorative programs, event signage, etc.
- Company will be featured as a "Platinum Sponsor" in all print ads such as Crain's and others as they arise.
- Company will be featured as a "Platinum Sponsor" in all event marketing spots donated via TV and/or radio as allowed by the media sponsors.
- Company name in all pre-event and post-event press releases (print, radio and television).
- Company logo placed prominently throughout the event recognition video.
- The opportunity to be a part of the event video.
- The Arthritis Foundation, Michigan Chapter, will host one (1) 45-minute Arthritis Foundation Sponsored "Living with Arthritis" educational forum at company worksite location at a mutually agreed upon time and date.
- The Arthritis Foundation, Michigan Chapter, will host one (1) 45-minute "Tai-Chi by the Arthritis Foundation" demonstration at one company worksite location at a mutually agreed upon time and date.
- Arthritis Foundation resources and educational materials will be supplied to company Wellness Centers Staff for distribution to employees.
- Recognition as a "Platinum Sponsor" on the Arthritis Foundation, Michigan Chapter Website and corporate website link opportunity.
- Newsletter article about company involvement in *Arthritis Action*, the AFMC newsletter, with a business and individual circulation of 25,000.
- Listing in Arthritis Foundation, Michigan Chapter Annual Report.

Gold Sponsor - \$15,000

- Reservations for 20 seats (two tables) to the event.
- Ten (Ten) reservations for the VIP Reception.
- VIP seating.
- Full-page black and white ad in the commemorative program book.
- Recognition from the podium during the event as a "Gold Sponsor."
- Company name/logo as a "Gold Sponsor" in all printed materials including *Save the Date* notices, in all event printed materials including, *Save the Date* notices, invitations, commemorative program books, event signage, etc.
- Company logo placed in the event recognition video.
- Arthritis Foundation resources, tools, educational materials will be supplied to company Wellness Centers Staff for distribution to employees.
- Recognition as a "Gold Sponsor" on the Arthritis Foundation, Michigan Chapter Website and corporate website link opportunity.
- Newsletter article about company involvement in *Arthritis Action*, the AFMC newsletter, with a business and individual circulation of 25,000.
- Listing in Arthritis Foundation, Michigan Chapter Annual Report.

SPONSORSHIP OPPORTUNITIES

Silver Sponsor - \$10,000

- Reservations for 10 seats (one table) to the event.
- Six (6) reservations for the VIP Reception.
- Three-quarter page black and white ad in the commemorative program book.
- Distinguished seating.
- Recognition from the podium at the event as a "Silver Sponsor."
- Company name/logo as a "Silver Sponsor" in all printed materials including *Save the Date* notices, invitations, commemorative program books, event signage, etc.
- Company logo placed in the event recognition video.
- Arthritis Foundation resources and educational materials will be supplied to company Wellness Centers Staff for distribution to employees.
- Recognition as a "Silver Sponsor" on the Arthritis Foundation, Michigan Chapter Website and company website link opportunity.
- Recognition in *Arthritis Action*, the AFMC newsletter, with a business and individual circulation of 25,000.
- Listing in the Arthritis Foundation, Michigan Chapter Annual Report.

VIP Reception Sponsor - \$10,000

- Reservations for 10 seats (one table) to the event.
- Six (6) reservations for the VIP Reception.
- Preferred seating.
- *VIP Reception Sponsored by...* will appear prominently on all printed materials including *Save the Date* notices, invitations, commemorative program books, event signage, etc.
- Prominent signage at the VIP Reception as the "VIP Reception Sponsor."
- Recognition from the podium at the event as the "VIP Reception Sponsor."
- Company name/logo on event signage as the "VIP Reception Sponsor."
- Arthritis Foundation resources, tools, educational materials will be supplied to company Wellness Centers Staff for distribution to employees.
- Recognition as "VIP Reception Sponsor" on the Arthritis Foundation, Michigan Chapter Website and company website link opportunity.
- Recognition in *Arthritis Action*, the AFMC newsletter, with a business and individual circulation of 25,000.
- Listing in the Arthritis Foundation, Michigan Chapter Annual Report as a valued sponsor.

Diamond Sponsor - \$7,500

- Reservations for 10 seats (one table) to the event.
- Four (4) reservations for the VIP Reception.
- Prominent seating.
- Company name/logo as a "Diamond Sponsor" in all printed materials including *Save the Date* notices, invitations, commemorative program books, event signage, etc.
- Half-page ad in the commemorative program book.
- Recognition from the podium at the event as a "Diamond Sponsor."
- Arthritis Foundation resources and educational materials will be supplied to company Wellness Centers Staff for distribution to employees.
- Recognition as a "Diamond Sponsor" on the Arthritis Foundation, Michigan Chapter Website and company website link opportunity.

SPONSORSHIP OPPORTUNITIES

Diamond Sponsor - Continued

- Recognition in *Arthritis Action*, the AFMC newsletter, with a business and individual circulation of 25,000.
- Listing in the Arthritis Foundation, Michigan Chapter Annual Report as a valued sponsor.

Emerald Sponsor - \$5,000

- Reservations for 10 seats (one table) to the event.
- Two (2) reservations for the VIP Reception.
- Quarter-page black and white ad in the commemorative program book.
- Preferred seating.
- Company name/logo as an "Emerald Sponsor" in all printed materials including *Save the Date* notices, invitations, commemorative program book, event signage, etc.
- Recognition as an "Emerald Sponsor" on the Arthritis Foundation, Michigan Chapter Website and company website link opportunity.
- Recognition from the podium at the event as an "Emerald Sponsor."
- Arthritis Foundation resources, tools, educational materials will be supplied to company Wellness Centers Staff for distribution to employees.
- Recognition in *Arthritis Action*, the AFMC newsletter, with a business and individual circulation of 25,000.
- Listing in the Arthritis Foundation, Michigan Chapter Annual Report as a valued sponsor.

Bronze Sponsor - \$3,000

- Reservations for 10 seats (one table) to the event.
- Recognition as a "Bronze Sponsor" in the commemorative program book.
- Company name/logo on event signage as a "Bronze Sponsor."
- Recognition as a "Bronze Sponsor" on the Arthritis Foundation, Michigan Chapter Website and company website link opportunity.
- Recognition in *Arthritis Action*, the AFMC newsletter, with a business and individual circulation of 25,000.
- Listing in the Arthritis Foundation, Michigan Chapter Annual Report as a valued sponsor.

Patron Sponsor - \$1,500

- Reservations for two (2) seats at the event.
- Recognition on signage at the event and in the event program.
- Recognition in Chapter newsletter, *Arthritis Action*, with a business and individual circulation of 25,000.
- Listing in Arthritis Foundation, Michigan Chapter's Annual Report as a valued sponsor.