



McLaren Loves Lansing
Friday, August 23, 2019
Lansing Brewing Company

Event Co-Chairs

Chip and Katie Taunt, Michigan Orthopedic Center

About the event

Join us for the inaugural McLaren Loves Lansing event at Lansing Brewing Company - one of the first breweries in Michigan's capitol city. Celebrate Lansing as McLaren Greater Lansing prepares for a brand-new replacement hospital. Come for the Lansing Brewing Company food drink and friendship, but stay for the lawn games, food trucks and entertainment...all local!

This strolling event is fun for everyone and invites you to celebrate all the things to love about McLaren Greater Lansing and the great city that it supports. Guests will enjoy a buffet of unique food options, local beer and desserts, a chance to win prizes, and so much more right in the heart of Lansing! Make sure to bring your dancing shoes for performances from Starfarm and Whiskey Diski and the Barrel Boys with more acts to come!

McLaren Loves Lansing Sponsorship

Sponsorships are available on a first-come, first-served basis and are likely to sell out quickly. For an up-to-date list, please visit www.mclaren.org/mclarenll.

McLaren Loves Lansing sponsors, excluding Donor Sponsors, receive a dinner buffet, one drink ticket per person (21 and older), food truck vouchers and a very special gift for each attendee.

In addition, sponsors choosing sponsorships of \$1,000 or more receive specific benefits listed below each level and the following:

- Recognition on McLaren Loves Lansing website and in electronic marketing
- Recognition on signage throughout the event
- Recognition during the Foundation's Annual Donor Recognition Reception
- Recognition in the Foundation's annual report



Completed sponsorship forms and logos (if applicable) must be received by **August 2, 2019** in order to be recognized in event day materials.

Sponsorship Opportunities*

PRESENTING SPONSOR - \$20,000 (exclusive)

(\$18,760 is tax-deductible)

- Name and/or logo recognition in printed and digital event invitation**
- Name recognition as Presenting Sponsor on print materials and signage
- Name recognition as Presenting Sponsor on Event Staff T-Shirts
- Recognition as Presenting Sponsor in dedicated event press release
- Recognition as Presenting Sponsor on outdoor signage/branded fencing around event area
- Access to a dedicated VIP bar (21 and up)
- Twenty (20) event tickets
- Recognition on Step and Repeat banner

PLATINUM SPONSOR - \$15,000 (exclusive)

(\$14,008 is tax-deductible)

- Name and/or logo recognition in printed and digital event invitation**
- Name recognition as Platinum Sponsor on print materials and signage
- Name recognition as Platinum Sponsor on Event Staff T-Shirts
- Recognition as Platinum Sponsor in dedicated event press release
- Recognition as Platinum Sponsor on outdoor signage/branded fencing around event area
- Access to a dedicated VIP bar (21 and up)
- Sixteen (16) event tickets
- Recognition on Step and Repeat banner

CELEBRATION SPONSOR - \$10,000

(\$9,226 is tax-deductible)

- Name and/or logo recognition in printed and digital event invitation**
- Name recognition as Celebration Sponsor on print materials and signage
- Name recognition as Celebration Sponsor on Event Staff T-Shirts
- Recognition as Celebration Sponsor in dedicated event press release
- Recognition as Celebration Sponsor on outdoor signage/branded fencing around event area
- Access to a dedicated VIP bar (21 and up)
- Twelve (12) event tickets
- Recognition on Step and Repeat banner

VIP TENT SPONSOR - \$8,500

(\$7,820 is tax-deductible)

- Access to dedicated VIP area
- Name and logo recognition at VIP area
- Access to a dedicated VIP bar (21 and up)
- One (1) additional drink ticket per attendee (21 and up)
- Ten (10) event tickets

LIBATION SPONSOR - \$7,500

(\$6,880 is tax-deductible)

- Name recognition on print materials and signage in bar areas
- Ten (10) event tickets



MAIN STAGE SPONSOR - \$7,500

(\$6,880 is tax-deductible)

- Name recognition on print materials and signage near band, stage and dance floor
- Ten (10) event tickets

SMORGASBORD SPONSOR - \$7,500

(\$6,880 is tax-deductible)

- Name recognition on print materials and signage on food buffet
- Ten (10) event tickets

DANCE FLOOR SPONSOR - \$5,000

(\$4,504 is tax-deductible)

- Name recognition near the dance floor
- Eight (8) event tickets

FOOD TRUCK SPONSOR - \$5,000

(\$4,504 is tax-deductible)

- Prominent signage near food truck area
- Eight (8) event tickets

MEDIA SPONSOR - \$5,000

(\$4,504 is tax-deductible)

- Prominent signage at event
- Eight (8) event tickets

PHOTOGRAPHY SPONSOR - \$5,000

(\$4,504 is tax-deductible)

- Name recognition on Step and Repeat banner and on card mailed with Step and Repeat Photos to attendees
- Eight (8) event tickets

PINT GLASS SPONSOR - \$5,000

(\$4,504 is tax-deductible)

- Name recognition on print materials and signage near pint glass guest giveaway display
- Eight (8) event tickets

PROGRAM BOOK SPONSOR - \$5,000

(\$4,504 is tax-deductible)

- Name and logo recognition in program book
- Eight (8) event tickets

RAFFLE SPONSOR - \$5,000

(\$4,504 is tax-deductible)

- Name recognition on raffle signage
- Name recognition on raffle tickets
- Eight (8) event tickets

SELFIE/PHOTO BOOTH SPONSOR - \$5,000

(\$4,504 is tax-deductible)

- Name recognition on print materials and signage near selfie/photo booth
- Eight (8) event tickets

*Sponsorship levels subject to change

Registration must be confirmed by **June 1, 2019

T-SHIRT SPONSOR - \$5,000

(\$4,504 is tax-deductible)

- Name and Logo recognition on Event Staff T-Shirts
- Eight (8) event tickets

VALET SPONSOR - \$5,000

(\$4,504 is tax-deductible)

- Name recognition on valet tickets and valet signage
- Eight (8) event tickets

VOLUNTEER SPONSOR - \$5,000

(\$4,504 is tax-deductible)

- Name recognition on volunteer lanyards
- Eight (8) event tickets

GAME SPONSOR - \$3,500

(\$3,004 is tax-deductible)

- Name recognition on near outdoor games
- Six (6) event tickets

REGISTRATION SPONSOR - \$2,000

(\$1,504 is tax-deductible)

- Four (4) event tickets

SPONSOR WITHOUT ATTENDING

DONOR SPONSOR - \$1,000

(\$1,000 is tax-deductible)

- Sponsor without attending

