

HENRY
FORD
HEALTH®

GAME ON
CANCER
10TH ANNIVERSARY



Corporate sponsorship opportunities

gameoncancer.com





**GAME ON
CANCER**
10TH ANNIVERSARY



This innovative community initiative — launched in collaboration with the Detroit Lions and made possible by sponsors like you — alleviates barriers to care for patients and families throughout Michigan. Through the benefits listed below, Game On Cancer provides a meaningful opportunity for action and visibility of your organization's commitment to our community while providing a powerful platform for employee engagement.

Premier Presenting Sponsor — \$100,000

- Recognized as Premier Presenting Sponsor on all GOC marketing collateral
- Logo featured on volunteer t-shirts
- Display table or check presentation at Field Day event
- 20 VIP and 20 General admission tickets to Field Day event
- Sponsor spotlight in Henry Ford Development Office E-Newsletter reaching approximately 30,000 donors
- Recognition in Henry Ford Health Development Office Impact Report to high level donors
- Special invitation for 4 guests to Circle of 1915 event, Henry Ford Development Office's annual donor recognition event

Gold Sponsor — \$75,000

- Recognized on all GOC marketing collateral
- Logo featured on volunteer t-shirts
- Display table or check presentation at Field Day event
- 10 VIP and 10 General admission tickets to Field Day event
- Sponsor spotlight in Henry Ford Development Office E-Newsletter reaching approximately 30,000 donors
- Special invitation for 2 guests to Circle of 1915 event, Henry Ford Development Office's annual donor recognition event

Silver Sponsor — \$50,000

- Logo featured on volunteer t-shirts, GOC website and at Field Day event
- Display table or check presentation at Field Day event
- 8 VIP and 8 General admission tickets to Field Day event
- Sponsor spotlight in Henry Ford Development Office E-Newsletter reaching approximately 30,000 donors
- Special invitation for 2 guests to Circle of 1915 event, Henry Ford Development Office's annual donor recognition event

Bronze Sponsor — \$25,000

- Logo featured on volunteer t-shirts, GOC website and at Field Day event
- Display table or check presentation at Field Day event
- 4 VIP and 8 General admission tickets to Field Day event
- Special invitation for 2 guests to Circle of 1915 event, Henry Ford Development Office's annual donor recognition event

Champion Sponsor — \$15,000

- Logo featured on GOC website and at Field Day event
- Sponsor display table at Field Day event
- 2 VIP and 6 General admission tickets to Field Day event

Ambassador Sponsor — \$10,000

- Logo featured on GOC website and at Field Day event
- 2 VIP and 2 General admission tickets to Field Day event

Patron Sponsor — \$5,000

- Logo featured on GOC website and at Field Day event
- 2 General admission tickets to Field Day event

Impact Sponsor — \$2,500

- 10 General admission tickets to Field Day event

Sponsorship benefits

	Coporate Logo on GOC Website	Field Day Sponsor Signage	Social Media Post(s)	Vendor Table at Field Day	Logo Volunteer Shirts	VIP Field Day Tickets	GA Field Day Tickets	Circle of 1915 invite	E-Newsletter Mention	Recognized on all Marketing Materials	Recognition in Henry Ford Health Development Office Impact report
Premier Presenting Sponsor \$100,000	✓	✓	✓	✓	✓	✓ 20 VIP tix	✓ 20 tix	✓ 4 tix	✓	✓	✓
Gold Sponsor \$75,000	✓	✓	✓	✓	✓	✓ 10 VIP tix	✓ 10 tix	✓ 2 tix	✓	✓	
Silver Sponsor \$50,000	✓	✓	✓	✓	✓	✓ 8 VIP tix	✓ 8 tix	✓ 2 tix	✓		
Bronze Sponsor \$25,000	✓	✓	✓	✓	✓	✓ 4 VIP tix	✓ 8 tix	✓ 2 tix			
Champion Sponsor \$15,000	✓	✓	✓	✓		✓ 2 VIP tix	✓ 6 tix				
Ambassador Sponsor \$10,000	✓	✓	✓			✓ 2 VIP tix	✓ 2 tix				
Patron Sponsor \$5,000	✓	✓					✓ 2 tix				

* Volunteer t-shirts will be worn by all Detroit Lions 50/50 Raffle volunteers. Logos must be received by Monday, June 24 to be included.

* All sponsors have the opportunity to form Game On Cancer employee engagement fundraising team(s) or participate in GOC volunteer opportunities.



Game On Cancer fulfills an essential part of Henry Ford Cancer Care, extending beyond the walls of the clinic to help local patients and their families with the financial burdens that come with a cancer diagnosis.

Together with our corporate partners, sponsors, volunteers and team-based fundraisers, we bring the community together at every level to support the whole patient throughout their treatment journey. As a sponsor, you will play a critical role in fueling that mission, all while strengthening engagement and relationships within your organization and throughout the community.

