

Cherry Health Foundation

Comprehensive Sponsorship Response Form

Supporters of Cherry Health Foundation’s mission to lead, advocate and invest in health equity through the services of Cherry Health often seek the opportunity to accelerate their connection. A Comprehensive Sponsorship package highlights donor partners’ profile as community health champions with the dual purpose of increasing access to patient services. Comprehensive sponsors offer their sponsorship **across Cherry Health Foundation’s 2 signature events, plus gain access to exclusive opportunities** to create meaningful experiences for employees and friends, such as connecting with Cherry Health leaders for informative small group sessions or pop-up events on-site (at the workplace or virtual) to hear stories from patients about the service their sponsorships make possible.

Health Champion (\$20,000)

Presenting Sponsorship of *Prescription: Strength* with corresponding event benefits (see pg. 3). / Presenting Sponsorship at *Cherry Health Celebration* with corresponding event benefit (see pg. 4). / Logo recognition as annual funding partner on Cherry Health Foundation web page and printed newsletter. / Sponsor giving feature on Foundation Instagram. / Choice of 5 exclusive a la carte mission opportunities (chart below).

Health Leader (\$15,000)

Matching Challenge Sponsorship of *Prescription: Strength* with corresponding event benefits (see pg. 3). / Primary Care Sponsorship at *Cherry Health Celebration* with corresponding event benefit (see pg. 4). / Logo recognition as annual funding partner on Cherry Health Foundation web page. / Sponsor giving feature on Foundation Instagram. / Choice of 4 exclusive a la carte mission opportunities (chart below).

Health Investor (\$7,500)

Matching Challenge Sponsorship of *Prescription: Strength* with corresponding event benefits (see pg. 3). / On-Call Sponsorship at *Cherry Health Celebration* with corresponding event benefit (see pg. 4). / Logo recognition as annual funding partner on Cherry Health Foundation web page. / Sponsor giving feature on Foundation Instagram. / Choice of 3 exclusive a la carte mission opportunities (chart below).

Health Promoter (\$5,000)

Supporting Sponsorship of *Prescription: Strength* with corresponding event benefits (see pg. 3). / Health Care Home Sponsorship at *Cherry Health Celebration* with corresponding event benefit (see pg. 4). / Logo recognition as annual funding partner on Cherry Health Foundation web page. / Sponsor giving feature on Foundation Instagram. / Choice of 2 exclusive a la carte mission opportunities (chart below).

Health Advocate (\$1,800)

Friends Sponsorship of *Prescription: Strength* with corresponding event benefits (see pg. 3). / One-Stop Services Sponsorship at *Cherry Health Celebration* with corresponding event benefit (see pg. 4). / Logo recognition as annual funding partner on Cherry Health Foundation web page. / Sponsor giving feature on Foundation Instagram. / Choice of 1 exclusive a la carte mission opportunity (chart below).

Exclusive Mission Opportunities for Comprehensive Sponsors (see qty guidelines for each level above)

✓	A La Carte Choices	Description	Guests/Quantity	Details
	My Hope: First Person Patient Story	Virtual or in-person* session sharing mission through one Cherry Health patient storytelling session, with Q&A.	Unlimited virtual; 25 in-person	Request scheduled 30 days in advance of chosen date. May be scheduled at your choice of venue (subject to availability).
	Why We Give Feature	Donor-crafted message sharing value of giving to Cherry Health Foundation with image.	1x print newsletter	Additional sharing: cherryhealth.org/your-impact and e-news
	Private Mission Experience	Virtual or in-person* donor choice of "deep dive" with Cherry Health program leadership, with Q&A.	8 virtual; 8 in-person	Light catering provided. Request scheduled 30 days in advance of chosen date. May be scheduled at your choice of venue (subject to availability).
	Volunteer To-Go Session	Virtual or in-person* brown bag lunch session with hands-on activity related to Cherry Health mission.	25 virtual; 25 in-person	Request scheduled 45 days in advance of chosen date. May be scheduled at your choice of venue (subject to availability).
	Additional Print Acknowledgement	Logo acknowledgement as Comprehensive Sponsor in Foundation print newsletter.	3x per year	2,800 distributed
	Additional Digital Acknowledgement	Logo acknowledgement as Comprehensive Sponsor in footer of Foundation e-newsletter.	12x per year	1,600 subscribers
	Donor Feature Across All Digital Platforms	Donor crafted video or photo message sharing value of giving to Cherry Health Foundation.	1x simultaneous share across LinkedIn, Instagram, Facebook, & Twitter	Donor produced or limited Foundation production.

*In-person options subject to virtual shift dependent on health department gathering guidelines and staff/patient participant comfort levels.



Prescription: Strength
Virtual Happy Hour



Cherry Health Celebration
Dinner & Entertainment



More Access to
Affordable Health Care

Comprehensive Sponsorship Level Commitment: _____

(Health Champion \$20,000 / Health Leader \$15,000 / Health Investor \$7,500 / Health Promoter \$5,000 / Health Advocate \$1,800)

SPONSOR INFORMATION

How may we recognize your generosity in our event?

Sponsor Name: _____

Contact: _____ Title: _____

Phone: _____ work cell E-Mail: _____

Street Address: _____

City, State, ZIP: _____

METHOD OF PAYMENT

Check enclosed payable to **Cherry Health Foundation**. Total Amount: \$ _____

Completed online via **cherryhealth.org/donate**.

Please e-mail invoice to: _____

Charge the credit card below.

Total Amount: \$ _____

Name on Card: _____

Card Number: _____ Expiration Date: _____

Billing Address: _____

Billing City, State, ZIP: _____

Signature: _____

By March 31, 2021, please send completed form to Cherry Health Foundation at **100 Cherry Street SE, Grand Rapids MI 49503** or the e-mail below.

Questions? 616.965.8254 or foundation@cherryhealth.com

P.S. Did you mark your choices on the front page?

Not ready to become a Cherry Health Foundation Comprehensive Sponsor?

Traditional sponsorship is also now open for our signature events. Forms are included in this packet for sponsorship response to your favorite Cherry Health Foundation event. *Make your impact now* to serve patients in 7 counties across Michigan who access excellent, affordable, comprehensive care with Cherry Health.