

# 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: <a href="http://cherryhealth.org/your-impact">cherryhealth.org/your-impact</a> 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](mailto: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.

# Prescription: Strength Sponsorship Response Form

# PRESCRIPTION: STRENGTH

Event Date: 5/6/21

Virtual Event: Hosted on Remo Platform

**Presenting Sponsor (\$5,000)**

Premier recognition during *Prescription: Strength* as presenting sponsor. / Premier placement in digital platform: intro slide in video and high visibility in launch e-mail, pre-event e-mail, and post-event communications. / Premier recognition including name/logo on available promotional materials. / Premier recognition included in social media as well as print and e-newsletters partner-related editorial content. / Private introduction experience to Cherry Health mission for your guests, scheduled post event. / Opportunities to repost, forward and engage digital event platform with guests.

**Matching Challenge Sponsor (\$2,500)**

Recognition during *Prescription: Strength* as Matching Challenge sponsor. / Recognition including name/logo on available promotional materials. / Recognition included in social media as well as print and e-newsletters. / Opportunities to repost, forward and engage digital event platform with guests.

**Supporter Sponsor (\$1,000)**

Recognition during *Prescription: Strength*. / Recognition including name/logo on available promotional materials. / Opportunities to repost, forward and engage digital event platform with guests.

**Friends Sponsor (\$500)**

Recognition including name/logo on available promotional materials. / Opportunities to repost, forward and engage digital event platform with guests.

## 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: \_\_\_\_\_

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Total Amount: \$ \_\_\_\_\_

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing City, State, ZIP: \_\_\_\_\_

Signature: \_\_\_\_\_

By April 15, 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](mailto:foundation@cherryhealth.com)



# Cherry Health Celebration Sponsorship Response Form

#CH Celebration

Event Date: 11/3/21

Dependent upon gathering recommendations from CDC and environmental conditions, benefits may be altered to reflect virtual event design.

**Presenting Sponsor (\$10,000)**

Acknowledged with logo as presenting sponsor on all available print materials. / Hosted event attendance for 16 plus 2 Cherry Health Hosts. / Lead image on digital banner on Foundation web page. / Sponsor video message shared and tagged on Cherry Health social media platforms in lead up to event. / Tagged on Cherry Health social media platforms in lead up to event. / Spotlight in e-newsletter. / Giving featured in printed newsletter (2,800 subscribers). / Acknowledgement from event hosts. / Opportunity to share giving focused message at "podium" during event. / Logo acknowledgement in event display. / Premier logo display on event website.

**Primary Care Sponsor (\$7,500)**

Hosted event attendance for 8 plus 2 Cherry Health Hosts. / Included on digital banner on Foundation web page. / Sponsor video message shared and tagged on Cherry Health social media platforms in lead up to event. / Tagged on Cherry Health social media platforms in lead up to event. / Acknowledgement from the event hosts. / Logo featured in printed newsletter (2,800 subscribers). / Logo acknowledgement in event display. / Logo display on event website and print materials.

**On-Call Sponsor (\$5,000)**

Hosted event attendance for 8 plus 2 Cherry Health Hosts. / Sponsor video message shared and tagged on Cherry Health social media platforms in lead up to event. / Included on digital banner on Foundation web page. / Acknowledgement from the event hosts. / Logo acknowledgement in event display. / Logo display on event website and print materials.

**Healthcare Home Sponsor (\$2,500)**

Hosted event attendance for 8 plus 2 Cherry Health Hosts. / Tagged on applicable Cherry Health social media platforms in lead up to event. / Logo acknowledgement in event display. / Logo display on event website. / Sponsor listing in print materials.

**Check-Up Sponsor (\$1,500)**

Hosted event attendance for 6. / Logo acknowledgement in event display. / Sponsor listing on event website and print materials.

**One-Stop Services Sponsor (\$1,000)**

Hosted event attendance for 4. / Logo acknowledgement in event display. / Sponsor listing on event website and print materials.

## 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

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Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing City, State, ZIP: \_\_\_\_\_

Signature: \_\_\_\_\_

By October 5, 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](mailto:foundation@cherryhealth.com)

