

Cherry Health ensures that comprehensive, primary and behavioral health care is accessible for all, no matter income or insurance status. Our Comprehensive Sponsorship\* plans enable a full year of value-added support with a single investment that spans both signature events, Prescription: Strength (May 17, virtual) and Cherry Health Celebration (November 2) and includes customizable options for additional engagement. Each donor partner becomes part of Cherry Health Foundation's story by increasing patient services and standing out as a champion of community health!

\* Benefits may be altered to reflect virtual event design dependent upon recommendations from the CDC and environmental conditions.

### **Health Champion (\$15,000)**

Customize your choice with up to 3 engagement options. Logo recognition as an annual funding partner on Foundation's webpage is included at this level, plus:

**Prescription: Strength** (Presenting Sponsor) Premier recognition during event / Premier placement in digital platform: intro slide in video and high visibility in launch, pre-event, and post-event communications / Sponsor listing/logo recognition on promotional materials, social media, and e-newsletter partner-related editorial content / Private introduction experience to Cherry Health mission for your guests, scheduled post-event / Opportunities to repost social and digital content.

**Cherry Health Celebration** (Presenting Sponsor) Hosted event attendance for 16 (if virtual, includes meals, beverages, and event kits for 16) / Acknowledged with logo as presenting sponsor on event print materials and event display / Lead image on digital banner on Foundation's webpage and logo display on event website / Sponsor video message shared and tagged on Cherry Health social media platforms in lead up to event / Tags on social media platforms in lead up to event / E-newsletter spotlight / Acknowledgement from event hosts / Option to share giving focused message at "podium" during event.

### **Health Leader (\$10,000)**

Customize your choice with up to 2 engagement options. Logo recognition as an annual funding partner on Cherry Health Foundation webpage is included at this level, plus:

**Prescription: Strength** (Associate Sponsor) Recognition during event / Sponsor listing/logo recognition on promotional materials / Recognition included in social media and e-newsletters / Opportunities to repost social and digital content.

**Cherry Health Celebration** (Primary Care Sponsor) Hosted event attendance for 12 (if virtual, includes meals, beverages, and event kits for 12) / Featured logo on digital banner on Foundation's webpage / Sponsor video message shared and tagged on Cherry Health social media platforms in lead up to event / Tags on social media platforms in lead up to event / Acknowledgement from event hosts / Logo acknowledgement in event display, on event website and in event print materials.

### **Health Investor (\$7,500)**

Customize your choice with an engagement option. Logo recognition as an annual funding partner on Cherry Health Foundation webpage is included at this level, plus:

**Prescription: Strength** (Associate Sponsor) Recognition during event / Sponsor listing/logo recognition on promotional materials / Recognition included in social media and e-newsletters / Opportunities to repost social and digital content.

**Cherry Health Celebration** (On-Call Sponsor) Hosted event attendance for 8 (if virtual, includes meals, beverages, and event kits for 8) / Logo on digital banner on Foundation's webpage / Sponsor video message shared and tagged on Cherry Health social media platforms in lead up to event / Acknowledgement from event hosts / Logo acknowledgement in event display, on event website and in event print materials.

### **Health Promoter (\$5,000)**

Customize your choice with an engagement option. Logo recognition as annual funding partner on Cherry Health Foundation webpage is included at this level, plus:

**Prescription: Strength** (Supporter Sponsor) Recognition during event / Sponsor listing/logo recognition on promotional materials / Opportunities to repost social and digital content.

**Cherry Health Celebration** (Healthcare Home Sponsor) Hosted event attendance for 6 (if virtual, includes meals, beverages, and event kits for 6) / Tagged on Cherry Health social media platforms in lead up to event / Logo acknowledgement in event display and display on event website / Sponsor listing in event print materials.

### **Health Advocate (\$2,000)**

Customize your choice with an engagement option. Logo recognition as annual funding partner on Cherry Health Foundation webpage also included at this level, plus:

**Prescription: Strength** (Friend Sponsor) Sponsor listing/logo recognition on promotional materials / Opportunities to repost social and digital content.

**Cherry Health Celebration** (Check-Up Sponsor) Hosted event attendance for 4 (if virtual, includes meals, beverages, and event kits for 4) / Logo acknowledgement in event display / Sponsor listing on event website and in event print materials.

### **Engagement Options: Exclusive Opportunities for Comprehensive Sponsors** (see sponsor levels for quantity guidelines)

**Digital Donor Share** Donor-crafted video or photo message sharing the value of giving to Cherry Health Foundation. Single, simultaneous share across Cherry Health social media (LinkedIn, Facebook, and Twitter). Donor produced or limited Foundation production.

**Facts and Snacks Experience** A virtual or in-person donor choice of “deep dive” learning luncheon with Cherry Health program leadership, including Q&A. Up to 8 guests, light catering provided, venue subject to availability.

**Volunteer to Go Session** A customized, hands-on volunteer opportunity for staff and/or friends related to the Cherry Health mission. Up to 25 guests in-person; unlimited virtual.

**“Why We Give” Feature** A donor-crafted message (with image) sharing the value of giving to Cherry Health Foundation. Published 1x in print newsletter, on [cherryhealth.org/your-impact](http://cherryhealth.org/your-impact), and in e-newsletter.



**Questions?** 616.965.8254 or [foundation@cherryhealth.com](mailto:foundation@cherryhealth.com)

**Not ready to become a Cherry Health Foundation Comprehensive Sponsor?** Individual event sponsorships are also available for our signature events. Contact us today for more information.

**Select Comprehensive Sponsorship Level:**

- Health Champion **\$15,000** +3 options
- Health Leader **\$10,000** +2 options
- Health Investor **\$7,500** +1 option
- Health Promoter **\$5,000** +1 option
- Health Advocate **\$2,000** +1 option

**Select Engagement Option(s):**

- Digital Donor Share
- Facts and Snacks Experience
- Volunteer to Go Session
- "Why We Give" Feature

**SPONSOR INFORMATION**

Sponsor Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ o/m Email: \_\_\_\_\_

Street Address: \_\_\_\_\_

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

**METHOD OF PAYMENT**

- Check enclosed for \$\_\_\_\_\_ payable to **Cherry Health Foundation**
- Online via **cherryhealth.org/donate**
- Please email an invoice to: \_\_\_\_\_
- Charge the credit card below.

Total Amount: \$\_\_\_\_\_ Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

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

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

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

**Return completed form by March 31, 2022 to:**  
**Cherry Health Foundation, 100 Cherry Street SE, Grand Rapids MI 49503**  
**or [foundation@cherryhealth.com](mailto:foundation@cherryhealth.com)**