

2024

SPONSORSHIP PROPOSAL

Supporting CARE, Supporting Community.



WE CARE.

Located in Macomb County, CARE of Southeastern Michigan is ***dedicated to providing programs to meet the needs of individuals and families.***

OUR STRENGTH

CARE continues to meet the evolving needs of the community. We are proud to serve our community in your **homes, schools** and **employers**.

114,513 PEOPLE
SERVED ANNUALLY

EDUCATE & PREVENT

Through our **Substance Use Prevention Services, Family Services,** and **WorkLife Solutions,** we educate and support our local community.

95

Educational
class-series held

48

Families received in-
home **parenting support**

900

Narcan kits distributed

ASSESS & RESPOND

CARE's team of **credentialed professionals** respond to the need for services.

476

Assessments were
provided to **students**

2,149

Individuals screened
in local **emergency
departments**

16

**Critical incident stress
debriefings** to first
responder teams

TREAT & RECOVER

Recovery United Community Center, CARE's Clinical Services, and **Student Assistance Center** treat youths and adults.

2,357

Participants at Recovery
United Community
Center (RUCC)

12

Lives saved by CARE's
Narcan kits

234

Accessed **outpatient
therapy**

We are also a good steward of the philanthropic support we receive from our community partners with a 100% rating for Finance and Accountability on Charity Navigator.

EVENT FACTS

29th ANNUAL PARENTING CONFERENCE
Saturday, March 2, 2024
Macomb Intermediate School District
44001 Garfield Rd., Clinton Twp, MI
8:30 am – 3:30 pm



This year's conference features **keynote speaker, Amy McCready**, bestselling author of *The Me, Me, Me Epidemic: A Step-by-Step Guide to Raising Capable, Grateful Kids in an Over-Entitled World*.

Raising children can be challenging. Even the best parents need a little guidance sometimes. CARE of Southeastern Michigan's 29th Annual **Parenting Conference** offers parents, caregivers and professionals a day to learn and enhance their skills and knowledge about parenting children of all ages.

Parenting Conference Highlights:

- » 275 attendees - **parents, caregivers, and professionals**
- » 10 additional breakout sessions to choose from
- » Breakout sessions that provide CEUs and/or SCECHs



Our mission is **to strengthen resiliency in people and their community through prevention, education, and services that improve the quality of life.** This event supports our mission by:

SUPPORTING FAMILIES

We believe the foundation for creating healthy and resilient families and communities is through education.

WELLNESS FOCUSED

We aim to enhance the well-being of individuals and our community.

CONTINUING EDUCATION CREDITS

We support our community by providing opportunities for professional development.

SPONSORSHIP LEVELS

All sponsor levels include the following benefits:

- » Recognition on CARE's website with a hyperlink to company's website
- » Inclusion in *News to CARE About* quarterly electronic newsletter with hyperlink to company's website (duration 2 issues)
- » Social media recognition featuring your sponsorship



PREMIER SPONSOR \$7,500

- » Logo recognition on pre-event collateral material
- » Logo recognition on all day-of-event collateral material and signage
- » Exposure in all event press releases
- » Opportunity to give "Welcoming Remarks"
- » Exhibitor space in premier location
- » Full page ad in the event program*
- » 25 complimentary registrations

BREAKFAST SPONSOR \$5,000 (1 available)

- » Logo recognition on pre-event collateral material and signage
- » Logo recognition on all day-of-event collateral material and signage
- » Exclusive signage in breakfast area
- » Exposure in all event press releases
- » Exhibitor space in premier location
- » Full page ad in the event program*
- » 15 complimentary registrations

LUNCH SPONSOR \$5,000 (1 available)

- » Logo recognition on pre-event collateral material and signage
- » Logo recognition on all day-of-event collateral material and signage
- » Exclusive signage in lunch area
- » Exposure in all event press releases
- » Exhibitor space in premier location
- » Full page ad in the event program*
- » 15 complimentary registrations

BREAKOUT SPONSOR \$3,000 (10 available)

- » Logo recognition on all day-of-event collateral material and signage
- » Exclusive Signage in one breakout room
- » Exposure in all event press releases
- » Exhibitor space
- » Half page ad in the event program*
- » 10 complimentary registrations

SUPPORTING SPONSOR \$1,500

- » Name recognition on day-of-event collateral material and signage
- » Exhibitor space
- » Quarter page ad in the event program*
- » 5 complimentary registrations

*subject to print deadlines

SPONSORSHIP BENEFITS

As a sponsor of this event, your company will achieve:

- » Brand Visibility
- » Targeted Marketing
- » Consumer Perception
- » Community Goodwill



	Premier \$7,500	Breakfast \$5,000	Lunch \$5,000	Breakout \$3,000	Supporting \$1,500
Logo placement on pre-event collateral material*	Logo	Logo	Logo		
Recognition on day-of-event collateral material and signage	Logo	Logo	Logo	Logo	Name
Exhibitor Space	Premier	Premier	Premier	Table	Table
Exclusive recognition as Breakfast Sponsor		✓			
Exclusive recognition as Lunch Sponsor			✓		
Recognition as Breakout Session Sponsor				✓	
Social media recognition featuring your sponsorship	✓	✓	✓	✓	✓
Exposure in all event press releases	✓	✓	✓	✓	✓
Logo recognition on CARE's website with a hyperlink to company's website	✓	✓	✓	✓	✓
Inclusion in <i>News to CARE About</i> quarterly electronic newsletter with hyperlink to company's website (duration 2 issues)	✓	✓	✓	✓	✓
Opportunity to give "Welcoming Remarks"	✓				
Advertisement in the event program*	Full	Full	Full	Half	Quarter
Complimentary registrations	25	15	10	10	5

*subject to print deadlines

EVENT FACTS



RALLY 4 CARE

Saturday, April 27, 2024

Throughout Macomb County

11am – 3pm

RALLY 4 CARE is a family friendly road rally fundraising event for the entire community. It brings awareness and education about substance use while honoring loved ones who lost their battle to the disease. Participants will be taken on a fun-filled rally throughout Macomb County with opportunities to win prizes by finding clues and solving riddles.

RALLY 4 CARE Highlights:

- » Unlimited car registrations
- » Adult and children raffle baskets
- » Grand prize award offered



Our vision is ***a healthy community informed about comprehensive behavioral health services aimed at reducing stigma, promoting recovery, and empowering people.*** This event supports our vision by being:

FAMILY FRIENDLY

This event is suitable for all ages.

RECOVERY ORIENTED

We respect the recovery journey of who we serve and employ.

HEALTH AND WELLNESS FOCUSED

We aim to enhance the well-being of individuals and our community.

SPONSORSHIP LEVELS



PREMIER SPONSOR \$7,500

- » Logo recognition on all pre-event collateral material*
- » Logo recognition on all day-of-event collateral material and signage
- » Social media recognition featuring your sponsorship
- » Exposure in all event press releases
- » Logo recognition on CARE's website with a hyperlink to company's website
- » Inclusion in *News to CARE About* quarterly electronic newsletter with hyperlink to company's website
- » Integration of your company into event through clue and destination (*located in Macomb County*)**
- » Full page ad in the event program*
- » Exhibitor space to host a table at our final destination
- » Inclusion of unlimited promotional items for event swag

DESTINATION SPONSOR \$5,000

- » Logo recognition on all pre-event collateral material*
- » Logo recognition on all day-of-event collateral material and signage
- » Social media recognition featuring your sponsorship
- » Exposure in all event press releases
- » Logo recognition on CARE's website with a hyperlink to company's website
- » Inclusion in *News to CARE About* quarterly electronic newsletter
- » Integration of your company into event as a destination**
- » Half page ad in the event program*
- » Opportunity to host a Macomb County destination site**
- » Exhibitor space to host a table at our final destination
- » Inclusion of promotional item(s) for event swag

DRIVING SPONSOR \$3,000

- » Logo recognition on all day-of-event collateral material and signage
- » Social media recognition featuring your sponsorship
- » Exposure in all event press releases
- » Recognition on CARE's website with a hyperlink to company's website
- » Inclusion in *News to CARE About* quarterly electronic newsletter
- » Quarter page ad in the event program*
- » Exhibitor space to host a table at our final destination
- » Inclusion of promotional item(s) for event swag

FUELING SPONSOR \$1,500

- » Name recognition on all event collateral and signage
- » Social media recognition featuring your sponsorship
- » Recognition on CARE's website with a hyperlink to company's website
- » Inclusion in *News to CARE About* quarterly electronic newsletter
- » Quarter page ad in the event program*
- » Exhibitor space to host a table at our final destination
- » Inclusion of promotional item(s) for event swag

*subject to print deadlines
**subject to event planning deadlines

SPONSORSHIP BENEFITS



As a sponsor of this event,
your company will achieve:

- » Brand Visibility
- » Targeted Marketing
- » Consumer Perception
- » Community Goodwill

	Premier \$7,500	Destination \$5,000	Driving \$3,000	Fueling \$1,500
Recognition on pre-event collateral material*	Logo	Logo		
Recognition on day-of-event collateral material and signage	Logo	Logo	Logo	Name
Integration of your company into event (located in Macomb County)**	Clue & Destination	Destination		
Social media recognition featuring your sponsorship	✓	✓	✓	✓
Exposure in all press releases	✓	✓	✓	✓
Logo recognition on CARE's website with a hyperlink to company's website	✓	✓	✓	✓
Inclusion in <i>News to CARE About</i> quarterly electronic newsletter with hyperlink to company's website	✓	✓	✓	✓
Advertisement in the event program*	Full	Full	Half	Quarter
Inclusion of promotional item(s) for event swag	✓	✓	✓	✓
Exhibitor space at final destination	✓	✓	✓	✓

*subject to print deadlines

**subject to event planning deadlines

THANK YOU



31900 Utica Rd.
Fraser, MI 48026

586-541-CARE
www.careofsem.com



Select Your Sponsorship Level:

Parenting Premier Sponsor - \$7,500
 Parenting Breakfast Sponsor - \$5,000
 Parenting Lunch Sponsor - \$5,000
 Parenting Breakout Sponsor - \$3,000
 Parenting Supporting Sponsor - \$1,500

Rally Premier Sponsor - \$7,500
 Rally Destination Sponsor - \$5,000
 Rally Driving Sponsor - \$3,000
 Rally Fueling Sponsor - \$1,500

Amount of \$_____ is to be paid within 30 days of receipt of invoice or in accordance with terms specifically agreed upon outside of this agreement.

To maximize sponsor benefits, please submit no later than December 31, 2023.

Sponsor Company Name: _____

How would you like your name recognized for print:

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ E-mail: _____

Select Your Payment Option:

American Express

Discover

MasterCard

Visa

Check/Cash Enclosed

Invoice Me

Credit Card Number _____ Exp. Date: ____/____ Security Code: ____

Billing Address (if different from above): _____

City: _____ State: _____ Zip: _____

Signature: _____ Date: ____/____/____

**For questions, please contact
 Andrew Brown at
 586.541.2273 ext. 221 or
 abrown@careofsem.com.**

Mail To:
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 Attn: Development
 31900 Utica Rd.
 Fraser, MI 48026**