

2025



*event* ON MAIN



## SPONSORSHIP OPPORTUNITIES

SUPPORTING THE CHARLES WOODSON CLINICAL RESEARCH FUND



C.S. MOTT CHILDREN'S HOSPITAL  
UNIVERSITY OF MICHIGAN HEALTH

# event ON MAIN



## Please join us!

Since 2009, more than 9,500 donors have made a gift to the Charles Woodson Clinical Research Fund.



### \$2.6M

Research project seed funding

### \$1.6M

Recruitment and retention for top researchers

### \$1.1M

Woodson Lab infrastructure

### \$6.5M

Research endowment

- Woodson Fund awards have supported more than **132 researchers** working on 98 projects across 26 pediatric care specialties.
- Woodson Fund researchers have secured nearly **\$51 million in additional funding** for their projects from outside sources.
- Every \$1 awarded through Woodson Fund pediatric grants has returned more than **\$20 in additional research funding**.



Thanks to the support and momentum from the Woodson Fund, U-M is now ranked **12th in pediatric research** funding received from the National Institutes of Health, up from 23rd in 2020.

Pediatric research represents just 10% of the NIH budget and doesn't always go to the diseases that are impacting pediatric outcomes the most. Addressing early-life diseases and adverse childhood experiences has lifelong benefits for individuals, families, and communities.

#### Woodson Fund researchers have:

- Published more than 190 manuscripts
- Created more than 200 abstracts
- Worked with over 110 trainees

## With your support and partnership, we can truly make a difference for families everywhere.





# event ON MAIN

JUNE 19, 2025



Join us for summer's most stunning evening in support of the **Little Victors at University of Michigan Health C.S. Mott Children's Hospital**. We'll shut down Main Street, where chefs from Mainstreet Ventures will serve up their specialties. Join in the festivities as we dance the night away to dazzling entertainment, creating a vibrant atmosphere for all to enjoy.

We look forward to celebrating our Little Victors with you this summer on **Thursday, June 19!**

SUMMER'S

*most stunning*

EVENTING





# event ON MAIN 2025 | BENEFITS AT-A-GLANCE

	PREMIER	PRESENTING	DIAMOND	PLATINUM	GOLD	MAIZE & BLUE	BRONZE	BENEFACTOR	PATRON
	\$100,000 <sup>†</sup>	\$50,000 <sup>†</sup>	\$35,000 <sup>†</sup>	\$25,000 <sup>†</sup>	\$15,000 <sup>†</sup>	\$10,000+ <sup>†</sup>	\$10,000 <sup>†</sup>	\$5,000 <sup>†</sup>	\$3,000 <sup>†</sup>
Tickets to 2025 Event on Main	24	20	18	16	12	Benefits include comprehensive "Maize and Blue" recognition by name across all three events: the VIP event, Event on Main, and Golf on Main. Plus tickets to all three events! (See page with complete list of benefits for details.)	10	6	4
Tickets to 2025 VIP party (6/18/25)	4	4	4	2	2		2		
Recognition on event T-shirt*	Logo	Logo	Logo	Logo	Name		Name	Name	Name
Recognition on event website and event digital signage*	Logo	Logo	Logo	Logo	Name		Name	Name	Name
Social media recognition in post-event video*	Logo	Logo	Logo	Logo	Name		Name	Name	Name
Social media recognition in Facebook event posts and Instagram stories*	Logo	Logo	Logo	Logo					
Recognition on event-specific emails and event photo backdrop*	●	●	●	●					
Recognition from the event stage	●	●	●						

<sup>†</sup> Received amount based on fair market value is indicated on the sponsor commitment form.

\* Sponsorship must be confirmed (and logos/names provided) by **Friday, May 30, 2025** for inclusion in event materials. The sooner we receive your information, the sooner we can promote your support.

Your gift may constitute a gift for endowment. Distributions from endowed funds will be made in accordance with the university's then-existing endowment distribution policy.





## UNDERWRITING OPPORTUNITIES

In addition to exclusive benefit(s) listed with each opportunity, all underwriting sponsorships include name recognition on the event website and digital signage at Event on Main.\*

Please note: **tickets are not included with these opportunities** and must be purchased separately.

### VIP PARTY (6/18/25)

#### VIP PARTY SPONSOR

**\$3,000<sup>†</sup>**

Logo on all signage and cocktail napkins

### EVENT ON MAIN UNDERWRITING SPONSORSHIPS

#### BAR SPONSOR

**\$3,000<sup>†</sup>**

Logo on bar signage and cocktail napkins

#### PHOTO BOOTH SPONSOR

**\$3,000<sup>†</sup>**

Logo on photo booth images

#### NIGHT OF GIVING SPONSOR

**\$3,000<sup>†</sup>**

Logo on giving site, onsite signage, and recognition from the stage

#### AFTERGLOW SPONSOR

**\$3,000<sup>†</sup>**

Logo on signage at the afterglow party

#### FLIP FLOP SANDALS SPONSOR

**\$3,000<sup>†</sup>**

Logo on flip flop sandals available to guests at the afterglow party

#### SWAG BAG SPONSOR

**\$3,000<sup>†</sup>**

Logo on bag tag

#### REGISTRATION SPONSOR

**\$1,500<sup>†</sup>**

Logo in registration tent

#### CANDY STATION SPONSOR

**\$1,500<sup>†</sup>**

Logo on candy station signage

#### HYDRATION SPONSOR

**\$1,500<sup>†</sup>**

Logo on table signage

#### DESSERT & COFFEE SPONSOR

**\$1,500<sup>†</sup>**

Logo on dessert/coffee station signage and cocktail napkins

### AUXILIARY EVENT UNDERWRITING SPONSORSHIPS

#### CHARLES WOODSON CLINICAL RESEARCH FUND HAPPY HOURS

**\$500<sup>†</sup>**

Logo on digital invitation and onsite materials

#### FALL HOST COMMITTEE EVENT

**\$500<sup>†</sup>**

Logo on digital invitation and onsite materials

#### SPRING INTO SUMMER PARTY

**\$500<sup>†</sup>**

Logo on onsite materials

<sup>†</sup> Recepted value for all Underwriting sponsorships is equivalent to the value listed.

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JUNE 18, 2025

# VIP PARTY

AN EXCLUSIVE BENEFIT FOR  
TOP-TIER \$10,000+ SPONSORS

Join us on **Wednesday, June 18, at 5:30 p.m.** at The Chop House in Ann Arbor for an intimate, impactful evening featuring special guests including Woodson Fund research grant recipients, as well as **Charles Woodson** and **Steve Hutchinson** — both members of the 1997 National Champion Michigan Wolverines and NFL Hall of Famers. Tickets are not available for purchase — this is an exclusive benefit for all \$10,000+ sponsors.

event  
ON MAIN

GO

# Maize & Blue

AND GET MORE!



SPONSORSHIP  
OPPORTUNITY  
\$10,000+



What are the benefits of  
Maize & Blue sponsorship?

- Comprehensive “Maize and Blue” recognition across all three events: the **VIP party**, **Event on Main**, and **Golf on Main**
- Tickets to all three events: the **VIP party**, **Event on Main**, and **Golf on Main**

Sponsor at the \$10,000  
Maize & Blue level and  
receive:

- 8 tickets to **Event on Main**
- A **Golf on Main** foursome + hole underwriting
- Two tickets to the **VIP party**

Donate to **Event on Main AND Golf on Main** and  
get additional recognition at all 3 events!







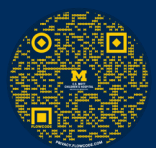
**JUNE 20, 2025**



**BRING YOUR** *A-Game!*

Please join us on **Friday, June 20**, at Travis Pointe Country Club for an exciting day on the golf course to benefit a great cause: **the Charles Woodson Clinical Research Fund** at University of Michigan Health C.S. Mott Children's Hospital.

One of Michigan's finest golf courses, Travis Pointe was designed by Michigan golf architect Bill Newcomb and has hosted the LPGA Volvik Championship and the Epson Tour.





# GOLF ON MAIN 2025 | BENEFITS AT-A-GLANCE

	WOODSON FOURSOME	PRESENTING	CLUBHOUSE	GOLFER GIFT	MAIZE & BLUE	BEVERAGE CART	GOLF CART <sup>†</sup>	PRACTICE RANGE	LUNCH	FOURSOME	HOLE UNDER- WRITING	
	\$35,000 <sup>†</sup>	\$25,000 <sup>†</sup>	\$15,000 <sup>†</sup>		\$10,000+ <sup>†</sup>	\$10,000 <sup>†</sup>				\$4,000 <sup>†</sup>	\$1,000 <sup>†</sup>	
Sponsorships available in category	1	1	1	1	Benefits include comprehensive "Maize and Blue" recognition by name across all three events: the VIP event, Event on Main, and Golf on Main. Plus tickets to all three events! (See page with complete list of benefits for details.)	1	1	1	1	No limit	No limit	
<b>FOURSOMES*</b>	1 w/ Charles Woodson	2 w/ special guest	1 w/ special guest	1 w/ special guest		1 w/ special guest	1 w/ special guest	1 w/ special guest	1 w/ special guest	1 w/ special guest	1 w/ special guest	
Tickets to 2025 VIP party (6/18/25)	4	4	2	2		2	2	2	2			
Verbal recognition at welcome & reception	○	○										
Special logo placement	Golf course clubhouse; 2 hole signs; 2 pin flags; reception signage	Golf course clubhouse; 1 hole sign; 1 pin flag; reception signage	Golf course clubhouse; 2 hole signs	Logo on the premium golfer gift and on gift pick-up signage (must be confirmed by 5/7/25)		Beverage cart signage	Signage on every golf cart	Golf course putting green and driving range signage	Halfway house signage			
Recognition on event website	Logo	Logo	Logo	Logo		Name	Name	Name	Name			
Logo recognition on event-specific emails**	○	○										
Social media recognition in post-event video**	Logo	Logo	Logo	Logo		Name	Name	Name	Name			
Social media recognition in Facebook event posts and Instagram stories**	Logo	Logo										
Opportunity to include golfer gift	○	○	○	○		○	○	○	○	○		
Golfer gift provided to event attendees	○	○	○	○	○	○	○	○	○	○		

<sup>†</sup> Recepted amount based on fair market value is indicated on the sponsor commitment form.

\* Golf package includes 18 holes of golf, a golfer gift, lunch, cocktails and other refreshments, and post-golf reception.

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# SPONSORSHIP COMMITMENT FORM



Name \_\_\_\_\_  
(for individuals: as you would like it listed in print materials, limit 115 characters including spaces)

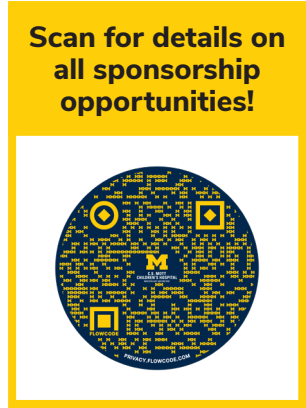
Company \_\_\_\_\_  
(as you would like it listed in print materials, limit 115 characters including spaces)

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Additional Name(s)/Email(s) for Event Communication \_\_\_\_\_



## SPONSORSHIP LEVELS

### Event on Main Sponsorships

- \$100,000 Premier Sponsor (received at \$95,768\*)
- \$50,000 Presenting Sponsor (received at \$46,420\*)
- \$35,000 Diamond Sponsor (received at \$31,746\*)
- \$25,000 Platinum Sponsor (received at \$22,232\*)
- \$15,000 Gold Sponsor (received at \$12,884\*)
- \$10,000 Bronze Sponsor (received at \$8,210\*)
- \$5,000 Benefactor Sponsor (received at \$4,022\*)
- \$3,000 Patron Sponsor (received at \$2,348.00\*)

### Underwriting Sponsorships—Event on Main

- |  |   |
|--|---|
| <input type="checkbox"/> \$3,000 VIP Party         | <input type="checkbox"/> \$1,500 Hydration      |
| <input type="checkbox"/> \$3,000 Bar               | <input type="checkbox"/> \$1,500 Dessert        |
| <input type="checkbox"/> \$3,000 Photo Booth       | <input type="checkbox"/> & Coffee               |
| <input type="checkbox"/> \$3,000 Night of Giving   | <input type="checkbox"/> \$500 Charles Woodson  |
| <input type="checkbox"/> \$3,000 Afterglow         | <input type="checkbox"/> Clinical Research Fund |
| <input type="checkbox"/> \$3,000 Flip Flop Sandals | <input type="checkbox"/> Happy Hours            |
| <input type="checkbox"/> \$3,000 Swag Bag          | <input type="checkbox"/> \$500 Fall Host        |
| <input type="checkbox"/> \$1,500 Registration      | <input type="checkbox"/> Committee Event        |
| <input type="checkbox"/> \$1,500 Candy Station     | <input type="checkbox"/> \$500 Spring Into      |
|  | <input type="checkbox"/> Summer Party           |

### Individual Tickets—Event on Main

\_\_\_\_\_ \$500 Individual Tickets (received at \$337\*)

### Maize & Blue Sponsorship

\$10,000 (received at \$7,474\*)

### Golf on Main Sponsorships

- \$35,000 Woodson Foursome (received at \$33,668\*)
- \$25,000 Presenting Sponsor (received at \$22,656\*)

### \$15,000 Sponsorships (received at \$13,828\*)

- Clubhouse Sponsor
- Golfer Gift Sponsor

### \$10,000 Sponsorships (received at \$8,828\*)

- Beverage Sponsor
- Golf Cart Sponsor
- Practice Range Sponsor
- Lunch Sponsor
- \$4,000 Foursome (received at \$2,988\*)
- \$1,000 Hole Underwriting (received at \$1000\*)

Please accept payment in the form of: **\*Do not email credit card information.\***

- Please contact me for payment information.
- Check payable to "University of Michigan"
- Credit Card\*:  Visa  MC  AmEx  Discover

Is this credit card: Name on card: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Personal Card number: \_\_\_\_\_

Business SIGNATURE \_\_\_\_\_

The Regents of the University of Michigan is a tax-exempt charitable organization under IRC 501(c)(3), Tax ID No. 38-6006309. The university will receipt gifts made to it, including its health system, and will acknowledge any goods and services received by the donor, such as tickets for sponsorships. Donors should consult their tax advisors for personal tax advice. **FOR INTERNAL USE: EOM/GOM FUND: 395646 | EOM PME: 31074 | GOM PME: 31140**

For more information, contact Scotty Passink at 734-320-2655 or spassink@umich.edu.

Please send completed forms to:  
Michigan Medicine Office of Development, attn: Event on Main  
777 E. Eisenhower Pkwy., Suite 650  
Ann Arbor, MI 48108  
Email: eventonmain@umich.edu

Sponsorships paid for through a family foundation or donor-advised fund will not receive any of the goods or services included in the applicable sponsorship level. The individuals associated with the family foundation or donor-advised fund who wish to receive the goods or services, including tickets to the event, may purchase such goods and services directly, without the involvement of the family foundation or donor-advised fund. Your gift may constitute a gift for endowment. Distributions from endowed funds will be made in accordance with the university's then-existing endowment distribution policy.

\*Based on fair market value