

# BIG HEARTS FOR SENIORS

## 20<sup>th</sup> ANNIVERSARY JUBILEE

*HONORING THE PAST,  
INVESTING IN OUR FUTURE*

**JUNE 5, 2025**  
**5:30pm - 8:30pm**

MORRIS LAWRENCE BUILDING  
WASHTENAW COMMUNITY COLLEGE  
4800 E. HURON RIVER DR.  
ANN ARBOR, MI 48105

[WWW.MICHMED.ORG/BHSEVENT](http://WWW.MICHMED.ORG/BHSEVENT)



# ABOUT BIG HEARTS FOR SENIORS

## **Celebrating Two Decades of Service: A Special Announcement From Big Hearts for Seniors**

Big Hearts for Seniors (BHS) is thrilled to announce an upcoming celebration for our 20th Jubilee – “Honoring the Past, Investing in Our Future.” This special fundraising event will take place on June 5, 2025 at the Morris Lawrence Building of Washtenaw Community College. This significant milestone will be a memorable celebration for sponsors and community members to join us in commemorating the profound impact we have had on the lives of older adults in our community over the past 20 years. Join us in celebrating two remarkable decades of support as we look forward to making a lasting impact in the lives of seniors for many years to come.



Each year, BHS hosts a fundraising event to support six critical University of Michigan Health community programs that serve older adults: Ann Arbor Meals on Wheels, Housing Bureau for Seniors, Osher Lifelong Learning Institute, Silver Club Memory Programs, Turner African American Services Council, and Turner Senior Wellness Program. These programs are instrumental in promoting and supporting the health, well-being, and quality of life of older adults who often face unique challenges and opportunities as they age.

Our 2024 event was a resounding success, attracting over 350 attendees at the Michigan League/Lydia Mendelssohn Theatre to support Big Hearts for Seniors. We raised an impactful \$139,000, which directly contributed to enhancing the lives of seniors in our community. Dr. Vic Strecher will return as the host for the evening at our 2025 event that will feature an entertaining dueling piano performance.



Please review the sponsorship packet to select your level of support, ranging from \$350 - \$25,000. You may become a sponsor by registering online at [michmed.org/bhsevent](http://michmed.org/bhsevent) or by mailing your sponsorship form. For more information, contact Nikki Cortis, development officer, at 734-763-2704 or [nanemit@med.umich.edu](mailto:nanemit@med.umich.edu).

## **Big Hearts for Seniors Honorary Committee:**

John U. Bacon  
Martin Bandyke  
George Bedard  
John Beilein  
Mr. B/Mark  
Lincoln Braun  
Carol Ann Fausone

Carol Hutchins  
Jack Knowles  
Ken Magee  
Warde Manuel  
Breeda Kelly Miller  
Anne Mondro  
Rob Reinhart

Alfreda Rooks  
Jeff Starman  
Victor Strecher  
"Touchdown" Dr. Billy Taylor  
Christopher Taylor  
Laurita Thomas  
Raymond Yung

# Sponsorship Opportunities

## \$25,000 Presenting

- One reserved table (8 attendees)
- 1-minute live speaking opportunity at event
- Verbal recognition during event
- Business/organization table at event
- Logo recognition in Ann Arbor Observer advertisement (circulation 53,000)\*\*
- Recognition in event press announcement
- Verbal recognition during media interviews as applicable
- Logo recognition in email communications, printed signage, event website, at-event printed flyer, and digital signage\*\*\*
- Logo recognition on social media
- One health lecture for your group by U-M Turner Geriatric Clinic Medical Director
- Osher Lifelong Learning Institute lecture sponsorship and table at program
- Osher Lifelong Learning Institute Evenings with OLLI sponsorship and table at program
- Osher Lifelong Learning Institute Kickoff table (Fall)
- Senior Living Week table (one full table or \$350 credit toward sponsorship at Senior Living Week)
- TAASC Kick-Off: Rev. Dr. Martin Luther King, Jr. Day table
- Recognition in fall Osher Lifelong Learning Institute catalog mailing, post-event Big Hearts for Seniors newsletter, fall Turner Senior Wellness Program catalog mailing, the six individual programs' e-newsletters, and sponsor board displayed post event at Turner Senior Resource Center, Housing Bureau for Seniors, and Ann Arbor Meals on Wheels
- CHS E-Newsletter blog
- Post event thank you video
- Proud sponsor memento





## \$12,500 Gold

- One reserved table (8 attendees)
- Verbal recognition during event
- Business/organization table at event
- Logo recognition in Ann Arbor Observer advertisement (circulation 53,000)\*\*
- Logo recognition in email communications, printed signage, event website, and digital signage\*\*\*
- Logo recognition on social media
- Osher Lifelong Learning Institute lecture sponsorship and table at program
- Osher Lifelong Learning Institute Kickoff table (Fall)
- Senior Living Week table (one full table or \$350 credit toward sponsorship at Senior Living Week)
- TAASC Kick-Off: Rev. Dr. Martin Luther King, Jr. Day table at program
- Recognition in fall Osher Lifelong Learning Institute catalog mailing, post-event Big Hearts for Seniors newsletter, fall Turner Senior Wellness Program catalog mailing, the six individual programs' e-newsletters, and sponsor board displayed post event at Turner Senior Resource Center, Housing Bureau for Seniors, and Ann Arbor Meals on Wheels
- Post event thank you video



## \$5,000 Silver

- 6 tickets
- Name recognition printed signage, event website, and digital signage\*\*\*
- Name recognition on social media
- Osher Lifelong Learning Institute lecture sponsorship
- Osher Lifelong Learning Institute Kickoff table (Fall)
- Senior Living Week table (one full table or \$350 credit toward sponsorship at Senior Living Week)
- Recognition in fall Osher Lifelong Learning Institute catalog mailing, post-event Big Hearts for Seniors newsletter, fall Turner Senior Wellness Program catalog mailing, the six individual programs' e-newsletters, and sponsor board displayed post event at Turner Senior Resource Center, Housing Bureau for Seniors, and Ann Arbor Meals on Wheels



## \$2,500 Bronze

- 4 tickets
- Name recognition printed signage, event website, and digital signage\*\*\*
- Grouped name recognition on social media
- Senior Living Week table (one full table or \$350 credit toward sponsorship at Senior Living Week)
- Recognition in fall Osher Lifelong Learning Institute catalog mailing, post-event Big Hearts for Seniors newsletter, fall Turner Senior Wellness Program catalog mailing, the six individual programs' e-newsletters, and sponsor board displayed post event at Turner Senior Resource Center, Housing Bureau for Seniors, and Ann Arbor Meals on Wheels



## \$1,000 Copper

- 2 tickets
- Name recognition event website and digital signage\*\*\*
- Grouped Name recognition on social media
- Recognition in fall Osher Lifelong Learning Institute catalog mailing, post-event Big Hearts for Seniors newsletter, fall Turner Senior Wellness Program catalog mailing, and the six individual programs' e-newsletters

## \$350 Benefactor

- 2 tickets
- Name recognition on event website and digital signage\*\*\*
- Grouped name recognition on social media

\* Based on fair market value.

\*\*Sponsorship must be confirmed by April 6, 2025, for inclusion in Ann Arbor Observer print advertisement.

\*\*\*Sponsorship must be confirmed by May 1, 2025 for inclusion in emails, and by May 8, 2025 inclusion in at-event materials.

**For sponsorship information, contact:**

**Nikki Cortis** (*Development Officer*)

**734-763-2704 • nanemit@med.umich.edu**

**www.michmed.org/bhsevent • www.facebook.com/bigheartsforseniors**

**All payments due by Thursday, June 5, 2025.**

# Sponsorship Grid

Sponsorship Levels	Presenting \$25,000	Gold \$12,500	Silver \$5,000	Bronze \$2,500	Copper \$1,000	Benefactor \$350
Received at*	\$21,314	\$9,479	\$3,880	\$1,870	\$860	\$210
Event tickets	(8/RSVD TABLE)	(8/RSVD TABLE)	6	4	2	2
1-Minute speaking opportunity at event	x					
Verbal recognition during event	x	x				
Business/organization table at event	x	x				
Recognition in Ann Arbor Observer ad (circulation 53,000)**	Logo	Logo				
Recognition in event press announcement	x					
Logo recognition in event flyer***	x					
Logo recognition in email communications***	x	x				
Recognition event printed signage and for post- event lobby display***	Logo	Logo	Name	Name		
Recognition event website and digital signage***	Logo	Logo	Name	Name	Name	Name
Recognition on social media	Logo	Logo	Name	Grouped	Grouped	Grouped
Health lecture by U-M Turner Geriatric Clinic Medical Director	x					
Evenings with OLLI sponsorship and table	x					
OLLI lecture sponsorship	Table	Table	x			
OLLI fall kickoff table	x	x	x			
Senior Living Week full table (or \$350 credit)	x	x	x	x		
Table at TAASC kick-off	x	x				
Recognition in the OLLI catalog, BHS newsletter, TSWP catalog, six individual programs' newsletters	x	x	x	x	x	
CHS e-newsletter blog & proud sponsor memento	x					
Post-event thank you video	x	x				

\* Based on fair market value.

\*\*Sponsorship must be confirmed by April 6, 2025, for inclusion in Ann Arbor Observer print advertisement.

\*\*\*Sponsorship must be confirmed by May 1, 2025 for inclusion in emails, and by May 8, 2025 inclusion in at-event materials.

# Sponsorship Commitment Form

Recognition Name/s (Business or Individual/s) as you would prefer listed on event materials

Sponsor Point of Contact Name

Address

City / State / Zip

Phone

Email

Company CEO Name (if applicable)

## Sponsorship Level

- Presenting Sponsor - \$25,000**  
*(Received at \$21,314\*)*
- Gold Sponsor - \$12,500**  
*(Received at \$9,479\*)*
- Silver Sponsor - \$5,000**  
*(Received at \$3,880\*)*
- Bronze Sponsor - \$2,500**  
*(Received at \$1,870\*)*
- Copper Sponsor - \$1,000**  
*(Received at \$860\*)*
- Benefactor Sponsor - \$350**  
*(Received at \$210\*)*

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: D: 313244, PME: 27829

## Payment Information

- Check payable to University of Michigan**
  - Credit Card**
    - Visa
    - Master Card
    - AMEX
    - Discover
- Type:  Business  Personal

Name on Card

Card Number

Exp. Date

Signature

Date

**Please do not email credit card information**

**Send completed form and payment to:**  
Michigan Medicine Office of Development  
Attn: Big Hearts for Seniors  
777 E. Eisenhower Pkwy., Suite 650  
Ann Arbor, MI 48108

**Questions and sponsor confirmations:**  
Nikki Cortis, 734-763-2704, nanemit@med.umich.edu.

If you are paying with a check from a foundation or donor-advised fund, please call 734-764-6777.

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.