



5TH ANNUAL Governor's Fitness Awards

In support of the Michigan Fitness Foundation

A Celebration Promoting the
Health of Michigan's Residents

April 26th, 2012

GALA EVENT

April 26, 2012

6:00 – 8:00 p.m.

Ford Field • Detroit, MI

LEGISLATIVE CELEBRATION

April 26, 2012

9:30 a.m. – 11:30 a.m.

Capitol Building • Lansing, MI

EVENT

Join Lt. Governor Brian Calley in honoring inspirational individuals and organizations for their pursuit, commitment and dedication to healthy lifestyles. Attendees include leaders from the corporate world; physical activity and public health community; public officials; nonprofit organizations; and the award recipients.

EVENT COMMITTEE

Patricia Ball, Crim Fitness Foundation

Lila Lazarus, Lila Productions

Florine Mark, W.W. Group

Caryl Markzon, Michigan State Medical Society

Dawn Siggett, Great Lakes Health Plan

Mary Zatina, Oakwood Healthcare

Marilyn Lieber, Michigan Fitness Foundation

Gretchen Mensing, Michigan Fitness Foundation

Nathan Ohle, Michigan Fitness Foundation

The Michigan Fitness Foundation is a 501(c)3 nonprofit public charity foundation supporting the mission of the Governor's Council on Physical Fitness, Health and Sports. For more information, contact the Foundation at 800-434-8642 or visit our website at www.michiganfitness.org.



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In support of the Michigan Fitness Foundation

Sponsorship Opportunities

\$50,000 Title Sponsor

- An opportunity to speak from the podium at the Legislative event and the Gala event
- 20 tickets to the VIP reception at the Gala event
- Four tables to fill as you choose at the Gala event
(or allow MFF to assign State of Michigan health officials to your tables)
- Your organization's dietary staff to work with venue to create the healthy menu for the Gala event (with appropriate recognition at event, possibly including publishing recipes in event program)
- Acknowledgement as title sponsor on all printed and electronic materials
- Full page advertisement in the Gala event program
- Mention in all media interviews and press materials for event
- Mention in event-related social media efforts
- An opportunity to participate in the selection of award honorees
- An opportunity to serve on the volunteer planning committee for the event
- Employee and customer-ready communication materials to help you solicit nominees and tout your support

\$25,000 Presenting Sponsor of Legislative Event

- An opportunity to speak from the podium at the Legislative event
- 10 tickets to the VIP reception at the Gala event
- Master of ceremonies salute from the podium at Gala event
- Up to three tables to fill as you choose at the Gala event
(or allow MFF to assign State of Michigan health officials to your table)
- Acknowledgement as presenting sponsor on all printed and electronic materials
- Full page advertisement in the Gala event program
- Mention in all media interviews and press materials for event
- Mention in event-related social media efforts
- An opportunity to participate in the selection of award honorees

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Sponsorship Opportunities continued

- An opportunity to serve on the volunteer planning committee for the event
- CEO (or designee) photo with each award winner and his or her legislators
- Employee and customer-ready communication materials to help you solicit nominees and tout your support

\$25,000 Presenting Sponsor of Gala Awards Event

- An opportunity to speak from the podium at the Gala event
- 10 tickets to the VIP reception at the Gala event
- Up to three tables to fill as you choose at the Gala event
(or allow MFF to assign State of Michigan health officials to your table)
- Master of ceremonies salute from the podium at the Legislative event
- Acknowledgement as presenting sponsor on all printed and electronic materials
- Full page advertisement in the Gala event program
- Mention in all media interviews and press materials for event
- Mention in event-related social media efforts
- An opportunity to participate in the selection of award honorees
- CEO (or designee) photo with each award winner at Gala event
- An opportunity to serve on the volunteer planning committee for the event
- Employee and customer-ready communication materials to help you solicit nominees and tout your support

\$15,000 Platinum Sponsor – Entertainment

\$15,000 Platinum Sponsor – VIP Reception

\$15,000 Platinum Sponsor – Print Materials

- Recognition as Entertainment, VIP Reception or Print Material sponsor
- Two tables to fill as you choose at the Gala event
(or allow MFF to assign State of Michigan health officials to your table)
- Five tickets to VIP reception
- Mention in all press materials for event
- Mention in event-related social media efforts
- One-half page advertisement in the Gala event program
- Acknowledgement as platinum sponsor on all printed and electronic materials
- Employee and customer-ready communication materials to help you solicit nominees and tout your support

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Sponsorship Opportunities continued

\$10,000 Diamond Sponsor

- One table to fill as you choose at the Gala event
- Two tickets to VIP reception
- Mention in all press materials for event
- One-half page advertisement in the Gala event program
- Acknowledgement as diamond sponsor on all printed and electronic materials
- Employee and customer-ready communication materials to help you solicit nominees and tout your support

\$5,000 Gold Sponsor

- Four reservations to the Gala event
- One ticket to VIP reception
- Mention in all media interviews and press materials for event
- One-quarter page advertisement in the Gala event program
- Acknowledgement as gold sponsor on all printed and electronic materials
- Employee and customer-ready communication materials to help you solicit nominees and tout your support

\$2,500 Silver Sponsor

- Four reservations to the Gala event
- Acknowledgement as silver sponsor on all printed and electronic materials
- Employee and customer-ready communication materials to help you solicit nominees and tout your support

\$1,500 Bronze Sponsor

- Two reservations to the Gala event
- Acknowledgement as bronze sponsor on printed materials and Governor's Fitness Awards website
- Employee and customer-ready communication materials to help you solicit nominees and tout your support



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Governor's Fitness Awards

Sponsorship Commitment Form

Yes, my company will support the Michigan Fitness Foundation in their efforts to create a healthier Michigan by sponsoring the Governor's Fitness Awards.

CONTACT INFORMATION

Name _____
Company _____
Address _____
City, State, ZIP _____
Email _____
Daytime Phone _____
Follow Up Contact _____
Email _____

Please check the level at which your company will support the Governor's Fitness Awards:

- | | |
|--|---|
| <input type="checkbox"/> Title Sponsor (\$50,000) | <input type="checkbox"/> Gold Sponsor (\$5,000) |
| <input type="checkbox"/> Presenting Sponsor – Gala Event (\$25,000) | <input type="checkbox"/> Silver Sponsor (\$2,500) |
| <input type="checkbox"/> Presenting Sponsor – Legislative Event (\$25,000) | <input type="checkbox"/> Bronze Sponsor (\$1,500) |
| <input type="checkbox"/> Platinum Sponsor – Entertainment (\$15,000) | <input type="checkbox"/> My company is unable to support the Governor's Fitness Awards, but I would like to make a personal donation. |
| <input type="checkbox"/> Platinum Sponsor – VIP Reception (\$15,000) | |
| <input type="checkbox"/> Platinum Sponsor – Print Materials (\$15,000) | |
| <input type="checkbox"/> Diamond Sponsor (\$10,000) | |

PAYMENT INFORMATION

- | | |
|--|---|
| <input type="checkbox"/> A check for the full amount is enclosed. | <input type="checkbox"/> Please invoice me for the full amount. |
| <input type="checkbox"/> A check will be mailed in the next two weeks. | <input type="checkbox"/> Please bill my Visa/Mastercard: |

Card Number _____ Expiration Date _____

Signature _____

Please make checks payable to the Michigan Fitness Foundation.

Please FAX back to: **517-347-8145**

Or Mail to: Michigan Fitness Foundation • P.O. Box 27187 • Lansing, MI 48909

The mission of the Governor's Council on Physical Fitness, Health and Sports and the Michigan Fitness Foundation is to create a physically educated population with the knowledge and skills to enjoy a healthy, vigorous and safe lifestyle in communities designed to support physical activity. Paid for by the Michigan Fitness Foundation, a 501(c)3 non-profit public charity foundation MICS11523.

