

CARS FOR KIDS

Gala

TO BENEFIT

Mary Free Bed *kids*

SPONSORSHIP GUIDE





Sponsorship

OPPORTUNITIES

Exclusive Presenting Sponsor | \$40,000

SOLD: Gentex Corporation

- Recognition in all event media and advertising materials
- 60 gala tickets
- 60 Innovation Reception passes
- 120 complimentary drink tickets
- Verbal recognition from the gala stage
- Logo recognition:
 - Premier recognition at gala entrance
 - Event website, e-communications
 - Event video screens and printed program
 - 2025 Spring Momentum (Foundation publication, circulation 8,500)
- Mary Free Bed Rehabilitation Hospital lobby display screens
- Exclusive recognition in Mary Free Bed social media posts (43,000 followers across five platforms)
- A personal tour of Mary Free Bed, including lunch with CEO and clinical leadership

Horsepower Sponsor | \$25,000

- 40 gala tickets
- 40 Innovation Reception passes
- 80 complimentary drink tickets
- Verbal recognition from the gala stage
- Logo recognition:
 - Gala entrance
 - Event website, e-communications
 - Event video screens and printed program
 - 2025 Spring Momentum (Foundation publication, circulation 8,500)



Exclusive Bar Sponsor | \$20,000

- Beverage napkins with logo
- Logo signage on each bar
- Verbal recognition from the gala stage
- 30 gala tickets
- 30 Innovation Reception passes
- 60 complimentary drink tickets
- Logo recognition:
 - Gala entrance
 - Event website and e-communications
 - Event video screens and printed program
 - 2025 Spring Momentum (Foundation publication, circulation 8,500)

Exclusive Engagement Sponsor | \$20,000

- Verbal recognition from the stage at the event
- Logo displayed prominently at 4-5 engagement stations throughout the event
- 30 gala tickets
- 30 Innovation Reception passes
- 60 complimentary drink tickets
- Logo recognition:
 - Gala entrance
 - Event website and e-communications
 - Event video screens and printed program
 - 2025 Spring Momentum (Foundation publication, circulation 8,500)

Exclusive Innovation Reception Sponsor | \$15,000

- Logo displayed prominently at the Innovation Reception
- Opportunity to speak during the Innovation Reception
- 30 gala tickets
- 30 Innovation Reception passes
- 60 complimentary drink tickets
- Logo recognition:
 - Gala entrance
 - Engagement stations during the event
 - Event website and e-communications
 - Event video screens and printed program
 - 2025 Spring Momentum (Foundation publication, circulation 8,500)

Turbo Sponsor | \$10,000

- 20 gala tickets
- 20 Innovation Reception passes
- 20 complimentary drink tickets
- Logo recognition:
 - Gala entrance
 - Event website and e-communications
 - Event video screens and printed program
 - 2025 Spring Momentum (Foundation publication, circulation 8,500)

Supercharged Sponsor | \$5,000

- 10 gala tickets
- 10 complimentary drink tickets
- Name recognition:
 - Event website
 - Event video screens
 - Printed program
 - 2025 Spring Momentum (Foundation publication, circulation 8,500)

Full Throttle Sponsor | \$3,000

- 6 gala tickets
- Name recognition:
 - Event video screens
 - Printed program
 - 2025 Spring Momentum (Foundation publication, circulation 8,500)

Nitro Sponsor | \$1,000

- 2 gala tickets
- Name recognition:
 - Printed program
 - 2025 Spring Momentum (Foundation publication, circulation 8,500)



Custom sponsorship opportunities are available. Please contact Maggie Smitt, Annual Fund Director, at maggie.smitt@maryfreebed.com or 616.840.7425.

Thank you.

PRESENTED BY
GENTEX
CORPORATION

Mary Free Bed
Rehabilitation Hospital Foundation