2027 **U-M HEALTH REGIONAL NETWORK** EVENT CALENDAR

UNIVERSITY OF MICHIGAN HEALTH
MICHIGAN MEDICINE

Sponsorships are available for our annual fundraising events. Details for these and other exciting opportunities can be sent to you upon request. Please remember that dates and locations for events are subject to change.

April 24	VITALITY Gala *(UM Health-West) - JW Marriott, Grand Rapids*
May 3-7	May is for Miracles *(C.S. Mott Children's Hospital at UM Health-Sparrow)*
June 17	Regional Health Classic Golf Outing *(U-M Health Regional Network)*
July	Metro Way 5K & West Fest *(UM Health-West)*
Fall	Vision & Victories *(UM Health-Sparrow)*
November	Extra Life *(C.S. Mott Children's Hospital at UM Health-Sparrow)*

VITALITY **GALA**

April 24, 2027 **PRESENTED BY** BUIST Raising The Standard

UNIVERSITY OF MICHIGAN HEALTH-WEST
MICHIGAN MEDICINE



PRESENTING SPONSOR (Exclusive)- SOLD — $40,000
(receipted at $37,500)

- Logo on all printed marketing materials
- Logo on prominent signage throughout the event
- Referenced in public relations activities as Presenting Sponsor
- 20 general admission tickets including four tickets to VIP Reception
- Verbal recognition from podium
- Opportunity to welcome attendees from stage
- Invitation to corporate partner appreciation reception with key U-M Health Regional Network leadership
- Right of first acceptance for next year's event

MITTEN STATE SPONSORSHIPS — $25,000
(receipted at $23,000)

- Logo on event audio visual materials and program
- Logo on pre-event social media and website
- 16 general admission tickets including four tickets to VIP Reception
- Verbal recognition from podium

EXCLUSIVE SPONSORSHIPS AVAILABLE AT THIS LEVEL:

- Afterglow Sponsor
- Bar Sponsor
- Bill Barkeley Award Sponsor
- Entertainment Sponsor
- Strolling Sponsor – **SOLD**
- Technology Sponsor
- VIP Reception Sponsor
- Visionary Leader Sponsor (UNLIMITED)

Experience an unforgettable evening in support of the exceptional health care provided at University of Michigan Health-West.

Enjoy an elegant dinner, be inspired by an impactful program, raise your paddle in support of life-saving care, and enjoy the Afterglow as we celebrate the generosity that makes this evening possible thanks to your support.

For more information on this event, contact RegionalNetworkEvents@umich.edu or call 616-252-5000.

VITALITY **GALA**

CONTINUED

UNIVERSITY OF MICHIGAN HEALTH-WEST
MICHIGAN MEDICINE

LAKESHORE LUMINARY SPONSORSHIPS — $15,000
(receipted at $13,750)

- Logo on event audio visual materials and program
- Logo on pre-event social media and website
- 10 general admission tickets including two tickets to VIP reception

EXCLUSIVE SPONSORSHIPS AVAILABLE AT THIS LEVEL:

- Dessert Sponsor
- Social Media Sponsor
- Excellence in Action Sponsor (UNLIMITED)



GRAND RIVER GUARDIAN SPONSORSHIPS — $10,000
(receipted at $8,750)

- Logo on event audio visual materials and program
- Logo on pre-event social media and website
- 10 general admission tickets including two tickets to VIP Reception

EXCLUSIVE SPONSORSHIPS AVAILABLE AT THIS LEVEL:

- Décor Sponsor
- Innovation Sponsor
- Parking Sponsor
- Caring Healer Sponsor (UNLIMITED)



COMMUNITY CHAMPION SPONSORSHIP — $5,000
(receipted at $4,000)

- Logo on all printed marketing materials and website
- 8 general admission tickets

RELENTLESS ADVOCATE SPONSORSHIP — $3,000
(receipted at $2,250)

- Name on all printed marketing materials and website
- 6 general admission tickets



Benefits are subject to change. Sponsorship must be confirmed 30 days ahead of event date.

MAY IS FOR **MIRACLES**

May 3 – 7, 2027

C.S. MOTT CHILDREN'S HOSPITAL
MICHIGAN MEDICINE

PRESENTING SPONSOR (EXCLUSIVE) $25,000

- Logo as Presenting Sponsor on all print and digital advertising
- Referenced in public relations activities as Presenting Sponsor
- Logo on promotional exposure on News 10 Lansing during the first week in May (May is for Miracles)
- Logo and link on News 10 Lansing and U-M Health-Sparrow websites promoting May is for Miracles
- Miracle Maker Child video(s) with your logo as Presenting Sponsor. Video(s) will air as a news story on News 10 during the first week in May (May is for Miracles)
- Studio 10 (lifestyle show on WILX Channel 10) exclusive interview to discuss your commitment to May is for Miracles
- Invitation to corporate partner appreciation reception with key U-M Health Regional Network leadership
- Right of first acceptance for next year's event

PRODUCTION SPONSOR $5,500

- Studio 10 (lifestyle show on WILX Channel 10) exclusive interview to discuss your commitment to May is for Miracles
- Logo and name recognition at the end of each Miracle Child vignette that runs during the week at News 10 Lansing (once per day for five days)



Sponsorship must be confirmed 30 days ahead of event date.

For more than 38 years, C.S. Mott Children's Hospital at University of Michigan Health-Sparrow has been a proud and trusted Children's Miracle Network (CMN) partner, committed to providing world-class care to children and families close to home. From the early days of our annual telethon and radiothon to today's May is for Miracles — a month long celebration of the extraordinary care provided to children across our region — there's so much to look forward to!

For more information on how to support pediatrics at C.S. Mott Children's Hospital at UM Health-Sparrow, contact SparrowFoundation@UofMHealth.org or call 517-364-3620.

For more ways to get involved, please see reverse side.

MAKE BIG CHANGE FOR ALL KIDS

C.S. Mott Children's Hospital at UM Health-Sparrow is proud to be a part of Children's Miracle Network (CMN). Our partnership with CMN offers a wide variety of resources and opportunities to get involved in caring for the children of our region.

- **SpartyTHON** - Each year, Michigan State University's Dance Marathon hosts its flagship event, SpartyTHON, an annual eight-hour celebration dedicated to supporting children's health at C.S. Mott Children's Hospital at UM Health-Sparrow. SpartyTHON brings together students, families, partners, and community members for a high-energy day filled with dancing, entertainment, and meaningful connection. Businesses are invited to join this mission by forming or sponsoring a team, contributing financially, or cheering on participants as part of this inspiring movement.
- **Miracle Balloons** - During a balloon campaign, Miracle Balloons are placed at every register. Employees ask every customer to buy a Miracle Balloon for $1 or more, and all donations go to our Children's Miracle Network hospital to help kids in our community. The Miracle Balloon is the most recognizable fundraising icon in North America. More than 60 percent of people recognize the CMN balloon and nearly 40 percent have purchased one in recent years. Miracle Balloon sales have become the largest, most successful CMN program as fundraising dollars continue into the millions.
- **Coins for Kids** - Become a "Coins for Kids" site and watch as your co-workers and customers toss their change in a designated canister to help make miracles happen. It's an ideal opportunity for retailers, restaurants, commercial services providers, or home services providers. This makes for a highly visible, yet inexpensive community relations campaign that strengthens your image, builds community, and helps kids receive life-saving care.



Pearl
2027 Miracle Child of C.S. Mott Children's Hospital at UM Health-Sparrow

"Every day, children come through our doors facing chronic illnesses, traumatic injuries, mental health challenges, life-threatening diseases, and other complex medical needs. Because of partners like you, they receive the specialized care, innovative treatments, and compassionate support they deserve. Your generosity provides hope to children and families during some of life's most difficult moments. Thank you for partnering with us to advance our mission and ensure that every child has access to exceptional care, close to home."

- Steve Martin, M.D.
Medical Director Pediatric Service Line

REGIONAL HEALTH CLASSIC
GOLF OUTING

June 17, 2027 **PRESENTED BY** SENTINEL

UNIVERSITY OF MICHIGAN HEALTH
MICHIGAN MEDICINE



Regional Sponsorships | Recognition at all golf courses: one in the Grand Rapids area and two in Lansing.

PRESENTING SPONSOR (EXCLUSIVE)- SOLD — $35,000
(receipted at $32,840)

- Logo as Presenting Sponsor on all printed materials and website
- Logo on Presenting Sponsor banner at all courses
- Logo on event signage, website, and course card on all player carts
- Referenced in public relations activities and event communications
- Opportunity to have your name/logo on approved item distributed to all participants
- Foursomes at each course, including carts, breakfast, lunch, and player reception
- Invitation to corporate partner appreciation reception with key U-M Health Regional Network leadership
- Right of first acceptance for next year's event

CART SPONSOR (EXCLUSIVE) — $25,000
(receipted at $23,560)

- Logo on all player golf carts at all courses
- Opportunity to distribute an approved item to all golfers
- Logo on event signage, website, and course card on all player carts
- Two foursomes on your course of choice including carts, breakfast, lunch, and player reception

HOSPITALITY SPONSOR (EXCLUSIVE) — $15,000
(receipted at $14,280)

- Logo on hospitality carts at all courses during play
- Logo on event signage, website, and course card on all player carts
- One foursome on your course of choice including carts, breakfast, lunch, and player reception

Join hundreds of golfers for an incredible day on the course in support of an extraordinary cause. Your participation helps advance the vital health care services provided by UM Health-Sparrow, UM Health-West, and across the region.

This premier outing raises funds that directly enhance patient care in our communities, making a meaningful difference where it matters most.

For more information on this event, please contact RegionalNetworkEvents@umich.edu or call 517-364-3620.



For more Regional Health Classic sponsorship opportunities, please see reverse side.

REGIONAL HEALTH CLASSIC

CONTINUED

UNIVERSITY OF MICHIGAN HEALTH
MICHIGAN MEDICINE

BREAKFAST SPONSOR (EXCLUSIVE) **$15,000**
(receipted at $14,280)

- Logo on prominent signage at breakfast at all courses
- Logo on event signage, website, and course card on all player carts
- One foursome on your course of choice including carts, breakfast, lunch, and player reception

LUNCH SPONSOR (EXCLUSIVE) **$15,000**
(receipted at $14,280)

- Logo on prominent signage at lunch at all courses
- Logo on event signage, website, and course card on all player carts
- One foursome on your course of choice including carts, breakfast, lunch, and player reception

RECEPTION SPONSOR (EXCLUSIVE) **$15,000**
(receipted at $14,280)

- Logo on signage at player reception at all courses
- Logo on event signage, website, and course card on all player carts
- One foursome at your course of choice including carts, breakfast, lunch, and player reception

PLATINUM SPONSOR **$7,500**
(receipted at $6,780)

- Logo as Platinum Sponsor on banner at all courses
- Logo on event signage, website, and course card on all player carts
- One foursome on your course of choice including carts, breakfast, lunch, and player reception

Course Specific Sponsorships | Recognition on one golf course

FLAG SPONSOR (LIMITED TO THREE) **$5,000**
(receipted at $4,280)

- Flag signage with your logo on one course
- Logo on event signage, website, and course card on all player carts
- One foursome on your course of choice including carts, breakfast, lunch, and player reception



For more Regional Health Classic sponsorship opportunities, please see next page.

REGIONAL HEALTH CLASSIC

CONTINUED

UNIVERSITY OF MICHIGAN HEALTH
MICHIGAN MEDICINE

BEVERAGE CART SPONSOR (LIMITED TO THREE) — $5,000
(receipted at $4,280)

- Logo on beverage carts of one course
- Logo on event signage, website, and course card on all player carts
- One foursome of your course of choice including carts, breakfast, lunch, and player reception

GOLD SPONSOR — $3,500
(receipted at $2,780)

- Name on large sign at one hole on one course
- Name on event signage, website, and course card on all player carts
- One foursome on your course of choice including carts, breakfast, lunch, and player reception

PUTTING SPONSOR (LIMITED TO THREE) — $3,000
(receipted at $2,280)

- Name on signage at putting practice green on one course
- Name on event signage, website, and course card on all player carts
- One foursome on your course of choice including carts, breakfast, lunch, and player reception

SILVER SPONSOR — $2,500
(receipted at $1,780)

- Name on sign at one hole on one course
- Name on event signage, website, and course card on all player carts
- One foursome on your course of choice including carts, breakfast, lunch, and player reception.

COURSE SPONSOR — $500
(receipted at $500)

- Name on sign at one hole on one course and course card on all player carts and website



Course preference honored on a first-in basis. We reserve the right to adjust course placement to best serve the pace of play. Benefits are subject to change. Sponsorship must be confirmed 30 days ahead of event date.

METRO WAY **5K & WEST FEST**

July 2027

UNIVERSITY OF MICHIGAN HEALTH-WEST
MICHIGAN MEDICINE



PRESENTING SPONSOR (EXCLUSIVE) — $15,000

(receipted at $14,500)

- Logo on electronic event race packet cover, race T-shirts, event and course signage, plus start and finish line signage
- Prominent logo on promotions, race emails, social media, and Metro Way 5K & West Fest webpage referenced as Presenting Sponsor
- 20 race entries (includes race T-shirts)
- Opportunity to welcome attendees at the event
- Verbal recognition at the event
- Promotional table at the event
- Right of first acceptance for next year's event
- Invitation to corporate partner appreciation reception with key U-M Health Regional Network leadership

SPECIALTY SPONSORSHIPS — $5,000

(receipted at $4,500)

- Prominent logo on race T-shirts, event and course signage
- Prominent logo on promotions, race emails, social media, and Metro Way 5K & West Fest webpage
- 15 race entries (includes race T-shirts)
- Opportunity to welcome attendees
- Verbal recognition at the event
- Promotional table at the event

SPONSORSHIPS AVAILABLE AT THIS LEVEL:

- Award Sponsor (Exclusive)
- Hydration Sponsor (Exclusive)
- Registration Sponsor (Exclusive)
- Olympian Sponsor
- West Fest Sponsor (Exclusive)

Join fellow runners, walkers, and supporters as we honor UM Health-West's legacy of making a lasting difference in the health of our West Michigan community. Enjoy even more fun at West Fest, our festival-style celebration before, during, and after the race, offering live music, food trucks, kids activities, and plenty of fun for all ages.

For more information on this event, contact RegionalNetworkEvents@umich.edu or call 616-252-5000.



For more Metro Way 5K & West Fest sponsorship opportunities, please see the reverse side.

METRO WAY **5K & WEST FEST**

continued

UNIVERSITY OF MICHIGAN HEALTH-WEST
MICHIGAN MEDICINE

MARATHONER SPONSORSHIP — $2,500
(receipted at $2,300)

- Name on race T-shirts and event and course signage
- Name on promotions, race emails, social media, and Metro Way 5K & West Fest webpage
- Eight race entries (includes race T-shirts)
- Promotional table at the event

TRACK STAR SPONSORSHIP — $1,000
(receipted at $900)

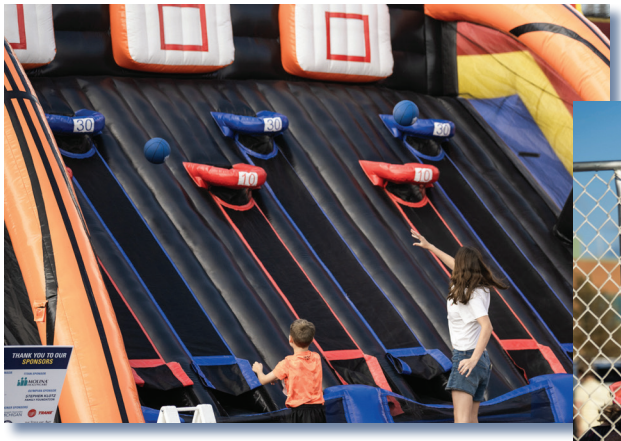
- Name on race T-shirts and event and course signage
- Name on promotions, race emails, social media, and Metro Way 5K & West Fest webpage
- Four race entries (includes race T-shirts)
- Promotional table at the event

SPRINTER SPONSORSHIP — $500
(receipted at $450)

- Name on race T-shirts and event and course signage
- Name on promotions, race emails, social media, and Metro Way 5K & West Fest webpage
- Two race entries (includes race T-shirts)







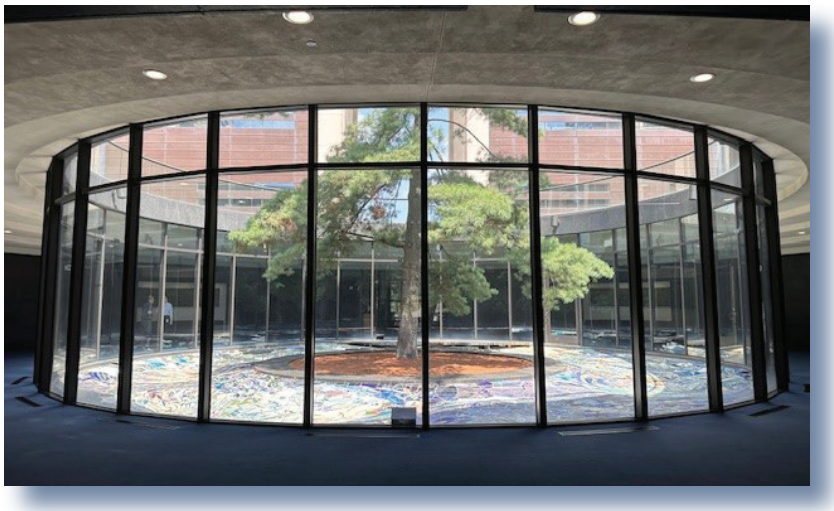


Benefits are subject to change. Sponsorship must be confirmed 30 days ahead of event date to ensure inclusion in race-day materials and shirt orders. Any tickets included with sponsorship must also be registered/claimed by this date.

VISION & **VICTORIES**

FALL 2027

UNIVERSITY OF MICHIGAN
HEALTH-SPARROW
MICHIGAN MEDICINE



PRESENTING SPONSOR (EXCLUSIVE) — $25,000 *(receipted at $23,400)*

- Logo on all printed marketing materials
- Your name/logo on event website and marketing materials
- Logo on prominent signage throughout the event and noted as a Presenting Sponsor
- Referenced in public relations activities as the Presenting Sponsor
- 20 general admission tickets
- Invitation to corporate partner appreciation reception with key U-M Health Regional Network leadership
- Keynote Speaker Meet and Greet
- Right of first acceptance for next year's event

VISION SPONSOR (EXCLUSIVE) — $15,000 *(receipted at $13,720)*

- Logo on prominent signage throughout the event and noted as Vision Sponsor
- Your name/logo on event website and marketing materials
- Your name/logo on an approved take-away item given to each of the attendees
- 10 general admission tickets

VICTORY SPONSOR (EXCLUSIVE) — $15,000 *(receipted at $13,720)*

- Logo on prominent signage throughout the event and noted as Victory Sponsor
- Your name/logo on event website and marketing materials
- Your name/logo on an approved take-away item given to each of the attendees
- 10 general admission tickets

Join us for a remarkable evening at Vision & Victories! This signature event will highlight visions of the future at UM Health-Sparrow and recognize accomplishments over the past year. Accompanied by delicious food and a heartwarming program featuring keynote speakers, this evening promises an exciting peek behind the curtain.

For more information on this event, contact RegionalNetworkEvents@umich.edu or call 517-364-3620.

For more Visions & Victories sponsorship opportunities, please see the reverse side.

VISION & **VICTORIES**

CONTINUED

UNIVERSITY OF MICHIGAN HEALTH-SPARROW
MICHIGAN MEDICINE

VALIANT SPONSOR (EXCLUSIVE) — **$15,000** *(receipted at $13,720)*

- Logo on prominent signage throughout the event and noted as Valiant Sponsor
- Your name/logo on event website and marketing materials
- Your name/logo on approved take-away item given to each of the attendees
- 10 general admission tickets

VOLUNTEER SPONSOR (EXCLUSIVE) — **$15,000** *(receipted at $13,720)*

- Logo on prominent signage throughout the event and noted as Volunteer Sponsor
- Logo on Volunteer t-shirt that will be worn the night of the event
- Your name/logo on event website and marketing materials
- 10 general admission tickets

SPECIALTY SPONSOR — **$10,000** *(receipted at $9,040)*

- Recognition on signage at the event
- Your name/logo on event website and marketing materials
- Name/logo recognition appropriate for selected sponsorship level
- 10 general admission tickets

  SPONSORSHIPS AVAILABLE AT THIS LEVEL:
  - VIP Reception Sponsor (Exclusive)
  - Keynote Sponsor (Exclusive)
  - Award Sponsor (Exclusive)
  - Valet Sponsor (Exclusive)
  - Bar Sponsor (Exclusive)

GOLD SPONSOR — **$5,000** *(receipted at $4,360)*

- Logo on signage at the event
- Your name/logo on event website and marketing materials
- 8 general admission tickets

SILVER SPONSOR — **$2,500** *(receipted at $2,180)*

- Recognition on signage at the event
- Your name on event website and marketing materials
- 4 general admission tickets

BRONZE SPONSOR — **$1,500** *(receipted at $1,340)*

- Recognition on signage at the event
- Your name on event website and marketing materials
- 2 general admission tickets

Benefits are subject to change. Sponsorship must be confirmed 30 days ahead of event date.

EXTRA LIFE

NOVEMBER 2027

UNIVERSITY OF MICHIGAN HEALTH
MICHIGAN MEDICINE



TOURNAMENT SPONSOR — $5,000

- Listed as Presenting Sponsor with large logo on T-shirts
- Large logo with link on participant fundraising pages
- Mention as Presenting Sponsor in internal communications
- Invitation to corporate partner appreciation reception with key U-M Health Regional Network leadership

LEVEL UP SPONSOR — $2,500

- Small logo on T-shirts
- Name listed in internal communications

"GAME ON" SPONSOR — $1,000

- Name listed on T-shirts
- Name listed in internal communications

Sponsorship must be confirmed 30 days ahead of event date.

Participation in Extra Life, an annual gaming marathon, allows people from all over our region to take their love of any kind of game and use it to support C.S. Mott Children's Hospital at University of Michigan Health-Sparrow. Done from the comfort of your own home, or in the IT department of your organization, Extra Life is a fun, virtual event that everyone can participate in! Visit Extra-Life.org for full details.

For more information on this event, contact RegionalNetworkEvents@umich.edu or call 517-364-3620.



Corporate giving sends the powerful message that your company is stable, confident about the future, and has a key presence in the community. When businesses give back, they benefit by increasing employee engagement, improving customer satisfaction, and strengthening customer loyalty.

ADDITIONAL OPPORTUNITIES

SENIOR HEALTH SERIES

YEAR ROUND

UNIVERSITY OF MICHIGAN HEALTH
MICHIGAN MEDICINE

PRESENTING SPONSOR $6,000

- Logo listed as Presenting Sponsor on printed and digital marketing materials, emails, and event website
- Verbal recognition at every seminar
- Opportunity to have promotional table at every seminar
- Right of first acceptance for next year's program
- Invitation to corporate partner appreciation reception with key U-M Health Regional Network leadership

SEMINAR SPONSOR (6 AVAILABLE) $1,000

- Name listed as Seminar Sponsor on event website and in the follow-up email for the selected seminar
- Verbal recognition at selected seminar
- Opportunity to have promotional table at selected seminar



Sponsorship opportunities for Senior Health Series are available at UM Health-Sparrow and UM Health-West.

The Senior Health Series addresses prevalent health concerns among our senior population in the form of free, community education presentations. The bi-monthly series aims to positively influence the health behaviors of men and women ages 55+ within the communities we serve.

Seniors and their adult caregivers are invited to join us for a healthy meal where they may socialize with friends and neighbors while listening to topics of interest presented by a highly-skilled expert.

For more information, please contact RegionalNetworkEvents@umich.edu or call 517-364-3620.

ADDITIONAL OPPORTUNITIES

DOCTORS' DAY

MARCH 30, 2027

UNIVERSITY OF MICHIGAN HEALTH
MICHIGAN MEDICINE

National Doctors' Day is celebrated annually on March 30 to honor the expertise, commitment, and compassion of physicians. We commemorate and recognize our physicians for their commitment and tireless dedication to caring for our patients with leading-edge medicine every day.



Benefits are available based on each activity listed. You can request additional information and learn more about getting involved with one of these activities by contacting the U-M Health Regional Network Development Team at RegionalNetworkEvents@umich.edu or call 517-364-3620.

VOLUNTEER WEEK

APRIL 18 - 24, 2027

We annually celebrate National Volunteer Week in April to honor the hundreds of compassionate community members who donate their time. Volunteers help steady anxious families, guide visitors, and provide quiet companionship.



ADDITIONAL OPPORTUNITIES

NURSES WEEK

MAY 6 - 12, 2027

UNIVERSITY OF MICHIGAN HEALTH
MICHIGAN MEDICINE

The nation celebrates National Nurses Week from May 6 to 12. We couldn't be prouder of our team of professional nurses across the U-M Health Regional Network. Every day, they answer the call to care with skill, compassion, and dedication. Help us honor the incredible impact nurses have on our lives.



Benefits are available based on each activity listed. You can request additional information and learn more about getting involved with one of these activities by contacting the U-M Health Regional Network Development Team at RegionalNetworkEvents@umich.edu or call 517-364-3620.

HOSPITAL WEEK

MAY 9 - 15, 2027

National Hospital Week is an opportunity to recognize the people who make exceptional care possible: nurses, physicians, technicians, environmental services teams, food service workers, administrators, volunteers, and countless others. Every role contributes to a safe, healing environment where patients receive the care they need when they need it most. It is also a moment to acknowledge the innovation happening inside hospitals — advances in technology, improvements in patient experience, and new approaches to delivering care that strengthen the health of entire communities.



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