Tribute Event on Wednesday, May 12, 2011
Blue Cross Blue Shield of Michigan, Detroit

Sponsor Levels

Platinum Sponsor — $10,000
- Signs with corporate logo prominently displayed at event
- Twelve tickets to event and preferred seating during program
- Full-page ad in the program book
- Name associated with choice of school or neighborhood program
- Corporate name in program book
- Verbal recognition at event
- Recognition in all press releases
- One team of four to annual golf outing

Gold Sponsor — $5,000
- Signs with corporate logo prominently displayed at event
- Ten tickets to event
- Full-page ad in the program book
- Corporate name in program book
- Verbal recognition at event
- Recognition in all press releases
- Two tickets (half a team) to annual golf outing

Silver Sponsor — $3,000
- Signs with name prominently displayed at event
- Ten Tickets to Event
- Half-page ad in the program book
- Corporate name in program book

Bronze Sponsor — $1,500
- Signs with name prominently displayed at event
- Ten Tickets to Event
- Corporate name in program book

Patron Tickets — $250
- Includes one ticket to event
- Name listed in the program book.

Individual Tickets — $150
- Includes one ticket to event

Student Sponsor Tickets — $80
- Sponsors one student at event

Advertising Specifications

Ad Dimensions Full Page ..... 7”x 10” - $700
½ Page..... 7”x 5” - $300
(Trim size of program book is 8.5” x 11”)

All ads must be submitted as follows:

- B&W. Halftone screen up to 133-line ruling accepted
- Electronic format in high quality (300 dpi) JPEG. or in a PDF file, press ready quality.
- Include name of business as part of ad file (ex. POLK_TD08_fullad.jpg)
- Ad materials are due by **April 14, 2011** for recognition in the Program Book. All payments due by **April 14, 2011**
- Email advertising in PDF or JPEG format to roseann@nicolaievents.com or send it on disc to the address listed at the bottom of the page.

Make checks payable to: **LIFE DIRECTIONS**

Sponsorship and Reservation Form

❑ Platinum Sponsor $10,000 ❑ Gold Sponsor $5,000 ❑ Silver Sponsor $3,000

❑ Bronze Sponsor $1,500 ❑ I would like to purchase: ____ Patron Tickets ($250) or ____ Individual tickets ($150) or ____ Student Sponsor Tickets ($80)

ADVERSTISEMENT: ❑ Full Page - $700 ❑ Half Page - $300

Company Name: _____

Contact Name: _____

Address: _____ City: _____ Zip:_____

Phone: _____ Fax:_____ E-Mail: _____

❑ I cannot attend but have enclosed $_____ to support Life Directions.

Please make checks payable to: Life Directions *Please charge my* ❑ Visa ❑ MasterCard

Card Number: _____ Exp. Date _____ Signature: _____

Life Directions • 5716 Michigan Ave., Ste 2200 • Detroit, MI 48210 • www.lifedirections.org
Questions Call: Nicolai Events & Communications: 248-376-0200, roseann@nicolaievents.com
or Bonnie Remenapp, Life Directions: 313-420-0310, bonnier@lifedirections.org