

OUR IMPACT

Support **nutrition and physical literacy** with our year-round programming.

2,200
sites

83
counties

>5,000,000
residents



Bringing people and
communities together.



Providing support
throughout Michigan.



Inspiring healthy eating
and moving more.

COMMUNITY FOOD SYSTEMS



HEALTHY FAMILY ENVIRONMENTS



BUILDING HEALTHY COMMUNITIES



PROMOTING PHYSICAL ACTIVITY



PHYSICAL EDUCATION CURRICULUM



**MICHIGAN
FITNESS
FOUNDATION**

michiganfitness.org

GOVERNOR'S FITNESS AWARDS GALA

SPONSORSHIP OPPORTUNITIES

Thursday, April 23, 2020

Location: Gem Theatre, Detroit, MI

The Governor's Fitness Awards were created in 2007 to celebrate and recognize individuals, communities, and organizations in Michigan that lead by example and that have gone above and beyond to promote health. Each April, finalists are recognized at a legislative reception at the Capitol, and then winners are announced at our annual gala event that same evening. This emotionally inspiring event is one you will not want to miss.



	Presenting (\$25,000)	Legislative Reception (\$15,000)	Dinner – Carnivore (\$10,000)	Dinner – Herbivore (\$10,000)	Audio/Visual (\$10,000)	Public Relations/Media (\$10,000)	Photo (\$10,000)	Print (\$5,000)	Red Carpet (\$5,000)	Program Book (\$5,000)	Entertainment (\$5,000)	Décor (\$5,000)	Awards (\$5,000)	Parking (\$5,000)	20s Leisure Activity (\$5,000)	Cocktail (\$2,500)	N/A Beverage (\$2,500)	GFA category (\$2,500)	Dessert (\$2,500)	Table (\$1,000)	Individual Ticket (\$150)
Tickets to awards program (including dinner)	16	16	10	10	10	10	10	6	6	6	6	6	6	6	6	4	4	4	4	8	1
Recognition as a sponsor on MFF website and social media	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Unique sponsor level benefit (see details)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Company logo on marketing materials	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
Color ad space	Full	Full	Full	Full	Full	Full	Full	½	½	Full	½	½	½	½	½						
Custom social media post on preferred platform*	x	x	x	x	x	x	x														
Featured company logo on event signage*	x																				
Speaking opportunity at Legislative Reception*	x																				
Full media press release	x																				

TICKETS:

Purchase via credit card at <https://gfa2020.eventbrite.com>

SPONSORSHIPS:

To sponsor this event, contact **Soo Karber** at skarber@michiganfitness.org

GOVERNOR'S FITNESS AWARDS GALA

UNIQUE SPONSOR LEVEL BENEFIT:

PRESENTING SPONSOR (2 AVAILABLE)

Opportunity to speak at Governor's Fitness Awards and one other Michigan Fitness Foundation hosted event*

LEGISLATIVE RECEPTION SPONSOR

Featured logo on signage and speaking opportunity at legislative reception*

AUDIO/VISUAL SPONSOR

Recognition on video during awards program as the A/V sponsor

DINNER SPONSOR

Company logo on respective carnivore/herbivore dinner stations

PUBLIC RELATIONS SPONSOR

Inclusion in all sponsor-related media activities

PHOTO SPONSOR

Company logo on all photos from the event*

PRINT SPONSOR

Specific logo placement on event signage*

RED CARPET SPONSOR

Featured logo at our red-carpet photo area

PROGRAM BOOK SPONSOR

Premium location in the program book for ad placement (back cover or inside front cover)

ENTERTAINMENT SPONSOR

Featured recognition at entertainment area

DECOR SPONSOR

Company logo featured with décor

AWARDS SPONSOR

Signage on awards table on stage at gala event

PARKING SPONSOR

Signage at/near the parking entrance based on the venue

'20S LEISURE ACTIVITY SPONSOR (3 AVAILABLE)

Signage at leisure activity station

COCKTAIL SPONSOR

Logo beverage napkin at all bars*

N/A BEVERAGE SPONSOR

Logo beverage napkin at all bars*

GFA CATEGORY SPONSOR (10 AVAILABLE)

GFA category of your choice to sponsor (based on availability) with the opportunity to announce the winner.* Please visit:

<https://michiganfitness.org/events/governors-fitness-awards> for the full list of categories.

DESSERT SPONSOR

Signage at dessert station

TABLE SPONSOR

Company logo on tables during dinner and name listed in the program

*Must be approved by MFF