



Wednesday, May 3, 2023 | Amway Grand Plaza Hotel | Grand Rapids, Michigan

Overview

The MDA Foundation will host a reception and dinner celebration on Wednesday, May 3, 2023 alongside the MDA Annual Session. In addition, before and immediately following the event, a series of communications will be shared with donors and prospects. Most messages will be shared through email –including written and video content – and also pushed out through social media and website updates.

Sponsors will be promoted at the in-person event as well as be featured in various communications throughout the year. Sponsors will also be highlighted on the Foundation website.

Audience: 8,000 email addresses; 1,000+ social media followers; 500-1,000 households for hard copy year-end appeal letter mailing

Sponsor Levels

\$10,000 | SIGNATURE SPONSOR

- Preeminent recognition as a Sparkling Smiles “Signature Sponsor” in all media promotions and printed materials
- Prominent verbal recognition and signage at the event as a “Signature Sponsor”
- Prominent recognition, with logo, in the event program and in a looping video
- Ability to come on stage and introduce the Keynote Speaker
- Reserved table for 10 guests, with “Signature Sponsor” signage
- Special recognition on the MDA Foundation website, Facebook page, and other social media platforms
- Special recognition in the MDA Foundation Impact Report
- Special recognition in the MDA Journal
- 2 video/written message submissions on why you support to be emailed with a “Sparkling Smiles” message (only sponsor message included in that email)
- Ability to include promotional materials and give away in attendees swag bag
- Recognition in Annual Report and MDA Foundation Newsletter

Commit by March 1, 2023, and your logo will be included on the event Invitation

\$5,000 | GOLD SPONSOR

- Recognition on event signage as a “Gold Sponsor” and listed in the event program
- Prominent recognition, with logo, in the event program and in a looping video
- Reserved VIP seating at for up to 8 guests with “Gold Sponsor” signage
- 1 video/written message submissions on why you support to be emailed with a “Sparkling Smiles” message (only sponsor message included in that email)
- Ability to include promotional materials and give away in attendees swag bag
- Social Media Recognition
- Link on Sparkling Smiles website page
- Recognition in Annual Report and MDA Foundation Newsletter

Commit by March 1, 2023, and your logo will be included on the event invitation

\$2,500 | SILVER SPONSOR

- Recognition on event signage and listed in the event program
- Reserved VIP seating at for up to 6 guests
- Ability to include promotional materials and give away in attendees swag bag
- Social Media Recognition
- Link on Sparkling Smiles website page
- Recognition in Annual Report and MDA Foundation Newsletter

\$1,000 | BRONZE SPONSOR

- Recognition on event signage
- Reserved VIP seating at for up to 4 guests
- Social Media Recognition
- Link on Sparkling Smiles website page
- Recognition in Annual Report and MDA Foundation Newsletter

\$500 | SPARKLING SPONSOR

- Link on Sparkling Smiles website page
- Recognition in Annual Report and MDA Foundation Newsletter



Sponsor name as you would like it to appear in all media:

Preferred Contact:

E-mail Address:

Signature Sponsor \$10,000	<ul style="list-style-type: none">• Preeminent recognition as a Sparkling Smiles “Signature Sponsor” in all media promotions and printed materials• Prominent verbal recognition and signage at the event as a “Signature Sponsor”• Prominent recognition, with logo, in the event program and in a looping video• Ability to come on stage and introduce the Keynote Speaker• Reserved table for 10 guests, with “Signature Sponsor” signage• Special recognition on the MDA Foundation website, Facebook page, and other social media platforms• Special recognition in the MDA Foundation Impact Report• Special recognition in the MDA Journal• 2 video/written message submissions on why you support to be emailed with a “Sparkling Smiles” message (only sponsor message included in that email)• Ability to include promotional materials and give away in attendees swag bag• Recognition in Annual Report and MDA Foundation Newsletter
Gold Sponsor \$5,000	<ul style="list-style-type: none">• Recognition on event signage as a “Gold Sponsor” and listed in the event program• Prominent recognition, with logo, in the event program and in a looping video• Reserved VIP seating at for up to 8 guests with “Gold Sponsor” signage• 1 video/written message submissions on why you support to be emailed with a “Sparkling Smiles” message (only sponsor message included in that email)



	<ul style="list-style-type: none"> • Ability to include promotional materials and give away in attendees swag bag • Social Media Recognition • Link on Sparkling Smiles website page • Recognition in Annual Report and MDA Foundation Newsletter
Silver Sponsor \$2,500	<ul style="list-style-type: none"> • Recognition on event signage and listed in the event program • Reserved VIP seating at for up to 6 guests • Ability to include promotional materials and give away in attendees swag bag • Social Media Recognition • Link on Sparkling Smiles website page • Recognition in Annual Report and MDA Foundation Newsletter
Bronze Sponsor \$1,000	<ul style="list-style-type: none"> • Recognition on event signage • Reserved VIP seating at for up to 4 guests • Social Media Recognition • Link on Sparkling Smiles website page • Recognition in Annual Report and MDA Foundation Newsletter
Sparkling Sponsor \$500	<ul style="list-style-type: none"> • Link on Sparkling Smiles website page • Recognition in Annual Report and MDA Foundation Newsletter

I/We are not able to sponsor at this time but want to sponsor the campaign with my/our gift of \$ _____

Total Sponsorship: \$ _____

Method of Payment:

- Go to or click <https://foundation.michigandental.org/fundraising/sparkling-smiles-celebration/> and make a safe sponsorship gift using our secure website
- Complete this form and mail it with a check to: MDA Foundation, 3657 Okemos Rd, Ste 200, Okemos, MI 48864
- **Questions? Contact the Foundation at Foundation@michigandental.org or 517-346-9458**