



# 2026

## Sponsorship Opportunities

Ele's Place – West Michigan



Ele's Place West Michigan

**Healing Hearts 5K**

Run for Kid's Grief Relief

Sunday, June 7

**COURAGE,  
COMFORT  
& COCKTAILS**

Tuesday, October 13

Ele's Place West Michigan

Children's Grief Awareness Month

November 1-30

# Healing Starts Here.

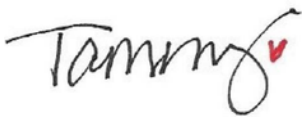
Your partnership is more than a sponsorship — it's an investment in healing, hope, and a stronger community for grieving children and teens.

Every day at Ele's Place, children and teens are met with the simple but life-changing reminder: *you don't have to do this alone*. In our peer-to-peer grief support groups, kids are given space to share their story, honor their person who died, and connect with others who truly understand — all in a setting built on comfort, compassion, and belonging.

Because of generous supporters like you, our services remain **100% free of charge** for families and schools across West Michigan, removing barriers and helping more grieving kids get the support they deserve.

I'm excited to share our 2026, Sponsorship Opportunities for your consideration. We would be honored to partner with you in our mission to help ensure that no child has to grieve alone.

With gratitude,



**Tammy Campbell**  
Director, Ele's Place – West Michigan



**1 in 11**  
children in Michigan will experience the death of a parent or sibling before the age of 18

**\$0**  
cost for Ele's Place families to utilize our services for as long as they need

**100%**  
funded by donors and community partners like you

**5,000+**  
individuals served in our community, thanks to your support



“When my dad died, grief felt incredibly lonely — there was no one around me who truly understood. I remember trying traditional therapy, but it felt cold and sterile, and I left feeling even more alone. What I love about Ele's Place is that it creates something different: a warm, peer-to-peer space where kids can connect with others their own age who 'get it.' They're given permission to talk about their person openly — and to know it's perfectly okay. I can only imagine how different my life would have been if I'd had a place like this.”

—Michelle Pesonen  
Ele's Place - West Michigan Volunteer Facilitator & Supporter, Author, Speaker, Lightworker

# 2026 Healing Hearts 5K

## Sunday, June 7 ♥ Sponsorship Opportunities

### Millennium Park at the Grant Pavilion

1400 Maynard Ave SW, Walker, MI 49534

PLEASE JOIN US FOR A FUN, FEEL-GOOD 5K RUN/WALK!

*Not officially timed • Walkers welcome • 2-mile option available • Free 100-yard Kids Dash*



Run for Kid's Grief Relief

Help raise funds, awareness, and support for grieving children, teens, and families in West Michigan by sponsoring our Healing Hearts 5K!

Beyond sponsorships, we invite everyone to join this family-friendly event by forming a team and fundraising together with the option of participating in honor of someone who has died. You can also participate as an individual. We can't wait to see you out on this beautiful course!

To learn how to start a team, sign up via the QR code or contact Kristy Ziegler at [kziegler@eleplace.org](mailto:kziegler@eleplace.org) or 616-301-1605 x5103.

#### Presenting Sponsor

**\$15,000**

*Lead the race. Power the mission.*

- ♥ Sponsorship exclusivity
- ♥ Promotional interview opportunities on partner stations (Fox 17)
- ♥ 20 Complimentary race registrations
- ♥ Speaking opportunity at opening ceremony
- ♥ Logo prominently placed on event t-shirts
- ♥ Exclusive recognition posts on social media
- ♥ Logo recognition on email blasts
- ♥ Logo on registration website w/link to company website
- ♥ Logo on welcome banner
- ♥ Recognition on statewide Ele's Place Impact Report
- ♥ Contribution to participant swag bag
- ♥ Complimentary vendor table (optional)
- ♥ Memory heart displayed at event (optional)

#### Memory Mile Sponsor

**\$10,000**

*Honoring Memories. Fueling Healing.*

- ♥ Sponsorship exclusivity
- ♥ 15 Complimentary race registrations
- ♥ Recognition signage in memory heart area
- ♥ Logo on event t-shirts
- ♥ Recognition on social media post
- ♥ Logo recognition on email blasts
- ♥ Logo on registration website
- ♥ Logo on welcome banner
- ♥ Recognition on statewide Ele's Place Impact Report
- ♥ Contribution to participant swag bag
- ♥ Complimentary vendor table (optional)
- ♥ Memory heart displayed at event (optional)



## Going Green Sponsor \$7,500

- ♥ Sponsorship exclusivity
- ♥ 10 Complimentary race registrations
- ♥ Company provided logo at water stations
- ♥ Opportunity to provide personalized compostable cups at water stations
- ♥ Logo on event t-shirts
- ♥ Logo on registration website
- ♥ Logo on welcome banner
- ♥ Recognition on statewide Ele's Place Impact Report
- ♥ Recognition on social media group post
- ♥ Name recognition on pre-and post-event email blasts
- ♥ Contribution to participant swag bag
- ♥ Memory heart displayed at event (optional)



## Go for the Gold Sponsor \$5,000

- ♥ 6 Complimentary race registrations
- ♥ Logo displayed at event
- ♥ Logo on event t-shirts
- ♥ Logo on registration website
- ♥ Logo on welcome banner
- ♥ Recognition on statewide Ele's Place Impact Report
- ♥ Recognition on social media group post
- ♥ Name recognition in event email blasts
- ♥ Contribution to participant swag bag
- ♥ Memory heart displayed at event (optional)

## Swag Sponsor \$3,500

- ♥ 4 Complimentary race registrations
- ♥ Logo recognition on title item (Three options: T-shirts (white logo), drawstring backpacks or water bottles. First come, first served.
- ♥ Name recognition in event email blasts
- ♥ Recognition on social media group post
- ♥ Logo recognition on welcome banner
- ♥ Logo recognition on registration website
- ♥ Contribution to participant swag bag
- ♥ Memory heart displayed at event (optional)

## Kids Dash Sponsor \$1,500

- ♥ 2 Complimentary race registrations
- ♥ Logo recognition in Kid's Dash Area
- ♥ Name recognition on event email blasts
- ♥ Recognition on social media group post
- ♥ Logo on event t-shirts
- ♥ Logo on registration website
- ♥ Contribution to participant swag bag
- ♥ Memory heart displayed at event (optional)

## Ele's Vendor Sponsor \$600

- ♥ 1 Complimentary race registration
- ♥ Vendors provided 8-foot table and two chairs.
- ♥ Vendors can contribute giveaways or flyers to participant swag bag.
- ♥ Vendor display must be self-standing and withstand weather.
- ♥ Pop-up canopies are allowed but cannot be staked. (Limited power available.)

## Start a Fundraising Team \$350

- ♥ 4 Complimentary race registrations
- ♥ Individual incentives for Ele's Place swag
- ♥ Opportunity to decorate and display memory heart at event
- ♥ Recognition in group post on social media

## Did You Know?

There are individual and company volunteer opportunities available!

- ♥ Course Volunteers
- ♥ Packet Pickup Station
- ♥ Set-Up/Clean-Up
- ♥ Water Stations

Please contact Kristy Ziegler for more info.  
kziegler@elesplace.org or 616-301-1605.



# Join Us!



## Healing Hearts 5K

Run for Kid's Grief Relief



SCAN QR CODE  
♥ TO REGISTER ♥

**Sunday, June 7, 2026**

# HEALING HEARTS 5k



JOIN US FOR OUR FUN, 5k RUN/WALK  
*NOT OFFICIALLY TIMED*



### Event Schedule:

**9:30 AM:** Race Registration Opens & Kids Zone Activities Begin (Face painting, yard games and more!)

**10:45 AM:** Event Welcome, Kids Dash

**11:00 AM:** 5K Run/2-Mile Walk Starts

(Kids Zone open and snacks available until 12:30 PM)



### Millennium Park at the Grant Pavilion

1400 Maynard Ave SW,  
Walker, MI 49534

Raise funds, awareness and support for grieving children, teens and their families in West Michigan by sponsoring our Healing Hearts 5K.

Ele's Place - West Michigan invites families, corporate partners and the community to participate in this outdoor, family-friendly, fun run/walk event to raise funds for grieving kiddos, with the option to honor, celebrate and remember someone special in your life who has died. We can't wait to see you on the beautiful course.

For questions on sponsoring or building a team, please contact Kristy Ziegler: [kziegler@elesplace.org](mailto:kziegler@elesplace.org) or 616-301-1605 x 5103.

# 2026 Courage, Comfort & Cocktails

## Tuesday, October 13, 2026 ♥ Sponsorship Opportunities

### The Goei Center

6:00 p.m. | Strolling comfort food, beer, wine & cocktail tastings and silent auction

7:45 p.m. | Program and live auction, including our inspiring "Fund the Mission" story

#### Presenting Sponsor \$20,000

Your company has the opportunity to lead the way in providing vital bereavement services to children and teens in our community. When you step up as our 2026 Presenting Sponsor, **your company will be providing a full year of grief support to more than 30 children.** This opportunity entitles your business to:

- ♥ Sponsorship exclusivity
- ♥ Three (3) VIP tables with reserved seating for ten (10) guests per table
- ♥ Recognition from emcee
- ♥ Exclusive recognition on one pre-event & one post-event social media post (shared with 3,800+ Ele's Place supporters across all social channels)
- ♥ Mentions on FOX 17 news
- ♥ Mention in FOX 17 produced commercial
- ♥ Interview opportunities in radio promotions on partner stations
- ♥ Recognition in all event press releases
- ♥ On-site signage/banner at event (company provided)
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Full-page ad in program book with prominent placement (first choice of inside front cover, back cover or inside back cover)
- ♥ Prominent logo recognition on:
  - Save the Dates and event invitations \*
  - Sponsor page of event program book
  - Sponsor recognition slide at event
  - Ele's Place - West Michigan webpage, along with link to your company webpage
  - Annual Ele's Place Impact Report (sent to 10,000+ Ele's Place supporters)
  - Event e-blasts (sent to 1,300 Ele's Place supporters), along with link to your company webpage

#### Platinum Sponsor \$15,000

Show the community that you proudly support a cause that impacts 1 in 11 children across the state. **Your contribution provides a full year of support to 25 children** and entitles you to:

- ♥ Two (2) VIP tables with reserved seating: ten (10) guests per table
- ♥ Recognition from emcee
- ♥ Recognition on one pre-event and one post-event social media post along with other sponsors (shared with 3,800+ Ele's Place supporters across all social channels)
- ♥ Mentions on FOX 17 news
- ♥ Interview opportunities in radio promotions on partner stations
- ♥ Recognition in all event press releases
- ♥ On-site signage/banner at event (company provided)
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Full-page ad in program book with prominent placement (inside front cover, back cover or inside back cover)
- ♥ Logo recognition on:
  - Save the Dates and event invitations (sent to 800+ Ele's Place supporters)\*
  - Sponsor page of event program book
  - Sponsor recognition slide at event
  - Ele's Place - West Michigan webpage, along with link to your company webpage
  - Annual Ele's Place Impact Report (sent to 10,000+ Ele's Place supporters)
  - Event e-blasts (sent to 1,300 Ele's Place supporters), along with link to your company webpage



## Fund the Mission Sponsor - \$15,000



This special sponsorship opportunity allows you to show your corporate heart during the most inspiring moment of the evening, in addition to **providing a full year of support to 25 children**. Your company will receive:

- ♥ Sponsorship exclusivity
- ♥ In-Person Photo Opportunity
- ♥ Two (2) VIP tables with reserved seating for 10 guests per table
- ♥ Recognition from emcee
- ♥ Recognition on one pre-event and one post-event social media post along with other sponsors (shared with 3,800+ Ele's Place supporters across all social channels)
- ♥ Mentions on FOX 17 news
- ♥ On-site signage/banner at event (company provided)
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Full-page ad in program book
- ♥ Logo recognition on:
  - Save the Dates and event invitations (sent to 800+ Ele's Place supporters)\*
  - Fund the Mission video
  - On-screen during Fund the Mission portion of Live Auction
  - Fund the Mission page of event program book
  - Ele's Place - West Michigan webpage, along with link to your company webpage
  - Annual Ele's Place Impact Report (sent to 10,000+ Ele's Place supporters)
  - Event e-blasts (sent to 1,300 Ele's Place supporters), along with link to your company webpage

## Gold Sponsor \$10,000

Gain prominent brand recognition and **provide a full year of support to 16 children**, in addition to receiving:

- ♥ Two (2) VIP tables with reserved seating ten (10) guests per table
- ♥ Recognition from emcee
- ♥ Recognition on one pre-event and one post-event social media post along with other sponsors (shared with 3,800+ Ele's Place supporters across all social channels)
- ♥ Mentions on FOX 17 news
- ♥ On-site signage/banner at event (company provided)
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Full-page ad in program book
- ♥ Logo recognition on:
  - Save the Dates and event invitations (sent to 800+ Ele's Place supporters)\*
  - Sponsor page of event program book
  - Sponsor recognition slide at event
  - Ele's Place - West Michigan webpage, along with link to your company webpage
  - Annual Ele's Place Impact Report (sent to 10,000+ Ele's Place supporters)
  - Event e-blasts (sent to 1,300 Ele's Place supporters), along with link to your company webpage



## Silent Auction Sponsor \$10,000

Gain valuable recognition and visibility for your company, in addition to **providing a full year of support to 12 children**. Your company will receive:

- ♥ Sponsorship Exclusivity
- ♥ One (1) VIP table with reserved seating for ten (10) guests
- ♥ Recognition on one post-event social media post along with other sponsors (shared with 3,800+ Ele's Place supporters across all social channels)
- ♥ On-site signage at event
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Full-page ad in program book
- ♥ Signage located on both silent auction tables and around the auction area
- ♥ Logo recognition on Save the Dates event invitations (sent to 800+ Ele's Place supporters)\*
- ♥ Logo recognition on:
  - Sponsor page of event program book
  - Sponsor recognition slide at event
  - Ele's Place - West Michigan webpage
  - Annual Ele's Place Impact Report (sent to 10,000+ Ele's Place supporters)
  - Event e-blasts (sent to 1,300 Ele's Place to 10,000+ Ele's Place supporters)

## Silver Sponsor \$7,500

Gain valuable recognition and visibility for your company, in addition to **providing a full year of support to 8 children**. Your company will receive:

- ♥ One (1) VIP table with reserved seating for ten (10) guests
- ♥ Recognition on one post-event social media post along with other sponsors (shared with 3,800+ Ele's Place supporters across all social channels)
- ♥ On-site signage at event
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Full-page ad in program book
- ♥ Logo recognition on Save the Dates and event invitations (sent to 800+ Ele's Place supporters)
- ♥ Logo recognition on:
  - Sponsor page of event program book
  - Sponsor recognition slide at event
  - Ele's Place - West Michigan webpage
  - Annual Ele's Place Impact Report (sent to 10,000+ Ele's Place supporters)
  - Event e-blasts (sent to 1,300 Ele's Place supporters)



## Wine Pull Sponsor \$6,000

Gain valuable recognition and visibility for your company, in addition to **providing a full year of support to 12 children**. Your company will receive:

- ♥ Sponsorship Exclusivity
- ♥ One (1) VIP table with reserved seating for ten (10) guests
- ♥ Recognition on one post-event social media post along with other sponsors (shared with 3,800+ Ele's Place supporters across all social channels)
- ♥ Signage located at Wine Pull area
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Half-page ad in program book
- ♥ Name recognition on Save the Dates and event invitations (sent to 800+ Ele's Place supporters)\*
- ♥ Logo recognition on:
  - Sponsor page of event program book
  - Sponsor recognition slide at event
  - Ele's Place - West Michigan webpage
  - Annual Ele's Place Impact Report (sent to 10,000+ Ele's Place supporters)
  - Event e-blasts (sent to 1,300 Ele's Place supporters)

## Copper Sponsor \$5,500

Gain valuable recognition and visibility for your company, in addition to **providing a full year of support to 12 children**. Your company will receive:

- ♥ One (1) VIP table with reserved seating for ten (10) guests
- ♥ Recognition on one post-event social media post along with other sponsors (shared with 3,800+ Ele's Place supporters across all social channels)
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Half-page ad in program book
- ♥ Name recognition on Save the Dates and event invitations (sent to 800+ Ele's Place supporters)\*
- ♥ Logo recognition on:
  - Sponsor page of event program book
  - Sponsor recognition slide at event
  - Ele's Place - West Michigan webpage
  - Annual Ele's Place Impact Report (sent to 10,000+ Ele's Place supporters)
  - Event e-blasts (sent to 1,300 Ele's Place supporters)



## Bronze Sponsor \$3,000

Help make this special night a success, in addition to **providing a full year of support to 4 children**. Your company will receive:

- ♥ One (1) table with reserved seating for ten (10) guests
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Quarter-page ad in program book
- ♥ Name recognition on:
  - Sponsor page of event program book
  - Sponsor recognition slide at event
  - Ele's Place - West Michigan webpage
  - Event e-blasts (sent to 1,300 Ele's Place supporters)

## Corporate Table Sponsor \$2,000

Be a part of this incredible event, in addition to **providing a full year of support to 3 children**. Your company will receive:

- ♥ One (1) table with reserved seating for ten (10) guests
- ♥ Opportunity to provide giveaways to attendees
- ♥ Employee volunteer opportunities
- ♥ Name recognition on:
  - Sponsor page of event program book
  - Sponsor recognition slide at event



## Individual tickets \$200

Individual tickets will be available for pre-purchase online as well as at the door on the evening of the event. Each ticket **provides six weeks of support to 1 child or teen**. Open seating will be available for individual ticket holders and guests will enjoy strolling comfort food stations comprised of samples from some of West Michigan's best restaurants. Guests also have the opportunity to bid on exciting LIVE & SILENT auction packages!



# JOIN US!

Join us for Ele's Place–West Michigan's signature fall event - Courage, Comfort & Cocktails, held at the beautiful and historic Goei Center in Grand Rapids on October 13!

Guests will enjoy strolling comfort food prepared by local chefs; beer, wine and cocktail tastings; and a chance to bid on unique SILENT and LIVE auction items! They will also learn about the exceptional work our staff and volunteers do to provide crucial grief support services to children, teens and their families, all **FREE OF CHARGE**. It truly is a one-of-a-kind fundraising experience you will not want to miss!

Sponsorships, corporate tables and individual tickets available.

**For more info or to get involved, please contact:**

Tammy Campbell, Director  
Ele's Place – West Michigan  
tcampbell@elesplace.org | 616-301-1605 ext. 5100



## COURAGE, COMFORT & COCKTAILS

**Oct. 13, 2026**  
**The Goei Center**  
**818 Butterworth St. SW**  
**Grand Rapids, MI 49504**

6:00 p.m. | Strolling comfort food, beer, wine and cocktail tasting, and silent auction

7:45 pm | Program and live auction, including an inspiring "Fund the Mission" story



**See the true impact of Ele's Place.**



Scan the QR code to see the grief story featured at our 2025, CCC event. Caleb and Frankie met and bonded through their profound losses as students in Ele's School-based groups.

# Children's Grief Awareness Month

November 1 - 30 ♥ Sponsorship Opportunities



Ele's Place is proud to be a member of the National Alliance for Grieving Children and together we are committed to giving grief a voice. Throughout November – in observance of Children's Grief Awareness Month – please consider sponsoring a child or teen.

## Presenting Sponsor - \$10,000

- ♥ Sponsorship exclusivity
- ♥ Logo recognition in official Courage, Comfort & Cocktails program book in October 2026
- ♥ Weekly logo recognition for the month of November on social media; Facebook, Instagram and LinkedIn
- ♥ In-person photo opportunity at Ele's Place West Michigan and/or company

## Sponsor for a day - \$1,000

- ♥ Sponsor a day with a one-time gift of \$1,000, helping support the weekly programs, materials and resources that make grief support possible for children and teens at Ele's Place. You choose a day in November, and we'll share your quote, photo or story to more than 4,000 of our social followers.



# Sponsorship Agreement

I understand that by signing this agreement, I am committing my organization to sponsor at the following level(s):

## 2026 Healing Hearts 5K ♥ Sunday, June 7, 2026

- Presenting Sponsor - \$15,000
- Memory Mile Sponsor - \$10,000
- Going Green - \$7,500
- Go for the Gold Sponsor - \$5,000
- Swag Sponsor - \$3,500  
*(First come, first served)*
  - T-shirts
  - Drawstring backpacks
  - Water bottles
- Kids Dash Sponsor - \$1,500
- Ele's Vendor Sponsor - \$600
- Start a Fundraising Team - \$350

## 2026 Courage, Comfort & Cocktails ♥ Tuesday, October 13, 2026

- Presenting Sponsor - \$20,000
- Platinum Sponsor - \$15,000
- Fund the Mission Sponsor - \$15,000
- Gold Sponsor - \$10,000
- Silent Auction Sponsor - \$10,000
- Silver Sponsor - \$7,500
- Wine Pull Sponsor - \$6,000
- Copper Sponsor - \$5,500
- Bronze Sponsor - \$3,000
- Corporate Table Sponsor - \$2,000

## Children's Grief Awareness Month ♥ November 1-30, 2026

- Presenting Sponsor - \$10,000
- Sponsor a day - \$1,000
- We are unable to sponsor, but wish to make a tax-deductible gift of \$ \_\_\_\_\_ to Ele's Place – West Michigan.

\_\_\_\_\_  
Company Name (as you wish to be listed)

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City State Zip Code

\_\_\_\_\_  
Contact Name Telephone

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Company Representative Signature Date

\_\_\_\_\_  
Ele's Place – West Michigan Representative Signature Date

- ♥ Please submit this form, along with a check made payable to Ele's Place – West Michigan, to:  
Ele's Place – West Michigan  
2000 Michigan Street NE  
Grand Rapids, MI 49503

- ♥ Logos must be provided at 300 dpi with the following acceptable file formats:  
JPEG, PNG, PDF or EPS.
- ♥ Ads must be provided at 300 dpi in PDF or JPEG file format.  
Full page: 7" W x 7" H  
Half page: 7" x 3.4375" (landscape or portrait)  
Quarter page: 3.5" W x 3.4375" H

- ♥ To pay via credit card or if you have additional questions, please contact Kristy Ziegler at 616-301-1605 x5103 or [kziegler@elesplace.org](mailto:kziegler@elesplace.org).



# Ele's Place – West Michigan is 100% funded by donors like you.



All programs offered by Ele's Place are FREE OF CHARGE to families, thanks to the support of individuals, local corporations and businesses, foundation grants and third-party fundraisers. Your sponsorship makes it possible for Ele's Place – West Michigan to offer the following services:

- On-site and virtual bereavement support groups
- School-based programs in West Michigan schools
- Free clinical consultations for grieving families and community members
- Adult support groups for parents and guardians of children attending groups

## Our Mission

Ele's Place is a non-profit, community-based organization dedicated to creating awareness of and support for grieving children, teens, and their families.

## Our Vision

To ensure no child or teen in Michigan grieves alone.



Ele's Place – West Michigan | 2000 Michigan St. NE | Grand Rapids, MI 49503  
(616) 301-1605