



Grand Traverse Pavilions
FOUNDATION

2021 Special Events

Concerts ON THE LAWN



Celebrating 20 years of music therapy for our residents, the Concerts on the Lawn have grown into one of the summer's most popular musical events. The 2021 season will feature a shortened nine week schedule with performances on Thursday evenings from 7-8PM. All nine artists are different, have local ties, and cover a variety of musical genres. These FREE events celebrate and support local artists in our community.

The concerts offer a unique and beautiful community setting on the Grand Lawn of the Grand Traverse Pavilions and provide a family friendly experience. The high quality performances bring a unique and diverse audience to hear your message. Sponsors garner great exposure to both local and visiting music lovers.

The
GRAND
EVENT



Held each year on the Saturday of Grandparents Day Weekend, the Grand Event: LIFE will be held at the Park Place Hotel & Conference Center on September 11, 2021.

The Grand Event: LIFE is a unique event that incorporates local business promotion, along with support for a worthy social charity whose mission is to care for the needs of our regions aging adults. Sponsors of the events garner great exposure to thousands of local residents, supporters and participants.

Corporate sponsorship levels start at \$1,000.

Family Caregivers Conference



As part of our mission to advocate for successful aging, the Grand Traverse Pavilions is committed to helping the area's aging adults find needed resources.

Join us for the updated 2021 Family Caregivers Conference offered in partnership with PACE North, this event is a workshop devoted to topics of interest to family caregivers caring for their loved ones.

Sessions on important issues including Legal Documents and Elder Law Topics, Medicare/Medicaid Benefits, Veteran's Benefits, Hospice Benefits, Advance Directives, Senior Housing Options, and Dementia Care.

This year's conference is scheduled to include a luncheon key note speaker on "Care for the Caregiver".

Conference will be located in Traverse City at the Harry and Jeanette Weinberg- PACE Center on Garfield Road North. Sponsorship levels start at \$250.



2021

Concerts



ON THE LAWN

9 Concerts
Every Thursday Evening
July thru August
Concerts start at 7 pm

Event Highlights:

- ♪ Celebrating 20 years of music therapy, the Concerts on the Lawn has grown into one of the summer's most popular musical events
- ♪ In 2021, the music series being planned will feature an abridged 9 week series each Thursday evening
- ♪ All artists are different, have local ties, and cover a variety of musical genres
- ♪ These FREE events celebrate and support regional artists and the Pavilions music therapy program
- ♪ The concerts offer a unique and beautiful community setting on the Grand Lawn of the Grand Traverse Pavilions
- ♪ The quality of these performances bring in a unique and diverse audience to hear your message

SPONSORSHIP LEVEL	SPONSORSHIP BENEFITS	AMOUNT
Title Sponsor Serra Subaru of Traverse City	<ul style="list-style-type: none"> ♪ Headliner sponsorship for one concert during the season ♪ Logo on all promotional materials including posters, rack cards, and advertising as the sponsor of that concert (sponsorship must be confirmed before April 1 for print materials) ♪ Mention in press releases, interviews, website, and on social media for the concert you sponsor. ♪ Premium seating for up to 10 guests at each concert ♪ Public thank you and ability to make introduction of the performance or thank you from the stage each week ♪ 10 x 10 promo booth with the ability to pass out information on your mission/services to attendees 	\$5,000
Headliner Sponsor 9 Available	<ul style="list-style-type: none"> ♪ Headliner sponsorship for one show ♪ Logo on all promotional materials including posters, rack cards, and advertising as the sponsor of that concert (sponsorship must be confirmed before March 1 for print materials) ♪ Mention in press releases, interviews, website, and on social media for the concert you sponsor. ♪ Premium seating for up to 6 guests at your concert ♪ Public thank you and ability to introduce the performance from the stage ♪ 10 x 10 promo booth with the ability to pass out information on your mission/services to attendees 	\$1,500
Supporter 13 Available	<ul style="list-style-type: none"> ♪ Listing on Pavilions' Website and Social Media Mentions ♪ Premium seating for 4 at one of the scheduled concerts ♪ Public thank you from the stage 	\$500



PRESENTS

The
**GRAND
EVENT**



Event Highlights:

- ◆ The Grand Event is held each year the Saturday of Grandparents Day Weekend, a National Holiday established to honor our elders. This year's event will be held at the **Park Place Hotel & Conference Center on Saturday, September 11, 2020, at 6:30 PM.**
- ◆ In 2021 The Grand Event: LIFE, will feature Hasbro's "The Game Of LIFE" which will provide businesses the opportunity to sponsor a related "activity card" and player prize.
- ◆ With over 100 potential sponsors, it is anticipated that there will be more than \$10,000 in prizes and auction items awarded.
- ◆ The event will be hosted at the Park Place Hotel & Conference Center in downtown Traverse City and up to 250 tickets will available for the event.
- ◆ The Grand Event: LIFE is a unique event that incorporates local business promotion, along with support for a worthy social charity whose mission is to care for the needs of our regions aging adults.
- ◆ Media partners and sponsors will help promote the event to the community.
- ◆ Sponsors of the event garner great exposure to thousands of local residents, supporters and participants.

Please review the sponsorship opportunities included.

Deadline for inclusion in promotional materials is August 1, 2021. For information contact Pavilions Development Coordinator, Adam Dennis at (231) 932-3018 or adennis@gtpavilions.org.





LEVEL	BENEFITS	AMOUNT
Grand Sponsor Exclusive One Available	<ul style="list-style-type: none"> Will receive promotion and logo imprint on all materials such as: event posters, rack cards, mailings, and advertising as the Grand Sponsor Full Page Color Back Cover in Grand Event Program Mention in all press releases, interviews, website, and on social media Premium reserved seating and table signage for two tables/sixteen (16) guests Promotion on event banner signage, and have the ability to include a promotional item in the player "Swag Bag" for each attendee Opportunity to offer a public welcome at the event Table display at the event as the Exclusive "Grand Sponsor" for the Event Listed sponsor of the event Grand Prize 	\$7,500
Sponsor for LIFE Two Available	<ul style="list-style-type: none"> Will receive prominent full page color advertisement in The Grand Event Program Promotion on event banner signage, and have the ability to include a promotional item in the player "Swag Bag" for each attendee Premium placement on event promotional materials and mention in event press releases, interviews, website, and on social media Premium reserved seating and table signage for up to eight (8) guests Featured on an exclusive LIFE Game play Sponsor Ability to have a booth display at the event to enhance company exposure 	\$5,000
LIFE Partner Sponsor Four Available	<ul style="list-style-type: none"> Will receive a Full Page Color Advertisement in The Grand Event Program Promotion on event banner signage, and have the ability to include a promotional item in the player "Swag Bag" for each attendee Mention in event press releases, interviews, website, and on social media Premium Reserved Seating and Table Signage for up to eight (8) guests Featured on an exclusive LIFE Game play card Ability to have a booth display at the event to enhance company exposure 	\$3,500
LIFE Table Sponsor (Limited)	<ul style="list-style-type: none"> Will receive a Half Page Color Advertisement in The Grand Event Program Promotion on event banner signage, and have the ability to include promotional item in the player "Swag Bag" for each attendee Mention on website and on social media Premium Reserved Seating and Table Signage for up to eight (8) guests Featured as an Exclusive LIFE Game Card Sponsor Ability to have a booth display at the event to enhance company exposure 	\$2,000
LIFE Event Sponsor	<ul style="list-style-type: none"> Will receive a Half Page Color Advertisement in the Grand Event Program Mention on website and on social media Premium Reserved seating for up to four (4) guests 	\$1,000
Friends for LIFE	<ul style="list-style-type: none"> Reserved seating for up to four (4) guests Listing in program 	\$500
Together for LIFE	<ul style="list-style-type: none"> Reserved seating for two (2) guests Listing in program 	\$250
LIFE Participant	<ul style="list-style-type: none"> Fill in seating for one (1) guests 	\$100
PROGRAM ADVERTISING DEADLINE FRIDAY, AUGUST 14, 2020		
Full Page Ad	Full page color ad, camera ready artwork (high resolution JPEG or PDF files), no bleeds.	\$1,000
Half Page Ad	A half page color ad, camera ready artwork (high resolution JPEG or PDF files), no bleeds.	\$500
Listing	A show of support listing of a name or business	\$100



Family Caregivers Conference



On **Saturday, October 22, 2021 9am - 3pm** the Grand Traverse Pavilions in partnership with PACE North will hold the second annual **Family Caregivers Conference** - a seminar devoted to topics of interest to family caregivers to provide services and resources for them as they care for their loved ones.

This conference will offer caregivers personalized information and multiple sessions on important topics including Elder Law Issues; Medicare/Medicaid Benefits; Veteran's Benefits; Hospice Benefits; Advance Directives; Dementia Care and Housing Options for the elderly.

This years conference is scheduled to include luncheon key note speaker, Breeda Miller, with a lighthearted approach to "Care for the Caregiver".

LEVEL	SPONSORSHIP BENEFITS	AMOUNT
Gold Sponsor	<ul style="list-style-type: none"> Recognition on all promotional materials including posters, rack cards, and advertising as a Gold Sponsor Mention in all press releases, interviews, website, and social media Brochure in attendee goody bag Prime location in exhibit area and chance to present one informational session Chance to speak during welcome session 	\$1,000
Silver Sponsor 4 Available	<ul style="list-style-type: none"> Recognition on all promotional materials including posters, rack cards, and advertising as a Silver Sponsor Mention in conference brochure and website Brochure in attendee goody bag One 6' table in exhibit area 	\$500
Bronze Sponsor 5 Available	<ul style="list-style-type: none"> Mention in conference brochure and website Brochure in attendee goody bag One 6' table in exhibit area 	\$250



Grand Traverse Pavilions FOUNDATION

Sponsorship/Advertising Opportunities



\$ _____



\$ _____



\$ _____

If sponsorship total for the year is:

- \$2,500 or above, add one complimentary ad in the Legacy Magazine.
- \$5,000 or above, add two complimentary ads in the Legacy Magazine.
- \$7,500 or above, add three complimentary ads in the Legacy Magazine.
- \$10,000 or above add four complimentary ads in the Legacy Magazine.

Legacy

\$ _____

☐ Winter ☐ Spring ☐ Summer ☐ Fall

Total Sponsorship/Advertising Commitment for 2021:

TOTAL \$ _____

The persons signing this agreement on behalf of the parties to this agreement warrant that they have the authority to make such commitments and agree to the terms defined here. Please return completed form to adennis@gtpavilions.org.

Company Name: _____

Contact: _____

Email Address: _____

Phone Number: _____

Address: _____

City/State/Zip: _____

Payment Information:

___ I have enclosed a check payable to Grand Traverse Pavilions.

___ Please send me an invoice.

___ Please charge my credit card.

Card Number: _____

Exp. Date: _____

Security Code: _____