2020 SPONSORSHIP DECK

THE JAMIE DANIELS FOUNDATION

CELEBRITY ROAST

OF SCOTTY BOWMAN

PRESENTING SPONSOR

DELTA DENTAL

SATURDAY, AUGUST 29, 2020 | MotorCity Casino Hotel’s Sound Board
Each day, more than 185 people die from drug overdoses – even 1 life lost to drug addiction is one too many. Together, we can create a future where all children and young adults have access to the education, resources and support necessary to make recovery possible.

Our son Jamie was vibrant, outgoing and full of life, positively impacting everyone he met. His charming personality, and contagious smile made him a joy to be around not only as a son but a grandson, a brother and a friend. While in college, Jamie was introduced to opioids, leading to a challenging battle with drug addiction. At the young age of 23, our son died from an accidental drug overdose while receiving treatment.

Jamie did not want to be an addict, he wanted help, but due to various criminal aspects of the drug recovery business he was not able to receive the proper care he needed. Many individuals and families are not aware of the unlawful operations these predatory care facilities are involved in, which leads to only more deaths and stories like Jamie’s.

We, along with the help of our family and in partnership with The Children’s Foundation, have created the Jamie Daniels Foundation, which seeks to end the stigma fueling the addiction crisis. With your support, we’re building a safe and healthier path for sober living on college campuses and in our community.

Ken Daniels
Lisa Daniels Goldman
JOIN US AS WE ROAST THE WINNINGEST COACH IN NHL HISTORY

ROAST MC

DAVE HODGE - Former Hockey Night in Canada Host

ROASTERS

Ian Bagg  
Dennis Hull  
Jim Ralph

Laughs TBD  
Laughs TBD

Scotty Bowman photo credit: David Guralnick, Detroit News  
Dennis Hull photo credit: Mikael Metzel / ASS via Getty Images  
Dave Hodge photo Credit: https://www.fyimusicnews.ca/articles/2016/09/15/five-questions-%E2%80%A6-dave-hodge

5:30 PM - Cocktail Reception & Silent Auction
6:30 PM - Dinner & Program including LIVE Auction - Grand Ballroom
8:30 PM - Roast Begins - Sound Board

Individual Ticket
$300
Includes dinner & Roast

21 & OLDER EVENT
PRESENTING SPONSOR $50,000 (SOLD)

- Recognition and positioning as presenting sponsor throughout promotion of event
- Featured recognition on social media
- Featured recognition on Jamie Daniels Foundation and The Children's Foundation websites
- Logo featured in event program
- Full page ad in event program
- (40) Tickets for dinner and cocktail reception/(5) Reserved tables for dinner
- Premier seating at dinner and roast
- Celebrity guest seated at your table(s)
- Featured recognition at venue, day of event
- Dedicated slide in event slide show
- Commemorative sponsorship gift
- Exclusive interview with Larry Burns, President & CEO of The Children’s Foundation, on Caring for Kids (WJR radio show) to discuss your company’s partnership with The Jamie Daniels Foundation
## 2020 Sponsorship Levels

<table>
<thead>
<tr>
<th>Commitment</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Power Play</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of tickets / reserved tables for dinner</td>
<td>24 (3 tables)</td>
<td>16 (2 tables)</td>
<td>16 (2 tables)</td>
<td>10</td>
<td>2</td>
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<tr>
<td>Dedicated digital recognition on silent auction platform</td>
<td>⭐</td>
<td>⭐</td>
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<tr>
<td>Premier seating at dinner and Roast</td>
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<td>⭐</td>
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<tr>
<td>Celebrity guest seated at your table</td>
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<td>Featured recognition on social media</td>
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<tr>
<td>Featured recognition on Jamie Daniels Foundation website and The Children’s Foundation website</td>
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<tr>
<td>Logo featured in event program</td>
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<tr>
<td>Ad size in event program</td>
<td>Full page</td>
<td>Half page</td>
<td>Quarter page</td>
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<tr>
<td>Featured recognition at venue, day of event</td>
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<tr>
<td>Commemorative sponsorship gift</td>
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</tbody>
</table>
AD SPECS

Full Page Ad 5.25” x 8.25”
Half Page Ad 5.25” x 4”
Quarter Page Ad 2.5” x 4”

SUBMISSION GUIDELINES AND FILE TYPES

Please save your ad layouts in PDF format.
The PDF file should be optimized for Hi-Quality Print and CMYK. Please submit artwork by
COMMITMENT FORM DEADLINE: JULY 15, 2020

☐ Dr. ☐ Mr. ☐ Mrs. ☐ Ms.

Company/Name

Company/Name as you would like it to appear in print/digital recognition:

☐ Dr. ☐ Mr. ☐ Mrs. ☐ Ms.

Contact/Name & Title

Address

City ___________________________________________ State ___________ Zip _____________________________________

Telephone __________________________________________ Fax ___________________________________________

Email __________________________________________

SPONSORSHIP OPPORTUNITIES

☐ PLATINUM - $30,000 ☐ GOLD - $15,000 ☐ SILVER - $10,000 ☐ BRONZE - $5,000 ☐ POWER PLAY - $1,000

ADDITIONAL OPPORTUNITIES

☐ Individual Ticket (dinner & Roast) ☐ Donation in the amount of

$300 ea. Qty: ________________________ $ ________________________

TOTAL AMOUNT: $ ________________________

PAYMENT METHOD

☐ Payment enclosed, check payable to Jamie Daniels Foundation (Federal Tax ID: 32-0087353

☐ Please charge my credit card: ☐ American Express ☐ Discover ☐ MasterCard ☐ Visa

Name on card __________________________________________________________

Card Number ________________________________ Exp. Date __________________ CVV __________

Billing Address _______________________________________________________

City ___________________________________________ State ______________________________ Zip _____________________________________

☐ Please send me an invoice to the address below.

BILLING CONTACT ☐ Dr. ☐ Mr. ☐ Mrs. ☐ Ms. Name & Title ______________________________________________________________________

Address __________________________________________________________________________________________________________

City ___________________________________________ State ______________________________ Zip _____________________________________

Email __________________________________________

Signature __________________________________________ Date ______________________

Please return this form & high-res EPS logos to: Kate Kesner - kkesner@yourchildrensfoundation.org

ALL SPONSORSHIP COMMITMENTS MUST BE PAID, IN FULL, PRIOR TO: AUGUST 29, 2020

3011 West Grand Boulevard, Suite 218, Detroit, MI 48202