



MEALS **on** WHEELS WESTERN MICHIGAN

# SPONSORSHIP OPPORTUNITIES



2024 ISSUE

# OUR MISSION IS

TO PROVIDE QUALITY NUTRITION SERVICES IN A SUPPORTIVE ENVIRONMENT TO PROMOTE THE HEALTH AND INDEPENDENCE OF OLDER ADULTS.



For four decades, Meals on Wheels Western Michigan has been a beacon of hope for vulnerable seniors in Kent and Allegan Counties. We've nourished close to 7,000 individuals annually, providing fresh, nutritious meals to help our older residents thrive in their golden years.

With 1 in 6 seniors impacted by food security, providing affordable and accessible nutrition services is critical in supporting the health and independence of seniors in our community. Our goal is clear - no senior hungry or forgotten. The community is aging and by the year 2030, 1 in 6 people will be 60 or older. Caring for aging parents is becoming a crisis. A nourishing meal and a safety check provide so much peace of mind for a family raising children and caring for an aging parent.







# BUNDLED SPONSORSHIPS

Our vision is a community where no senior is hungry or forgotten.  
We need your help to continue providing services to all who need it.

Consider joining at this level  
in honor of our 40th  
anniversary!

## MARCH FOR MEALS

## MORE THAN A MEAL

## CHEF'S SPECIALTY

### PACKAGE LEVEL ONE

**\$40,000**

PRESENTING  
\$15,000

PRESENTING  
\$10,000

PRESENTING  
\$15,000

### PACKAGE LEVEL TWO

**\$25,000**

GOLD  
\$10,000

THE DELIVERER  
\$5,000

EXECUTIVE CHEF  
\$10,000

### PACKAGE LEVEL THREE

**\$10,000**

SILVER  
\$2,500

THE PANTRY  
FILLER  
\$2,500

HEAD CHEF  
\$5,000



# MARCH FOR MEALS 5K RUN & COMMUNITY WALK 2024

**SUNDAY, MARCH 24 - MILLENNIUM PARK GRANT PAVILION**

Our annual March for Meals Community Walk & 5K Run in association with the national March for Meals initiative through Meals on Wheels America, is a family-friendly event for people (and dogs) of all ages to come together to support the health and independence of older adults in West Michigan. This fun event raises valuable funds and community awareness for our life-saving services. Last year nearly 300 participants joined in the 2-mile walk and 5K run through beautiful Millennium Park, and enjoyed family-friendly activities and fun prizes. Participation in our food-themed costume contest is encouraged!

**Sponsorship packages starting at \$1,000 on next page**

**VENDOR ONLY TABLE: \$100**

## **Your vendor package will include:**

- 8-foot table under the covered pavilion with option for electrical hookup
- Opportunity to hand out branded items for participants on race day
- Listed as a vendor in participant race communications



**Sponsorship levels on next page...**

# MARCH FOR MEALS 5K RUN & COMMUNITY WALK 2024

SUNDAY, MARCH 24  
MILLENNIUM PARK  
GRANT PAVILION

## SPONSORSHIP LEVELS



### PRESENTING SPONSOR - \$15,000

- Recognition as presenting sponsor on all printed media and materials
- Opportunity to display your logo at the start/finish line
- Prominent Logo on the March for Meals website, e-news, and social media
- Prominent Logo on the back of race shirt
- 30 complimentary race entries
- Opportunity for participant engagement at packet pick-up
- Option to include a swag item in participant packets
- Recognition by emcee at the event
- Opportunity to have a free vendor table at the event
- Opportunity to host a branded cheer table/aid station along the race route
- Post-event "Thank you" email recognizing you as the presenting sponsor.
- Opportunity to participate in March for Meals media

### PLATINUM - \$10,000

- Recognition on all printed media and materials
- Logo on March for Meals website, e-news and social media
- Logo on back of race shirt proportionate to sponsorship level
- 20 complimentary race entries
- Opportunity for participant engagement at packet pick-up
- Option to include a swag item in participant packets
- Recognition by emcee at the event
- Opportunity to have a free vendor table at the event
- Opportunity to host a branded cheer table/aid station along race route

### T-SHIRT SPONSOR- \$7,500

- Recognition on all printed media and materials
- Logo on March for Meals website, e-news and social media
- Logo on sleeve and back of race shirt proportionate to sponsorship level
- 15 complimentary race entries
- Option to include a swag item in participant packets
- Opportunity to have a free vendor table at the event
- Recognition by emcee at the event

### GOLD - \$5,000

- Recognition on all printed media and materials
- Logo on March for Meals website, e-news and social media
- Logo on back of race shirt proportionate to sponsorship level
- 10 complimentary race entries
- Option to include a swag item in participant packets
- Opportunity to have a free vendor table at the event
- Recognition by emcee at the event

### SILVER - \$2,500

- Name on back of race shirt
- Name on March for Meals website, e-news and social media
- 5 complimentary race entries
- Option to include a swag item in participant packets
- Opportunity to have a free vendor table at the event

### BRONZE - \$1,000

- Name on March for Meals website, e-news and social media
- 2 complimentary race entries
- Option to include a swag item in participant packets
- Opportunity to have a free vendor table at the event



Thank you for your consideration! Please see the sponsorship form for payment information.  
Contact Lydia Vanderhill with questions at 616-459-3111 ext. 139 or [lvanderhill@mowwm.org](mailto:lvanderhill@mowwm.org).



# MORE THAN A MEAL LUNCHEON

## MAY 15, 2024 - NEW VINTAGE PLACE

Meals on Wheels Western Michigan's annual More than a Meal Luncheon is a free table-hosted event that allows guests to see why Meals on Wheels Western Michigan is so much more than a meal. Over 200 guests will be moved by videos and stories of the seniors and volunteers that make up Meals on Wheels Western Michigan while enjoying a delicious lunch prepared by our kitchen. This hour-long luncheon showcases the mission of Meals on Wheels Western Michigan and our Lunch With A Mission Boxed Lunches. Guests will have fun with a lively round of trivia and learn more about how they can impact our important mission.



## SPONSORSHIP LEVELS

### PRESENTING SPONSOR - \$10,000

- Preferred seating for 16 guests
- Logo recognized on event materials as Presenting Sponsor
- Logo recognized on event website and e-news
- Opportunities to be included in media for the event
- Opportunity to speak at the event
- Recognition on social media

### THE DELIVERER - \$5,000

- Preferred seating for 8 guests
- Logo recognized on event materials
- Logo recognized on event website and e-news
- Recognition on social media

### THE PANTRY FILLER - \$2,500

- Preferred seating for 6 guests
- Name recognized on event materials
- Name recognized on event website and e-news
- Recognition on social media

### THE CONNECTOR - \$1,000

- Preferred seating for 4 guests
- Name recognized on event materials
- Name recognized on event web page and e-news



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# CHEF'S SPECIALTY 2024

OCTOBER 16, 2024 - THE GOEI CENTER

Our 10th annual Chef's Specialty dinner is a chance for attendees to enjoy an open bar, dinner and networking while we honor a local community leader, celebrate another successful year, and have fun with local chefs during a recipe competition and tasting. This event will raise valuable funds and awareness for our life-saving services and enable us to continue to meet the increased need we have seen in today's world. We expect to draw over 250 guests from our network of volunteers, donors and community members.



## SPONSORSHIP LEVELS

### PRESENTING SPONSOR - \$15,000

- 2 Reserved Tables at Main Event (20 tickets total) with access to VIP Reception
- Listed as presenting sponsor in all event promotion
- Logo included on event materials as presenting sponsor
- Logo included on the event website & e-news
- Speaking opportunity during the main event
- Recognition from emcee during the main event
- Recognition on social media
- Opportunity to join in media promotion spots
- Recognition in event media releases
- Prominent logo in the Chef's Specialty recipe book

### VIP RECEPTION SPONSOR - \$10,000

- 2 Reserved Tables at Main Event (20 tickets total) with access to VIP Reception
- Logo included on event materials
- Logo included on the event website & e-news
- Prominent logo visibility during VIP reception
- Speaking opportunity at VIP reception
- Recognition from emcee during the main event
- Recognition on social media
- Logo in the Chef's Specialty recipe book

### BAR SPONSOR- \$7,500

- 1 Reserved Table at Main Event (10 tickets total) with access to VIP Reception
- Logo included on event materials
- Logo included on the event website & e-news
- Prominent logo recognition on open bar in both the VIP Reception & Main Event
- Recognition from emcee during the main event
- Recognition on social media



Sponsorship levels continue on next page...



# CHEF'S SPECIALTY 2024

OCTOBER 16, 2024  
THE GOEI CENTER

## SPONSORSHIP LEVELS CONT...



### EXECUTIVE CHEF - \$5,000

- 1 Reserved Table at Main Event (10 tickets total) with access to VIP reception & tasting
- Logo included on the event website & e-news
- Name included on event materials
- Recognition on social media
- Recognition from emcee during the main event

### HEAD CHEF - \$2,500

- 1 Reserved Table at Main Event (10 tickets total)
- Logo included on the event website & e-news
- Name included on event materials
- Recognition on social media



### DEPUTY CHEF - \$1,000

- 6 tickets for the Main Event
- Name on the event website & e-news
- Name included on event materials



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# 2024 COMMUNITY PARTNER PROGRAM

Looking for a way for your company to support MOWWM and get involved with our mission outside of event sponsorship? Joining as a Community Partner can increase your community involvement and employee engagement while working together to help local seniors.

## BENEFITS

### COMMUNITY PARTNER - \$1,000

- Logo listed as Community Partner on our client newsletter which goes out to over 2,500 seniors
- Logo listed as a Community Partner on our website
- Social Media feature
- Logo listed as Community Partner in our facility lobby seen by hundreds of visitors and volunteers each month
- Opportunity to attend a VIP breakfast with our CEO
- Opportunity for a MOWWM team member to come to you for a lunch and learn or speaking engagement
- Group volunteer opportunities including a tour and:
  - adopting a route(s) for a day
  - assisting with holiday deliveries
  - assisting in our kitchen and warehouse
  - repackaging foods at our senior pantry

\*Custom plans are also available

Contact Lydia at [lvanderhill@mowwm.org](mailto:lvanderhill@mowwm.org) or (616) 459-3111 ext 139 to learn more or sign up



**MAKE A DIFFERENCE IN THE LIVES OF LOCAL SENIORS**



## 2024 SPONSORSHIP COMMITMENT

Please complete this form and return with payment or request for an invoice.

Thank you for your support! We can't wait to get in touch with more event details and benefits. Please reach out to Lydia Vanderhill at [lvanderhill@mowwm.org](mailto:lvanderhill@mowwm.org) with questions.

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**Name of Organization** (as you would like it to appear in printed materials):

\_\_\_\_\_

**Contact Person & Title:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Bundled Event Packages:**

☐ Package 1 - \$40,000

☐ Package 2 - \$25,000

☐ Package 3 - \$10,000

**March for Meals:**

☐ Presenting - \$15,000

☐ Platinum - \$10,000

☐ T-Shirt Sponsor- \$7,500

☐ Gold - \$5,000

☐ Silver - \$2,500

☐ Bronze - \$1,000

☐ Vendor Table - \$100

**Chef's Specialty:**

☐ Presenting - \$15,000

☐ VIP Reception Sponsor - \$10,000

☐ Bar Sponsor- \$7,500

☐ Executive Chef - \$5,000

☐ Head Chef - \$2,500

☐ Deputy Chef - \$1,000

**More than a Meal:**

☐ Presenting - \$10,000

☐ The Deliverer- \$5,000

☐ The Pantry Filler - \$2,500

☐ The Connector - \$1,000

**Community Partnership: \$1000**

**Please accept my payment of: \$** \_\_\_\_\_

☐ **Please invoice me**

☐ **Check enclosed** (Please make payable to Meals on Wheels Western Michigan and mail to: 2900 Wilson Ave. SW, Suite 500, Grandville, MI 49418.)

☐ **Credit/debit card payments can be made over the phone by calling (616) 459-3111 ext. 139 or you may input your card information here:**

☐ Card Number: \_\_\_\_\_

☐ Name on Card: \_\_\_\_\_

☐ Exp. Date: \_\_\_\_\_

☐ Billing Zip: \_\_\_\_\_ CVV: \_\_\_\_\_

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*According to our 501(c)(3) status, your gift will be tax-deductible to the fullest extent of the law. A receipt will be sent upon receiving payment. THANK YOU!*