

2020 SPONSORSHIP DECK



THE JAMIE DANIELS FOUNDATION

**CELEBRITY
ROAST**

OF SCOTTY BOWMAN

PRESENTING SPONSOR



October 14, 2020

FOX Sports Detroit - 8PM & Streaming Online

THE JAMIE DANIELS FOUNDATION
**CELEBRITY
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OF **SCOTTY BOWMAN**



**JAMIE DANIELS
FOUNDATION**
A Children's Foundation Initiative



PRESENTING SPONSOR



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



Gerry Dee

Scotty Bowman photo credit: David Guralnick, Detroit News | Dennis Hull photo credit: Mikail Metzel / ASS via Getty Images
Dave Hodge photo Credit: <https://www.fyimusicnews.ca/articles/2016/09/15/five-questions-%E2%80%A6-dave-hodge>
Gerry Dee photo credit: <https://www.speakers.ca/speakers/gerry-dee/>



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2020 SPONSORSHIP LEVELS

PRESENTING SPONSOR \$50,000 (SOLD)

- Recognition and positioning as Presenting Sponsor throughout promotion of event
- Opening video ad at the beginning and end of virtual event
- Lower third logo placement
- Brand recognition on social media and during televised run of the Celebrity Roast (if applicable)
- Featured recognition on Jamie Daniels Foundation and The Children's Foundation websites
- 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

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2020 SPONSORSHIP LEVELS

	PLATINUM SPONSOR 1 AVAILABLE	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	POWER PLAY
COMMITMENT	\$30,000	\$15,000	\$10,000	\$5,000	\$1,000
Celebrity Roast Recognition	Dedicated digital recognition on Silent Auction program	Featured recognition as Roaster Sponsor	Invite 10 friends to a virtual cocktail party with Scotty Bowman* (3 remaining)	Recognition as Matching Gift Pool Sponsor	
	Video ad & logo placement during select segments & transitions	Logo placement during virtual event	Logo placement during virtual event	Name placement during virtual event	Recognition post event/scrolling credits
Televised Recognition (if applicable)	★	★	★	★	
Social Media Recognition (pre/post Celebrity Roast)	★	★	★	★	
Featured recognition on Jamie Daniels Foundation & The Children's Foundation websites	★	★	★	★	
Commemorative Gift (optional)	★	★	★	★	

***WINE PROVIDED BY:
 BETH AND ROB ALLAER,
 ONLY IN MICHIGAN**



COMMEMORATIVE SPONSORSHIP GIFT (STANLEY CUP REPLICA)

THE JAMIE DANIELS FOUNDATION
**CELEBRITY
ROAST**

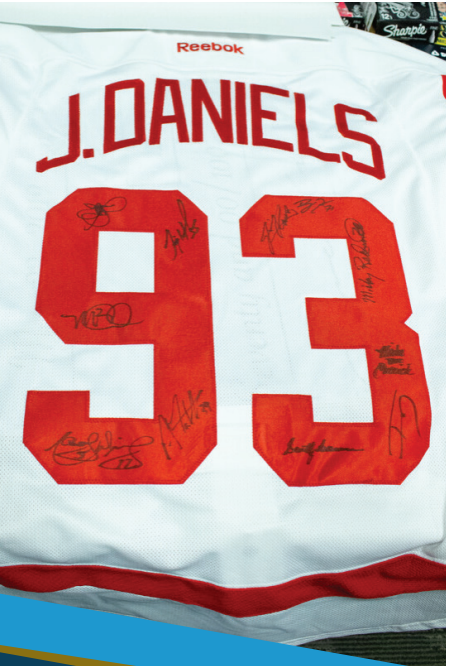
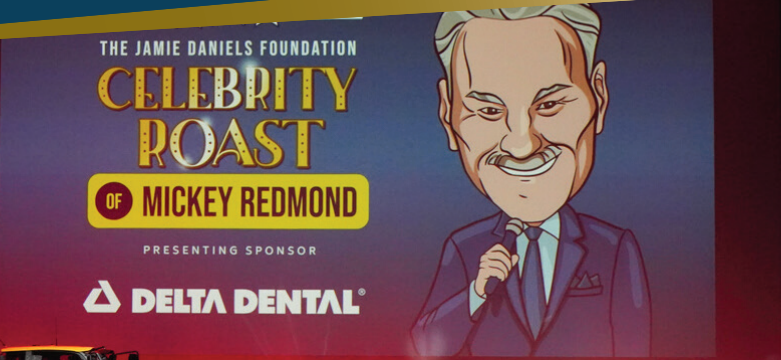
OF **SCOTTY BOWMAN**



**JAMIE DANIELS
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HIGHLIGHTS FROM
LAST YEAR

PRESENTING SPONSOR



THE JAMIE DANIELS FOUNDATION
CELEBRITY ROAST
OF SCOTTY BOWMAN



COMMITMENT FORM

PRESENTING SPONSOR



COMMITMENT FORM DEADLINE: OCTOBER 1, 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

Donation in the amount of

\$ _____ **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: OCTOBER 14, 2020