

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  
ROAST**  
OF **SCOTTY BOWMAN**



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

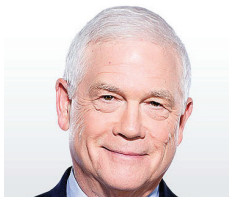


PRESENTING SPONSOR



# 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



Jim Ralph

Laughs  
TBD

Laughs  
TBD

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>





OF **SCOTTY BOWMAN**

PRESENTING SPONSOR



## 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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PRESENTING SPONSOR



# 2020 SPONSORSHIP LEVELS

	PLATINUM SPONSOR 1 AVAILABLE	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	POWER PLAY
<b>COMMITMENT</b>	<b>\$30,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$1,000</b>
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**

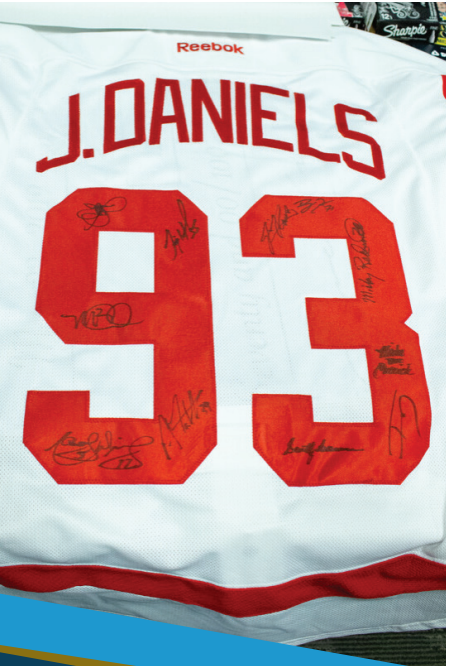
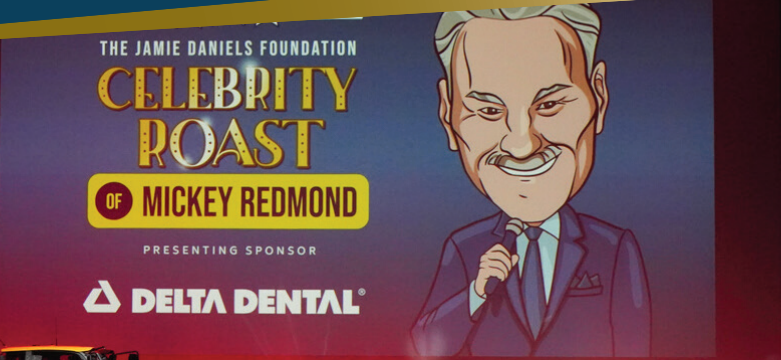
OF **SCOTTY BOWMAN**



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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**