

2021 SPONSORSHIP DECK



— ★ ★ ★ —

THE JAMIE DANIELS FOUNDATION
**CELEBRITY
ROAST**

OF BRETT HULL

PRESENTING SPONSOR



A **HULL** OF
A GOOD TIME



VIRTUAL EVENT - NOVEMBER 22, 2021 - BALLY SPORTS DETROIT





PRESENTING SPONSOR



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



ROAST MC



JOIN US AS WE ROAST BRETT HULL DARREN PANG - NHL Broadcaster and former Chicago Blackhawks Goalie

ROASTERS



Kelly Chase



Dennis Hull



Garth Butcher



Brian Burke



Ken Hitchcock

A PERFORMANCE FROM STEVEN PAGE - FORMER LEAD SINGER OF THE "THE BARE NAKED LADIES"

The Jamie Daniels Foundation, a Children's Foundation initiative, offers a lifeline to individuals battling Substance Use Disorder and their families, as well as combats the stigma that is often associated with it. The Foundation provides education, resources, and guidance to those needing care – especially those who do not have access to these resources on their own.

The Jamie Daniels Foundation was founded by Jamie's parents, Lisa Daniels-Goldman and Ken Daniels, lead announcer for the Detroit Red Wings, in memory of their late son. Jamie died from an overdose at the age of 23 while receiving treatment for a Substance Use Disorder.

2020 VIRTUAL
EVENT STATS:

115

Replays on Fox Sports Detroit
(now Bally Sports Detroit)

2,000+

Views on YouTube



2021 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 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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DELTA DENTAL®

2021 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	Commercial Break Sponsor on Streaming Channel	Recognition as Matching Gift Pool Sponsor	
	Video Ad & Logo Placement During Select Segments & Transitions	Logo Placement During Event	Logo Placement During Event	Name Placement During Event	Recognition Post Event/Scrolling Credits
Televised Recognition (if applicable)	★	★	★	★	
Social Media Recognition (pre/post Celebrity Roast)	Individual Logo Recognition & Quote from Sponsor	Individual Logo Recognition	Name Recognition		
Recognition on Jamie Daniels Foundation & The Children's Foundation websites	Logo Recognition	Logo Recognition	Name Recognition	Name Recognition	
Commemorative Gift	★	★	★	★	

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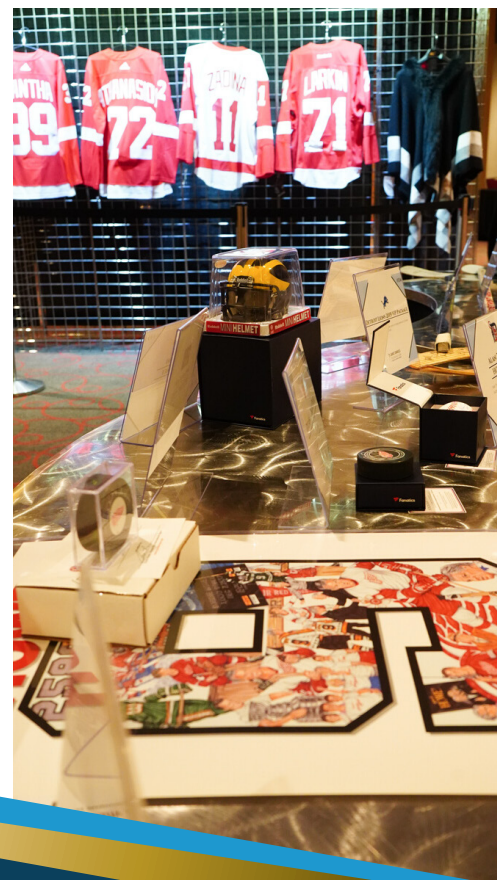
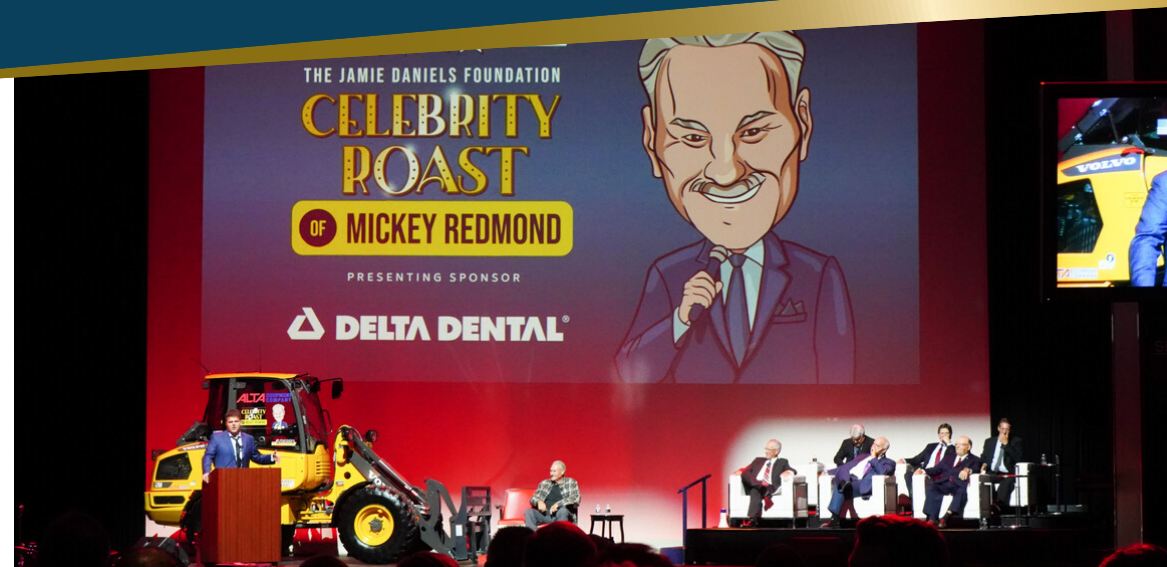
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HIGHLIGHTS FROM THE PREVIOUS ROASTS





PRESENTING SPONSOR



COMMITMENT FORM

COMMITMENT FORM DEADLINE: OCTOBER 15, 2021

☐ 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 NOVEMBER 2021 (DATE OF EVENT)

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