



Alternatives  
For Girls

International Women's Day

ROLE  
MODEL

Celebration

**2024 SPONSORSHIP OPPORTUNITIES**

**MARCH 7, 2024**

The Henry Ford | Dearborn, MI

*Honorary Event Chairs, Maxine and Marvin W. Beatty*

[www.alternativesforgirls.org](http://www.alternativesforgirls.org)

# What We Do

In 1987, Alternatives For Girls (AFG) began as a community effort to support girls and young women in southwest Detroit. Today, our mission remains the same, and the need for our services has grown. Three decades later, we continue to broaden and deepen our programming with the goal of making permanent change in individuals' lives. Just this past year, we have helped over 3,000 girls and young women in Detroit and our surrounding communities live safer and healthier lives.

## Role Model Celebration

The Role Model Celebration, first held in 1989, is AFG's biggest fundraising event of the year. The 2024 Role Model Celebration takes place on Thursday, March 7, 2024, in recognition of *International Women's Day*. This is the premier event in the Detroit area, celebrating the achievements of extraordinary women in our community and the accomplishments of the girls and young women we serve.

The Role Model Celebration features both live and silent auctions, honored Role Models, and testimonials. Over 400 guests attend the dinner, where they actively bid on the donated items. Guests include AFG's supporters, community leaders, volunteers, friends, and guests of our 2024 Sponsors.



We rely on strong community support to help our most vulnerable girls and young women who are at-risk of or experiencing homelessness, being trafficked, or abused.

**Corporate sponsorships** help enhance our life-impacting and life-changing programs for the girls and young women in our shared community. When one person thrives, they help those around them do so, too.



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# OUR 2022 IMPACT

## 4,051

operational hours in the Crisis Resource Center provided participants daily drop-in services including showers, a change of clothing, meals, coordination of medical care, and other social services.



## 100%

of participants in our Prevention Program avoided early pregnancy, refrained from gang involvement, and were drug-free.



## 6,209

unique nights of shelter care were provided to 94 young women, ages 15-21 years old, and their children.



## 3,500

young women and girls were served over the last year in all of AFG's unique, supportive programming.



# SPONSORSHIP OPPORTUNITIES

## EmpowerHER to thrive.

In recognition of *International Women's Day*, join us as we celebrate the accomplishments of extraordinary women in our shared community and the accomplishments of the girls and young women we serve.

### Our 2024 Role Model Honorees:

- **Duc Nguyen Abrahamson**, *Executive Director of the Asian Pacific American Chamber of Commerce*
- **Violet Gintsis**, *Beyond Juicery + Eatery Franchisee*
- **Dr. Marlo Rencher**, *President of Detroit Means Business*

BENEFITS	CHAMPION \$50,000	SAPPHIRE \$25,000	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500
Seats at event	30	24	16	12	8	8	2
Event program inclusion	Full page ad	Full page ad	Full page ad	1/2 page ad	1/4 page ad	name recognition	name recognition
Featured on all AFG social media, website, and in monthly e-newsletter sends	✓	✓	✓	✓	✓	✓	✓
Recognition on all event collateral, signage, and mailings	✓	✓	✓	✓	✓		
Exposure in all press materials	✓	✓	✓				
Customized corporate volunteer opportunities	✓	✓					
Opportunity to speak as part of event welcoming remarks	✓						
Recognition of support throughout 2024 in AFG's lobby and Board Room	✓						
Industry exclusive	✓						

# 2024 ROLE MODEL CELEBRATION

## CHAMPION

**\$50,000**

The Champion level is an annual sponsorship of AFG and the highest level for the Role Model Celebration, its signature event.

- Industry exclusivity
- Prominent logo placement on AFG website's homepage with a hyperlink to company's website as both AFG Champion Sponsor of the organization plus highest sponsorship of AFG's signature event, the 2024 Role Model Celebration

### **ROLE MODEL CELEBRATION BENEFITS**

- Premier recognition and prominent logo placement on all event collateral and signage, including mobile auction site, AFG social media channels, and website
- 30 complimentary guest seats
- Opportunity to speak as part of welcoming remarks
- Exposure in all press materials
- Full page ad in the event program\*

### **ADDITIONAL BENEFITS THROUGHOUT THE 2024 CALENDAR YEAR**

- Recognition of support as the AFG Champion Sponsor in our Building's lobby and Board Room
- Customized corporate volunteer opportunities

## SAPPHIRE - \$25,000

- Premier recognition and prominent logo placement on all event collateral and signage including mobile auction site, AFG social media channels, website and mentions in Monthly Alternatives electronic newsletter
- 24 complimentary guest seats
- Exposure in all press materials
- Full page ad in the event program\*
- Customized corporate volunteer opportunities

## DIAMOND - \$15,000

- Premier recognition and prominent logo placement on all event collateral and signage including mobile auction site, AFG social media channels, website and mentions in Monthly Alternatives electronic newsletter
- 16 complimentary guest seats
- Exposure in all press materials
- Full page ad in the event program\*

## PLATINUM - \$10,000

- Name recognition on all event collateral and signage including mobile auction site, AFG social media channels, website and mentions in Monthly Alternatives electronic newsletter
- 12 complimentary guest seats
- Half page ad in the event program\*

## GOLD - \$5,000

- Name recognition on all event collateral and signage including mobile auction site, AFG social media channels, website and mentions in Monthly Alternatives electronic newsletter
- 8 complimentary guest seats
- Quarter page ad in the event program\*

## SILVER - \$3,000

- Name recognition at the event, in the event program book, and mentions in Monthly Alternatives electronic newsletter
- 8 complimentary guest seats

## BRONZE - \$1,500

- Name recognition at the event, in the event program book, and mentions in Monthly Alternatives electronic newsletter
- 2 complimentary guest seats

# Sponsorship Commitment

## Select Your Sponsorship Level:

- |  |   |
|--|---|
| <input type="checkbox"/> Champion - \$50,000 | <input type="checkbox"/> Gold - \$5,000   |
| <input type="checkbox"/> Sapphire - \$25,000 | <input type="checkbox"/> Silver - \$3,000 |
| <input type="checkbox"/> Diamond - \$15,000  | <input type="checkbox"/> Bronze - \$1,500 |
| <input type="checkbox"/> Platinum - \$10,000 |   |

Sponsor: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

## Select Your Payment Option:

- |   |  |                                     |                               |
|---|--|-------------------------------------|-------------------------------|
| <input type="checkbox"/> Check Enclosed       | <input type="checkbox"/> Please send invoice |                                     |                               |
| <input type="checkbox"/> Bill my credit card: |  |                                     |                               |
| <input type="checkbox"/> American Express     | <input type="checkbox"/> Discover            | <input type="checkbox"/> MasterCard | <input type="checkbox"/> Visa |

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

## PLEASE RETURN COMPLETED FORM TO:

### E-MAIL OR QUESTIONS

**Amenia Army**  
Fund Development Manager  
aarmy@alternativesforgirls.org  
313.361.4000 ext. 275

### MAIL

**Alternatives For Girls**  
Attn: Development  
903 W. Grand Blvd.  
Detroit, MI 48208

*\*AFG will provide all specs and information upon receipt of sponsorship form.\**



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