



Alternatives  
For Girls

*International Women's Day*

**ROLE  
MODEL**

*Celebration*

2025

**SPONSORSHIP  
OPPORTUNITIES**

**MARCH 6, 2025**

The Henry Ford | Dearborn, MI

HONORARY EVENT CHAIRS  
Michael and Barbara Bickers

# 2025 ROLE MODEL CELEBRATION

## HONORARY CHAIR PROFILE



### **MICHAEL G. BICKERS**

Regional President  
PNC Bank, Detroit & Southeast Michigan

Michael G. Bickers is executive vice president and regional president of PNC Bank, Detroit and Southeast Michigan.

He served as Midwest territory manager for PNC's Retail Bank, responsible for leading the branch network and partner teams throughout the region, prior to being named to his current role in March 2022.

Bickers, with more than 30 years of financial industry experience, has held several leadership positions since joining PNC in 1990, including key roles in commercial and retail banking. He served as retail market manager for Detroit from 2006 to 2018. Prior to being named Midwest territory manager in April 2022, Bickers served as group manager, market manager and Midwest territory executive.

Bickers is an active member of Business Leaders of Michigan, Detroit Economic Club, Detroit Regional Chamber, Detroit Symphony Orchestra, Downtown Detroit Partnership and the Marygrove Conservancy. He also served on the Business School Advisory Council of Oakland University's Business School in Rochester Hills, Michigan. In addition, he has served on PNC's Corporate Talent and Diversity Council.

Bickers earned his bachelor's degree in finance from Oakland University in Rochester, Michigan, and holds an MBA in Business Administration.

#### **EXECUTIVE LEADERSHIP**

- » Business Leaders of Michigan
- » Detroit Economic Club
- » Detroit Regional Chamber
- » Detroit Symphony Orchestra
- » Downtown Detroit Partnership
- » Marygrove Conservancy

# 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.**

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.

# OUR 2023 IMPACT

**680**

callers received direct support from the Crisis Resource Center, securing referrals for shelter and other vital resources including food, clothing, and medical services.



**6,503**

unique nights of shelter care were provided to 114 young women, ages 15-24 years old, and their children.



**100%**

of high school seniors graduated on-time with plans for further education in college or a skilled trades program.



**144**

participants enrolled in our Workforce Development program for help with job readiness skills and employment opportunities.





## ABOUT THE EVENT

The Role Model Celebration, first held in 1989, is AFG's biggest fundraising event of the year. The 2025 Role Model Celebration takes place on **Thursday, March 6, 2025**, in recognition of *International Women's Day*. This is a 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 2025 sponsors.

**Our 2025 Role Model Honorees will be announced in October 2024!**

# 2025 ROLE MODEL CELEBRATION

## SPONSORSHIP OPPORTUNITIES

**EmpowerHER to thrive.**

*Through your sponsorship!*

<b>BENEFITS</b>	<b>VISIONARY \$50,000</b>	<b>SAPPHIRE \$25,000</b>	<b>DIAMOND \$15,000</b>	<b>PLATINUM \$10,000</b>	<b>GOLD \$5,000</b>	<b>SILVER \$3,500</b>	<b>BRONZE \$1,500</b>
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, websites, 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 2025 in AFG's lobby and Board Room	✓						
Industry exclusive	✓						
Exclusive sponsor for an AFG Subject Matter Expert event with opportunity to give welcome remarks	✓						

# 2025 ROLE MODEL CELEBRATION

## TOP SPONSORSHIP OPPORTUNITY

### VISIONARY \$50,000

The Visionary 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 Visionary Sponsor of the organization plus highest sponsorship of AFG's signature event, the 2025 Role Model Celebration



*plus*

#### 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\*

*and*

#### ADDITIONAL BENEFITS THROUGHOUT THE 2025 CALENDAR YEAR

- Recognition of support as the AFG Visionary Sponsor in our Building's lobby and Board Room
- Customized corporate volunteer opportunities
- Exclusive sponsor for an AFG Subject Matter Expert event with opportunity to give welcome remarks

# 2025 ROLE MODEL CELEBRATION

## ADDITIONAL SPONSORSHIP LEVELS

### **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\*

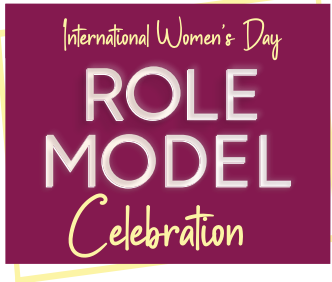
### **SILVER** \$3,500

- 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





# 2025 SPONSORSHIP COMMITMENT FORM

## Select Your Sponsorship Level:

- Visionary - \$50,000
- Platinum - \$10,000
- Silver - \$3,500
- Sapphire - \$25,000
- Gold - \$5,000
- Bronze - \$1,500
- Diamond - \$15,000

List Sponsor As: \_\_\_\_\_

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

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

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

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

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

## Select Your Payment Option:

- Check Enclosed       Please send invoice
- Bill my credit card:
  - American Express     Discover     MasterCard     Visa

Name on Card: \_\_\_\_\_

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

**Cecile Aitchison**  
 Chief Development Officer  
 caitchison@alternativesforgirls.org  
 204.274.1411

### 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.\**