



Alternatives
For Girls

International Women's Day

ROLE MODEL

Celebration

2025

**SPONSORSHIP
OPPORTUNITIES**

MARCH 6, 2025 6-9PM

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

2025 ROLE MODEL CELEBRATION

ROLE MODEL PROFILE



CINDY EGGLETON

Cindy Eggleton is a changemaker dedicated to ensuring children and families have what they need to thrive. As the Co-Founder and CEO of Brilliant Detroit, she has transformed the lives of over 22,000 children and caregivers, partnering with 200+ organizations across Detroit.

Cindy's commitment to population-level change and her tireless work have earned her multiple accolades, including Crain's 2018 Notable Women in Nonprofits. Her unwavering dedication to Detroit's future makes her an inspiring role model for all.



TELVA McGRUDER

Telva McGruder leads the transformation of General Motors' manufacturing toward automation and digitalization as Executive Director of Global Body Manufacturing Engineering. She has held key leadership roles within GM, including Chief Diversity, Equity, and Inclusion Officer, advocating for a more inclusive culture.

A passionate supporter of STEM education for girls and women, Telva is deeply committed to empowering future leaders and continues to champion diversity and equity in every aspect of her work.



GENEVIEVE VANG

Genevieve Vang's story of resilience and generosity is nothing short of inspiring. A refugee from Laos, Genevieve co-founded Bangkok 96, Wayne County's first Thai restaurant, and later opened Bangkok 96 Street Food in Detroit.

During the COVID-19 pandemic, she launched initiatives like Too Many Cooks in the Kitchen for Good to provide meals to those in need. As a successful entrepreneur, she's also the founder of Clean Planet Cuisine and Thai Feast, all while empowering her community and inspiring others through her culinary expertise and philanthropy.

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.

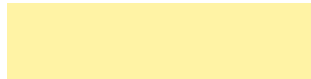




ABOUT THE EVENT

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.



2025 ROLE MODEL CELEBRATION

SPONSORSHIP OPPORTUNITIES

EmpowerHER to thrive.

Through your sponsorship!

BENEFITS	VISIONARY \$50,000	SAPPHIRE \$25,000	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$3,500	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, 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

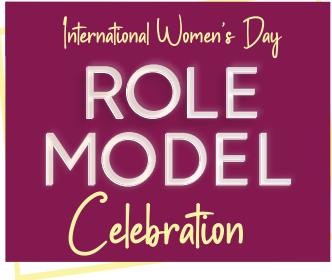
- Name recognition on all event collateral and signage including mobile auction site, AFG social media channels, website and mentions in Monthly Alternatives electronic newsletter
- 8 complimentary guest seats
- Quarter page ad in the event program*

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

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

Amenia Army
 Fund Development Manager
 events@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.