Alternatives
For Girls

# ROLE MODEL
## Celebration

*Lighting The Way For 40 Years*

# About the Event

The Role Model Celebration has been Alternatives For Girls' signature fundraising event, honoring women whose leadership, compassion, and achievements inspire the next generation.

On Thursday, March 4, 2027, more than 400 business and community leaders will gather in recognition of International Women's Day for an inspiring evening featuring our distinguished Role Model honorees, participant stories, and live and online auctions.

As Alternatives For Girls celebrates 40 years of Lighting the Way, this year's celebration honors both the women forging paths for others and AFG's four decades of helping girls and young women overcome homelessness and other risks, find safety and opportunity, and build brighter futures.

Join us as we celebrate 40 years of impact and continue lighting the way for generations to come.

**136**
households ended their homelessness and moved into safe, stable housing in the community

**4,326**
girls and women accessed our services

**5,740**
nights of safety

**22,972**
healthy meals provided in shelter and transitional housing

## Your Sponsorship of Role Model Creates Life Long Impact

# *Blaire Feels Safe Again*

At just 21 years old, Blaire had already survived more fear and uncertainty than anyone should have to endure. A mother of three, she fled domestic violence determined to keep her children safe. But on July 4, 2025, while walking to a nearby store for diapers with her 6-month-old daughter, Blaire was violently attacked. Her baby was taken from her, and Blaire was left terrified and injured.

Although her daughter was safely returned and the man responsible is now incarcerated, the trauma continued through death threats after Blaire agreed to testify. Fearing for their safety, she fled to Detroit with her children, hoping someone would help them start over. When Blaire arrived in Detroit, she stayed in a shelter struggling with PTSD, fear, and depression. Everyday tasks felt overwhelming, and her baby had no safe space to simply play and be a child.

**"At the shelter, my daughter couldn't touch or play with anything," Blaire shared.**

Then, through a referral, Alternatives For Girls entered her life. At first, she admits she thought the call from AFG staff was "a trick." But from the moment staff members Carmen and Jamisha welcomed her, she realized this was different.

Within days of viewing an apartment, Blaire received the keys to a safe home for her family. Your generosity helped furnish the apartment, stock the kitchen with food, provide diapers and essentials, and install a Ring camera so she could finally feel secure.

Today, her one-year-old daughter has toys scattered across her own room, space to run freely, and a mother who can finally breathe again.

**"Every time I pull up to my apartment, I get excited," Blaire shared. "I feel very at peace. I feel safe."**

"AFG doesn't give up on you," she said. "If there's a barrier, they try to figure out ways around it."

**Thanks to you, Blaire and her children are no longer living in fear. They are building a future filled with safety, healing, and new beginnings.**

*40th Anniversary Partner*

# Presenting Sponsor – $40,000

## Event Benefits

- Sponsor level exclusivity
- Premier Seating for up to 30 guests (3 tables)
- Listed as "Presenting Sponsor" on front cover of program and on all marketing collateral for the Role Model Celebration,
- Premier logo placement on all event marketing collateral and signage, including mobile auction site, and the Role Model Celebration webpage
- Premier logo placement on AFG social media platforms (Facebook, Instagram, and LinkedIn)
- Opportunity to speak during program
- Full-page ad in the digital event program (premium placement)
- Exclusive naming rights of the Role Model Celebration signature cocktail
- Exclusive naming rights of the Role Model Celebration dessert area
- Inclusion in press & media materials
- Featured profile in AFG's monthly e-newsletter, Monthly Alternatives (distributed to 15,000+)
- Opportunity to contribute premium experiences or branded products to the live or online auction
- AFG branded media kit, provided in advance of event

## Beyond the Event

- Year-round recognition as 40th Anniversary Legacy Partner on the homepage of our website, with link to company website
- Company name and logo on signage at AFG (in lobby) and our Dr. Maya Angelou Village Complex through 2027
- Featured in Monthly Alternatives (15,000+ audience)

**Opportunity to:**

- Host a workforce development workshop
- Private volunteer experience for company or group
- Co-brand a mutually agreed upon program activity

## Visionary – $25,000

- Two (2) priority tables of 10 (20 guests)
- Prominent logo placement on all event collateral and signage including mobile auction site, Role Model Celebration webpage, and mentions in Monthly Alternatives e-newsletter
- Prominent logo placement on AFG social media platforms (Facebook, Instagram, and LinkedIn)
- Full-page ad in the digital event program
- Opportunity to contribute premium experiences or branded products to the live or online auction
- Inclusion in press & media materials
- AFG branded media kit, provided in advance of event
- Customized corporate volunteer activities (program specific as available, upon request)



## Inspiration – $10,000

- One (1) table of 10
- Logo placement on all event collateral and signage including the Role Model Celebration webpage, and mentions in Monthly Alternatives e-newsletter
- Logo placement on AFG social media platforms (Facebook, Instagram, and LinkedIn)
- Half-page ad in the digital event program
- Opportunity to contribute premium experiences or branded products to the live or online auction
- AFG branded media kit, provided in advance of event

## Spirit of Detroit – $7,500

- Exclusive recognition as Detroit favor provider
- One (1) table of 10
- Logo placement on all event collateral and signage including the Role Model Celebration webpage, and mentions in Monthly Alternatives e-newsletter
- Logo placement on AFG social media platforms (Facebook, Instagram, and LinkedIn)
- Half-page ad in the digital event program
- Opportunity to contribute premium experiences or branded products to the live or online auction
- AFG branded media kit, provided in advance of event

## Blooming Impact – $7,500

- Exclusive recognition as Floral Sponsor
- One (1) table of 10
- Logo placement on all event collateral and signage including the Role Model Celebration webpage
- Logo placement on AFG social media platforms (Facebook, Instagram, and LinkedIn),
- Half-page ad in the digital event program
- Opportunity to contribute premium experiences or branded products to the live or online auction
- AFG branded media kit, provided in advance of event

## Community Champion $5,000

- One (1) table of 10
- Name recognition on all event collateral and signage including the Role Model Celebration webpage
- Name recognition on AFG social media platforms (Facebook, Instagram, and LinkedIn)
- Opportunity to contribute premium experiences or branded products to the live or online auction
- AFG branded media kit, provided in advance of event

## Advocate $2,500

- Six (6) tickets
- Name recognition on all event collateral and signage including the Role Model Celebration webpage
- Name recognition on AFG social media platforms (Facebook, Instagram, and LinkedIn)
- AFG branded media kit, provided in advance of event

## Circle of Support $1,500

- Four (4) tickets
- Name recognition on all event collateral and signage including the Role Model Celebration webpage
- Name recognition on AFG social media platforms (Facebook, Instagram, and LinkedIn)
- AFG branded media kit, provided in advance of event

# SPONSORSHIP OPPORTUNITIES BENEFITS

| BENEFITS | 40TH ANNIVERSARY PARTNER $40,000 | VISIONARY $25,000 | INSPIRATION $10,000 | SPIRIT OF DETROIT $7,500 | BLOOMING IMPACT $7,500 | COMMUNITY CHAMPION $5,000 | ADVOCATE $2,500 | CIRCLE OF SUPPORT $1,500 |
|---|---|---|---|---|---|---|---|---|
| Seating at the event | 30 Premier | 20 Priority | 10 | 10 | 10 | 10 | 6 | 4 |
| Logo placement on all event collateral and signage including AFG social media posts, AFG website, and mentions in AFG's Monthly Alternatives e-newsletter | ✓ Premier plus mobile auction site | ✓ Prominent plus mobile auction site | ✓ Prominent plus mobile auction site | ✓ | ✓ | ✓ Name only | ✓ Name only | ✓ Name only |
| AFG's branded media kit, provided in advance of event | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Contribute premium experiences or branded products to the live or online auction | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Event program book advertisement | Full page | Full page | 1/2 page | 1/2 page | 1/2 page | | | |
| Customized corporate volunteer activities (program specific as available, upon request) | ✓ | ✓ | | | | | | |
| Mention in event press releases and media materials | ✓ | ✓ | | | | | | |
| Listed with logo as "Presenting Sponsor" on front cover of program and on all marketing collateral | ✓ | | | | | | | |
| Opportunity to speak as part of the program | ✓ | | | | | | | |
| Exclusive naming of the Role Model Dessert Area | ✓ | | | | | | | |
| Exclusive naming of the Role Model Celebration signature drink | ✓ | | | | | | | |
| Year-round recognition and engagement | ✓ | | | | | | | |

# ROLE MODEL Celebration

*Lighting The Way For 40 Years*

## 2027 ROLE MODEL SPONSORSHIP COMMITMENT FORM

### Select Your Sponsorship Level:

- ☐40th Anniversary Presenting Partner - $40,000
- ☐Visionary - $25,000
- ☐Inspiration - $10,000
- ☐Spirit of Detroit (Detroit Favors) - $7,500
- ☐Blooming Impact - $7,500
- ☐Community Champion - $5,000
- ☐Advocate - $2,500
- ☐Circle of Support - $1,500

List Sponsor As: _____

Contact Name: _____ Title: _____

Cell Phone: _____ Work Phone: _____

Email: _____

Address: _____

City: _____ State: _____ ZIP : _____

### Select Your Payment Option:

☐Check enclosed ☐Please send pledge form *(payable between Oct. 1, 2026 and Jan. 30, 2027)*

☐Bill my credit card:

☐AmEx ☐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:


**EMAIL**

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313-361-4000 ext. 503

**MAIL**

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