



Sponsorship Opportunities

Who we are

Since 1937, Child & Family Services of Northwestern Michigan (CFS) has provided services such as child welfare programs, counseling and trauma assessments, runaway and homeless youth assistance, and on-going training opportunities that create safer and healthier communities throughout the region.

What we do

As a 501(c)3 organization, CFS uses a trauma-focused lens to help children, adolescents, adults, and families thrive by providing tools and resources to undo the damage from society's toughest situations. We serve at least 3000 people over 20 counties in Northwestern Michigan, offering a variety of programs, such as YouthWork, Safe Haven, Pete's Place homeless and runaway youth shelter, Wraparound family preservation, among other services to help children and families heal, grow, and realize their true potential, regardless of life's setbacks.

Our Programs

- **Child Welfare:** Foster Care (including Respite Care), Adoption and Licensing
- **Behavioral Health:** *Wraparound* Family Preservation Services for children with a Serious Emotional Disturbance (SED) diagnosis; **Counseling** for all ages; and **Safe Haven** Family Visitation and Exchanges
- **Youth Services:** *YouthWork* skilled job training through team mentoring; **Third Level** Youth Outreach Services (including **Host Homes** for Runaway and Homeless Youth and Prevention Services and Independent Living Skills)
- **Family and Community:** weekly **Free Legal Aid Clinic**, **QPR** Suicide Awareness and Prevention training, Implicit Bias training, and Trauma-focused trainings

Why be a sponsor?

Make an impact in the lives of individuals and strengthen our community. Through a sponsorship investment, you become a partner and establish yourself as a leader. You will also enjoy promotional benefits associated with the event or cause, which may include branding on promotional materials, website and social media advertising, and more. Share these benefits with your clients, family, or friends by participating in events together! By showing the impact you're making, you're influencing others to do the same.

Your Contribution. Your Impact.

Each opportunity has various investment levels and sponsor benefits associated with it. Sponsorships are not limited to those listed and if you would like to get involved in other ways, please let us know your thoughts and interests! **Sponsorship benefits below may vary based on your sponsorship level. Contact the CFS Development Team at cfs@cfs3L.org or 231-946-8975 for more information on how you can support our children and families.**

2024 Event Sponsorships

Cheese Cup Fly Fishing Tournament

Northern Angler | Annually in June

The Cheese Cup warm water fly fishing tournament was the brainchild of Brian Pitser, owner of The Northern Angler in Traverse City. This fundraiser is held in memory of Alex Hawke, a young man who worked at The Northern Angler who died by suicide. It supports suicide awareness and prevention training as well as Third Level Youth Outreach counseling services. Each year about 100 fly fishing "afishionados" (of all levels) participate in this fun, low-key event.

Sponsorship benefits can include:

- Your name and logo on promotional materials for the event including posters and/or brochures
- Your name and logo on the CFS website (2500 hits a month) and The Northern Angler website
- Your name and logo in the e-newsletter promoting this event, sent to over 3000 people
- Your name and logo in social media

2023 Sponsor: Independent Bank \$2500 Level

Fall Fundraiser Gala: *Under the Moon and Stars*

A Masquerade Gala Benefit | September 18

2023 Sponsors: See separate list

Marketing Sponsorships

Annual Report Sponsor (Print)

One year sponsorship | \$5,000

Our annual report is typically 12 pages long and sent out to over 3000 residences and businesses to highlight the work being accomplished because of our amazing donors. As an Annual Report Sponsor your name and logo will be highlighted on the report. Your contribution will help offset printing and postage.

2023 Sponsor: Peterson McGregor Insurance

Brown Bag

Annual Campaign | July-August

The Brown Bag Campaign has been held annually for over 30 years and is well-known in our community. This campaign tells the story of countless children who come into care with all their belongings in a brown paper or plastic bag. In addition to its fundraising value, this program is also an effective way to promote foster parenting in our region and serves as a reminder that children should not be subject to abuse or neglect. With the help of our community partners, small paper bags are inserted into regional newspapers with a compelling foster care story to seek financial support for the important programs we provide.

Sponsorship benefits can include:

- Your name and logo on each brown bag insert during high tourist traffic times (50,000 throughout northwestern MI)
- Recognition on the CFS website (2500 hits a month) with a link to your business, in the CFS eNewsletter sent to 3000 people, and in social media

2023-25 Sponsors: Cherryland Electric Coop, Oleson's Food Stores,

Year-end Impact Report Sponsor (Print)

One year sponsorship | \$2,500

Our Year-end Impact Report is mailed out to about 3000 residences and businesses and another 1500 copies are used as a marketing tool to communicate throughout the year with our community at large. This colorful, attractive piece is full of photos and our calendar year-end stats. See one of our previous Year-end Impact Reports to see the visibility of your name and logo!

2023 Sponsor: Fox Motors

E-Newsletter Sponsor (Digital)

One year sponsorship | \$5,000

With changing times, we need to be versatile in how we are reaching our supporters. The simple letter in the mail doesn't necessarily work for everyone anymore. Our monthly digital e-newsletter is sent out to over 2,500 people and has above-industry average open and click rates. Visit our website to see our content in previous e-newsletters with the sponsor's name and logo highlighted at the top of every issue.

2023 Sponsors: Bill Marsh and Families First

Digital Advertising Sponsor (various levels)

With many magazines shifting to a strong online presence, digital advertising is gaining momentum. We, too, are increasing our digital advertising presence and are looking for sponsors with which to partner for cause marketing efforts. Contact the CFS Development Team at cfs@cfs3L.org for a comprehensive list of digital advertising sponsorship options.

Print Advertising Sponsor (various levels)

Despite trends in online advertising, print is not dead and we have many great local publications to prove it! As a Print Advertising Sponsor, you will help us maintain our presence in these physical publications. For a comprehensive list of print advertising sponsor options, including outdoor billboards, please contact the CFS Development Team.

Awareness Cause Sponsor (various levels)

During the year we recognize and honor many "awareness causes." These months, weeks or days are important in our community for specific causes, such as Foster Care Awareness Month, Mental Health Awareness Month, Child Abuse Prevention Month, National Volunteer Week, Suicide Prevention Week, and National Adoption Month. CFS often highlights causes that are important to our mission and our work through

blog posts, social media, our website, and other activities and events. Please contact us if you would like to help us honor any of these important causes.

Sponsorship benefits can include:

- Event Sponsor at a CFS Table (variety of awareness and recruitment events)
- Your name and logo on each e-newsletter for your sponsored awareness cause, sent to over 3000 people
- Your name and logo on the related CFS blog and a “thank you” in each blog post related to your awareness cause
- Recognition on the CFS website and social media thanking you for your sponsorship