



BEAR RIVER
HEALTH



SPORTS IMPACT LUNCHEON

A discussion with NFL Legend Herman Moore on how addiction affects us all.

SPONSORSHIP PACKAGE





ABOUT THE SPORTS IMPACT LUNCHEON

The Sports Marketing Agency, in partnership with the NFL Alumni Detroit Chapter, host former NFL legends, and Community notables for a candid conversation to shed light on mental health and help stem the tide of opioid addiction.



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There have been over 2,729 deaths from drug overdoses and in 2017 there were more deaths from drug overdoses than car accidents in Michigan. From the span of 1999-2016, the amount of over deaths increased 17% from 99 deaths to 1,699. With the population of Michigan at only 9.93 million, 11.4 million prescriptions for painkillers were written in 2015, equaling about 115 opioid prescriptions per 100 people.

Luncheon Details?

The Sports Impact Luncheon engages the community during the NFL season in a mid morning session of food and inspiration.

Who Benefits?

100% of the proceeds benefiting Bear River Health, dedicated to providing a safe and confidential environment while communicating with clients one-on-one and in group settings helping them to achieve their recovery goals.

How can you help?

Sponsorship Dollars + You!

Every dollar counts from sponsoring a youth to attend the luncheon to naming rights of the luncheon.



POINTS TO REMEMBER

A black and white portrait of Herman Moore, a Detroit Lions legend, wearing a blue blazer and glasses. He is positioned on the left side of the image, with a yellow background on the right. Three yellow circles are overlaid on the image, each containing a different icon: the top circle contains the Boyne Mountain logo, the middle circle contains the text "TBA", and the bottom circle contains a movie ticket stub icon.

THE EVENT

PRIVATE VIP RECEPTION

**Friday, January 24
6-8PM**

Boyne Mountain Resort-
Vienna Room
1 Boyne Mountain Road
Boyne Falls, MI 49713

SPORTS IMPACT LUNCHEON

**Saturday, January 25
11 AM-1 PM**

LOCATION: TBA

PURCHASE TICKETS

SMALUNCHEON.EVENTBRITE.COM

Contact us?

sjordan@thesportsma.com

VIP Reception \$55

Luncheon \$40

Detroit Lions Legend
Herman Moore '91-01

THE LEVELS

Platinum Sponsor

\$5,000

- 4 VIP Passes to Private Reception
- One-on-One with Detroit Lions Legend Herman Moore
- 10 passes to Sports Impact Luncheon
- Reserved Seating
- Scheduled Social Media Mentions
- Sponsor 100 Students to Attend

Gold Sponsor

\$2,500

- 4 VIP Passes to Private Reception
- One-on-One with Detroit Lions Legend Herman Moore
- 6 passes to Sports Impact Luncheon
- Reserved Seating
- Scheduled Social Media Mentions
- Sponsor 50 Students to Attend

Silver Sponsor

\$1,500

- 2 VIP Passes to Private Reception
- One-on-One with Detroit Lions Legend Herman Moore
- 4 passes to Sports Impact Luncheon
- Reserved Seating
- Scheduled Social Media Mentions
- Sponsor 20 Students to Attend

Bronze Sponsor

\$1,000

- 2 VIP Passes to Private Reception
- One-on-One with Detroit Lions Legend Herman Moore
- 2 passes to Sports Impact Luncheon
- Reserved Seating
- Scheduled Social Media Mentions
- Sponsor 10 Students to Attend

LEVELS CONT'D

Vendor Table Sponsor \$500

- 2 passes to Sports Impact Luncheon
- Exhibitor table for promotion of your brand/company
- Recognition during Sports Impact Luncheon

In-Kind Donation

- Sponsor a Student to Attend (\$40/student ea)
- Print Sponsor
- Swag Bag Sponsor

Custom Packages

Sponsorship opportunities can be tailored to the specific needs of the sponsor. If you do not see something you like, please contact us so we can accommodate you.

Marketing & Promotion

- Direct Mail
- MailChimp
- Social Media Campaign
- Event Press Release

Bear River Health Foundation
Tax ID # 501c3 84-2868230



THE

SPORTS IMPACT
SERIES

Past Sports Impact Luncheon



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**THE
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SERIES**