



## CORPORATE SPONSORSHIP OPPORTUNITIES

**6<sup>TH</sup> ANNUAL ST. NICHOLAS INSTITUTE AWARDS GALA**  
**WEDNESDAY, OCTOBER 4<sup>TH</sup>, 2017**  
**SACRED HEART BANQUET & CONFERENCE CENTER, LIVONIA, MI**

**SELECT FROM SPONSORSHIP OPTIONS A, B, C OR D (BELOW)**

*St. Nicholas Institute is a ministry of Sacred Heart Byzantine Catholic Church, Livonia, MI, is a 501 (c) (3) non-profit charitable organization conforming to applicable IRS regulations. Sponsorship opportunities may be withdrawn without prior notice. Deadline date for sponsorships (if still available) is Tuesday, August 1, 2017.*

### (SPONSORSHIP OPTION A)



### **SPirit of ST. NICHOLAS AWARD -\*\$1,500**

(\*For EACH of four Individual Trophy Sponsorship Subcategories) The *Spirit of St. Nicholas Award* annually honors four outstanding individuals who, to an extraordinary degree, **embody the Spirit of Christmas 365 days a year**. Individual recipients, chosen from a wide range of backgrounds, are recognized for strongly exemplifying one of the following **four St. Nicholas Institute Core Values**:

**N**icholas as Our Model

**O**penness to the Christmas Spirit

**E**xercising Compassion

**L**ove for Children

Living the above Core Values literally says: *“Christmas!”*

**PREVIOUS SPIRIT OF ST. NICHOLAS AWARD WINNERS INCLUDE:**

**Paul W. Smith** (Detroit’s legendary radio personality and National Radio Hall of Fame inductee), annual Detroit Police Athletic League (PAL) benefit, **Paul W. Smith Golf Classic**; **Ted Lindsay** (Detroit Red Wing and NHL Hall of Fame inductee), Autism Research advocacy founder, **Ted Lindsay Foundation**;  
**Dr. William Bennett** (former U.S. Secretary of Education) author, **“The True Saint Nicholas: Why He Matters to Christmas”**; **Dick Purtan** (Detroit’s legendary radio personality and National Radio Hall of Fame inductee) **“The Salvation Army Bed & Bread Club Radiothon”**; **Tony Semple** (former Detroit Lion), **“Foundation For Hope Outdoor Adventures”**; **Jim & Lisa Price** (1968 World Champion Detroit Tiger catcher and Tiger Baseball broadcaster / Award Winning Interior Designer) co-founders **JACK’S PLACE for Autism Foundation**, children’s care advocates; **Willie Horton** (1968 World Champion Detroit Tiger) tireless advocate of enumerable youth advocacy efforts, including his founding the annual **Willie Horton “Baseball of Kids Benefit Weekend”**; **Devin Scillian** (WDIV Detroit, News Anchor), author of his imaginative children’s book, **“Memoirs of An Elf”**.

**SPIRIT OF ST. NICHOLAS AWARD SPONSOR BENEFITS INCLUDE:**

**Company Logo** (featured on each individual award subcategory sponsored)  
**Reserved V.I.P. Seating for TWO** (Valet Parking & Banquet Amenities)  
**Public Website Recognition** at: [www.stnicholasinstitute.org](http://www.stnicholasinstitute.org)  
**Formal Public Recognition** of you and/or your company during **St. Nicholas Institute Awards Banquet** (Note: Includes your company’s name on video screen during the presentation(s) of award you sponsor)  
**Printed Banquet Program Features Sponsorship Recognition (Back Cover)**  
**Sponsor Name Featured on Reverse side of St. Nicholas Institute Hershey Bar Wrappers**  
**Award Winner Press Release** (to include you and/ or your company’s name)  
**Award-Specific Sponsorship Appreciation Plaque**  
**Your Sponsorship gift will help us to recognize other equally worthy individuals!**

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**(SPONSORSHIP OPTION B)**



**LIFETIME ACHIEVEMENT AWARD SPONSORSHIP – \$2,500**

Recognizes outstanding individuals whose personal life has dramatically personified the Christmas Spirit over the span of many decades.

**PREVIOUS LIFETIME ACHIEVEMENT AWARD RECIPIENTS INCLUDE *Wally & Irene Bronner***, co-founders, *Bronner's CHRISTmas Wonderland*, Frankenmuth, MI, philanthropic contributions; ***Art Van Elslander***, (Founder & Chairman, Art Van Furniture) Detroit' Thanksgiving Parade plus enumerable philanthropic contributions; ***Mike & Marian Ilitch*** (co-founders, Little Caesar's Pizza; owners, Detroit Tigers and Detroit Red Wings), enumerable philanthropic contributions.

## **LIFETIME ACHIEVEMENT AWARD *SPONSOR BENEFITS***

**Company Logo** (featured on each individual award subcategory sponsored)

**Reserved V.I.P. Seating for **FOUR**** (Valet Parking & Banquet Amenities)

**Public Website Recognition** at: [www.stnicholasinstitute.org](http://www.stnicholasinstitute.org)

**Formal Public Recognition** of you and/or your company during **St. Nicholas Institute Awards Banquet** (Note: Includes your company's name on video screen during the presentation(s) of award you sponsor)

**Printed Banquet Program Features Sponsorship Recognition**

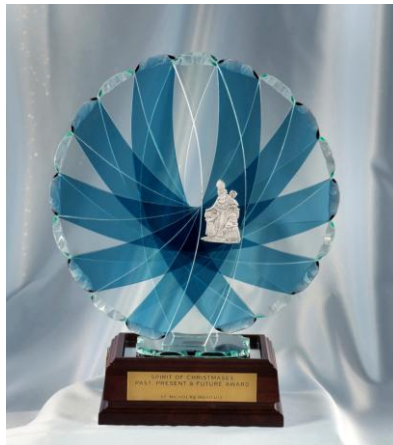
**Sponsor Name Featured on (Limited Edition) St. Nicholas Institute Hershey Bars**

**Award Winner Press Release** (to include you and/ or your company's name)

**Award-Specific Sponsorship Plaque.**

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## **(SPONSORSHIP OPTION C)**



### **SPIRIT OF CHRISTMASES**

### **PAST, PRESENT AND FUTURE AWARD - \$2,500**

(*One Sponsorship Trophy available*) Recognizes noteworthy individual(s), living or deceased, who've made an indelible to the tradition of Christmas on a **worldwide** scale.

### **PREVIOUS SPIRIT OF CHRISTMASES PAST, PRESENT & FUTURE AWARD**

**WINNERS:** ***Virginia Patton Moss***, actress, "*It's a Wonderful Life*" (for her portrayal of **Ruth Dakin Bailey**, the on-screen sister-in-law to **James Stewart** in the 1946 Frank Capra Christmas classic film); ***Maureen O'Hara***, actress and Lifetime Oscar Award recipient, "*Miracle on 34<sup>th</sup> Street*" (for her portrayal of **Doris Walker**, the on-screen mother of Suzie Walker, in the popular 1947 motion picture); ***Charles M. Schulz***, "Peanuts" cartoonist, "*A Charlie Brown*

*Christmas*” (premiered December 9, 1965 on the CBS Television Network). Posthumous honor accepted by **Jean Schulz** (wife of Charles M. Schulz) and **Karen Johnson**, Director, **Charles M. Schulz Museum**. **Karolyn Grimes**, former child actress, *“It’s a Wonderful Life”* (for 1946 portrayal as *“Zuzu”Bailey*, on-screen daughter of **James Stewart**), *“The Bishop’s Wife”* (for her 1947 role as *“Debby Brougham,”* the on-screen daughter of **Loretta Young** and **David Niven**. **Cary Grant**, yet another film legend Karolyn performed with, played the angelic visitor, **Dudley**.

*Help us honor other individuals who’ve left global impact upon the tradition of Christmas.*

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## (SPONSORSHIP OPTION D)



### ST. NICHOLAS INSTITUTE *Elite* SPONSORSHIP - \$5,000

#### ELITE SPONSORSHIP DONATION COVERS

- LIVE Musical Entertainment -Banquet Set-Ups and Décor -Media Projection Screen –Printed Programs - Video Recording-& Post-Production Work -Floral Centerpieces& Linens - Travel and/or Lodging (out of-town award recipients) -Printed Awards Gala Programs –Publicity -Institute Web Site- Out-of-Town Recipients’ Ground Transportation (as needed) -Projection Screen and Soundboard Rentals

#### ELITE SPONSORSHIP BENEFITS INCLUDE

Reserved V.I.P. Seating for **TEN** (Valet Parking & ALL Banquet Amenities) Company  
Logo (featured on FRONT COVER of ALL Printed Awards Gala Programs)  
Public Website Recognition at: [www.stnicholasinstitute.org](http://www.stnicholasinstitute.org)  
Formal Public Recognition of you and your company during **St. Nicholas Institute Awards Gala**  
Your Company’s Name and Logo featured on Video Projection Screen prior to, and during the Awards Gala and Presentation  
Limited Edition Hershey (You and Your Company’s Name & Logo on FRONT of Wrapper)  
Corporate Elite Sponsorship Name included on ALL Awards Gala Media Press Releases  
Special Elite Sponsorship Commemorative Recognition Plaque  
“Saint to Santa: How St. Nicholas Became Santa Claus” (Children’s educational DVD)  
St. Nicholas Institute Polo Shirt, Ball Cap, Limited Edition Mug and Lapel Pin

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#### FURTHER SPONSORSHIP INFORMATION

**313.282.4327**

**[www.stnicholasinstitute.org](http://www.stnicholasinstitute.org)**

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