



CORPORATE SPONSORSHIP OPPORTUNITIES

6TH ANNUAL ST. NICHOLAS INSTITUTE AWARDS GALA WEDNESDAY, OCTOBER 4, 2017

SACRED HEART BANQUET & CONFERENCE CENTER, LIVONIA, MI

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

St. Nicholas Institute, 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 Sponsorship opportunities may be withdrawn without prior notice.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

(***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**:

Nicholas as Our Model

Openness to the Christmas Spirit

Exercising Compassion

Love 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

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!

(SPONSORSHIP OPTION B)



LIFETIME ACHIEVEMENT AWARD SPONSORSHIP – \$2,500

(Four Individual Trophy Sponsorships Available. 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) America's Thanksgiving Day Parade plus innumerable philanthropic contributions; **Mike & Marian Ilitch** (co-founders, Little Caesar's Pizza; owners, Detroit Tigers and Detroit Red Wings), innumerable 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

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)

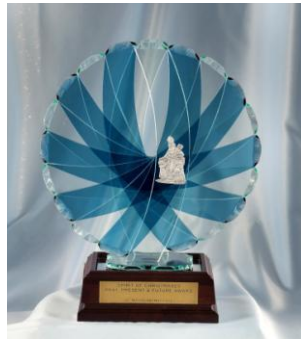
Printed Banquet Program Features Sponsorship Recognition

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.

(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 contribution 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 34th 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.

(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 **EIGHT** (Valet Parking & ALL Banquet Amenities)

Company Logo (featured on **FRONT COVER** of ALL Printed Awards Gala Programs)

Public Website Recognition at: 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 Bar (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

FURTHER SPONSORSHIP INFORMATION

313.282.4327

www.stnicholasinstitute.org

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