

Heroes for Hope

AWARDS
PROGRAM
AND DINNER

Presented by
L LEAR
CORPORATION

SPONSORSHIP OPPORTUNITIES



Friday, April 28, 2017
6:30 p.m. - 9:30 p.m.
Afterglow - 9:30 p.m. - midnight

MGM Grand Casino | Banquet Hall
1777 3rd Street, Detroit, MI 48226

For more information please call **313.494.4371**
or email **jennifer.presley@focushope.edu**

Focus:HOPE
food • careers • community

2017 HEROES FOR HOPE - CO-CHAIRS

- **Burt Jordan**
 - Vice President; Global Vehicle and Powertrain Purchasing & Supplier Diversity
 - Ford Motor Company
- **Noel Tichy**
 - Professor of Management & Organization
 - University of Michigan

FOCUS: HOPE - BOARD OF DIRECTORS

- **Chair, Glenda D. Price, Ph.D.**
 - President Emerita, Retired; Marygrove College
- **Vice Chair, Lizabeth Ardisana**
 - Chief Executive Officer; ASG Renaissance
- **Vernice Davis Anthony, BSN, MPH**
 - Chief Executive Officer; VDA Health Connect
- **Daniel G. Brudzynski**
 - Vice President, Gas Sales & Supply; DTE Energy
- **Jay Craig**
 - Chief Executive Officer and President; Meritor, Inc.
- **John A. Dunn**
 - President and CEO, The Americas; Plastic Omnium–Auto Inergy Division
- **Carlton M. Faison**
 - Senior Vice President, Global Commercial Banking; Bank of America Merrill Lynch
- **John Fikany**
 - Vice President of Strategy Development; Quicken Loans
- **Elliot Forsyth**
 - Vice President of Business Operations; Michigan Manufacturing Technology Center
- **Kevin Gentner**
 - Managing Director, Market Manager, Private Wealth; THEPRIVATEBANK
- **Rainy Hamilton, Jr.**
 - President; Hamilton Anderson Associates, Inc.
- **Laurie A. Harbour**
 - President and CEO; Harbour Results, Inc.
- **Steven Jensen**
 - Partner; Deloitte & Touche LLP
- **Burt Jordan**
 - Vice President, Global Vehicle & Powertrain Purchasing & Supplier Diversity; Ford Motor Company
- **Sean B. McCourt**
 - Consultant
- **Rebecca Poynter**
 - President; Lansing State Journal & Gannett Mid-Michigan
- **Frank Orsini**
 - Senior Vice President and President, Electrical; Lear Corporation
- **Maurice Respress**
 - Field Support Engineer; Caretech Solutions
- **Hon. Gerald E. Rosen**
 - U.S. District Judge, Retired, JAMS
- **D. Scott Sandefur**
 - Executive Director; GMNA Labor Relations – Manufacturing, General Motors
- **Matthew M. Walsh**
 - Senior Vice President/Chief Operating Officer; Health Alliance Plan (HAP)
- **Robert L. Watson**
 - Assistant Treasurer and Chief Investment Officer; FCA US LLC

SUPPORT FOCUS: HOPE'S LEGACY OF SOCIAL JUSTICE

Focus: HOPE's annual Heroes for HOPE Awards Program & Dinner recognizes social justice heroes who have demonstrated great leadership, commitment and service to reshaping the future for the underserved in America. Our Heroes for HOPE honorees emulate the values of our organization's mission: **practical action to overcome racism, poverty and social injustice.**

The groundwork for this tribute was laid over 49 years ago by Focus: HOPE's co-founder's Father William Cunningham and Eleanor Josaitis, icons of Detroit's civil rights movement. Their courage and tenacity has changed the lives of hundreds of thousands of residents in metropolitan Detroit. Heroes for HOPE honorees reflect our founder's values, exhibiting work overcoming social injustice to improve the lives of those who have been denied access to jobs, housing and advanced education.

PAST HONOREES

Past honorees include Congressman John Lewis; Congressman John Conyers, Jr.; Darren Walker, The Ford Foundation; Robert Rossiter of Lear Corporation; U.S. Senator Carl Levin; U.S. Attorney General Eric Holder; Retired General Motors Corporation President Lloyd E. Reuss; Congressman John Dingell; Congresswoman Debbie Dingell and Detroit Mayor Dave Bing.



• PREMIER SOCIAL EQUALITY PRESENTING SPONSOR	\$100,000
• PRE-RECEPTION SPONSOR	\$50,000
• EDUCATION SPONSOR	\$50,000
• VOLUNTEER SPONSOR	\$25,000
• AFTERGLOW SPONSOR	\$25,000
• SENIOR SPONSOR	\$15,000
• SCHOLARSHIP SPONSOR	\$10,000
• CHILDREN'S HERO SPONSOR	\$5,000
• TABLE SPONSOR	\$2,500
• IN-KIND SPONSORSHIPS AVAILABLE	

DEBBIE STABENOW

U.S. Senator Stabenow is a champion for families in Michigan and a powerful voice for civil rights and economic opportunity. Senator Stabenow believes that everyone should have access to a job that pays enough to support a family, which is why she has led efforts to create jobs and has fought to expand job training and funding for our schools. Senator Stabenow has led successful efforts to expand health centers throughout the region and was instrumental in bringing Henry Ford Hospital and the Children's Health Fund together to establish Mobile Health Clinics. From bringing millions of dollars to Detroit to remove blighted homes and making our neighborhoods safer to championing the continued growth of our local food economy to increasing access to healthy foods for our families, Senator Stabenow has made a real difference in the lives of people throughout Michigan. Her actions reflect her fundamental belief in economic opportunity and dignity for all Americans.



WILLIE HORTON

Willie Horton is a former left fielder and designated hitter in Major League Baseball who played for six American League teams, primarily the Detroit Tigers. Horton was one of the few who was on the ground during the city's most trying time. He still can't quite explain why he took to the streets on July 23, 1967, with fires and looting taking hold of the town. He couldn't expect to stop it, but had to try. That night became a footnote to what ended up as one of America's worst weeks of unrest, but to Horton it was the start of a lifelong commitment to being a city advocate. Since 2003, Horton has served as a Special Assistant to Tigers President/CEO/General Manager. For the ninth consecutive year, Michigan recognized one man's ability to overcome obstacles and achieve a lifetime of success when "Willie Horton Day" was celebrated on Thursday, October 18, 2012. Horton is the fourth person in Michigan history to be given a day, with the third being Rosa Parks.



DENNIS ARCHER, JR.

Dennis W. Archer Jr., Esq. is the CEO of Ignition Media Group, a leading integrated marketing agency, and founding partner of Archer Corporate Services (ACS). Mr. Archer is the majority owner of Central Kitchen + Bar, named by The Detroit Free Press as one of Detroit's 2016 top new restaurants. Founded in 1998, Detroit-based Ignition Media Group specializes in experiential marketing, public relations, event production and brand strategy. In 2004, he co-founded ACS with CEO Mike Carr. Archer's civic and philanthropic involvement includes Chairman of the Detroit Regional Chamber Board of Directors and Chair of the 2016 Mackinac Policy Conference, as well as serving on the boards of the Jalen Rose Leadership Academy, Dennis W. Archer Foundation, the i.am.angel Foundation, Wish Upon a Teen and Walnut Lake Preschool. Archer also serves on the General Motors Diversity Supplier Council and as a director of Main Street Bank, where he has served on the audit, loan and CRA committees. Dennis Archer, Jr. received both his undergraduate and law degrees from the University of Michigan. He lives in Detroit with his wife, The Honorable Judge Robbie Archer, and their two sons.

**JPMORGAN CHASE**

JPMorgan Chase, is receiving the Lloyd Reuss Award due to their commitment to improving communities, economies and creating positive impacts around the globe, with a special impact on jobs. JPMorgan Chase is a long-time supporter of Focus: HOPE, funding educational cohorts in our Workforce Development & Education programs and giving scholarships for low-income students to complete degrees. JPMorgan Chase has given more than \$200 million to thousands of nonprofit organizations across the globe. More than 47,000 employees provided 310,000 hours of volunteer service in local communities around the globe. JPMorgan Chase works with community partners to create pathways to opportunity by supporting workforce development, financial capability, small business development and community development in the regions where they do business.

JPMORGAN CHASE & Co.

PREMIER SOCIAL EQUALITY PRESENTING SPONSOR | \$100K

- **As the Premier Social Equality Presenting Sponsor your organization will be a major partner in the 2017 Heroes for HOPE Awards Program and Dinner. Your support will underwrite an entire cohort, approximately 20 students, in a Focus: HOPE job training, workforce development or education program. Your sponsorship includes:**
- Three reserved tables of 10, in the ballroom of the Awards Program & Dinner, for a total of 30 tickets
- 10 event tickets to the Honoree Reception
- Reservation for 30 at the Pre-Reception
- Sponsorship promotion over all social media channels
- Inclusion in earned media opportunities and e-blasts
- Your logo and name on Focus: HOPE website
- Acknowledgement on all event signage, electronic and printed materials
- Large logo placement on event step and repeat banner



PRE-RECEPTION SPONSOR | \$50K

- **The Heroes for HOPE Pre-Reception Sponsor provides the opportunity for your organization to support the scholarship program for 10 students to enroll in Focus: HOPE's job training, workforce development or education programs. Your sponsorship includes:**
- Two reserved tables of 10, in the ballroom of the Awards Program & Dinner, for a total of 20 tickets
- 10 event tickets to the Honoree Reception
- Reservation for 20 at the Pre-Reception
- Sponsorship promotion over all social media channels
- Inclusion in earned media opportunities and e-blasts
- Your logo and name on Focus: HOPE website
- Prominent signage as the Pre-Reception sponsor
- Acknowledgement on all event signage, electronic and printed materials
- Opportunity to host Pre-Reception



EDUCATION SPONSOR | \$50K

- **The Heroes for HOPE Education Sponsor provides the opportunity for your organization to support a scholarship for 10 students to enroll in Focus: HOPE's job training, workforce development or education programs. Your sponsorship includes:**
- Two reserved tables of 10, in the ballroom of the Awards Program & Dinner, for a total of 20 tickets
- 10 event tickets to the Honoree Reception
- Reservation for 20 at the Pre-Reception
- Sponsorship promotion over all social media channels
- Inclusion in earned media opportunities and e-blasts
- Your logo and name on Focus: HOPE website
- Acknowledgement on all event signage, electronic and printed materials



VOLUNTEER SPONSOR | \$25K

- **As the Heroes for HOPE Volunteer Sponsor, your organization can spearhead a volunteer activity with naming rights that will impact individuals living in the HOPE Village neighborhood around Focus: HOPE's campus. In addition, your organization can identify a project, or select from a number of activities planned for this area. Your sponsorship includes:**
- One reserved table of 10 in the ballroom of the Awards Program & Dinner, plus six additional guest tickets, for a total of 16 tickets
- Four event tickets to the Honoree Reception
- Reservation for 10 at the Pre-Reception
- Sponsorship promotion over all social media channels
- Inclusion in earned media opportunities and e-blasts
- Acknowledgement on all event signage, electronic and printed materials

- **Service Opportunity:**

- Opportunity to brand a community volunteer project with logo



AFTERGLOW SPONSOR | \$25K

- **As the Heroes for HOPE Afterglow Sponsor your support will fund the Heroes for HOPE Afterglow Party. This entails dancing and an open bar for guests to enjoy. Your sponsorship includes:**
- One reserved table of 10 in the ballroom of the Awards Program & Dinner, plus six additional guest tickets, for a total of 16 tickets
- Six event tickets to the Honoree Reception
- Reservation for 16 at the Pre-Reception
- Sponsorship promotion over all social media channels
- Opportunity to brand the afterglow with your company's logo
- Inclusion in earned media opportunities and e-blasts
- Your logo and name on Focus: HOPE website
- Acknowledgement in Heroes for HOPE event signage, electronic and printed



SENIOR SPONSOR | \$15K

- **As the Heroes for HOPE Senior Sponsor your support will provide meals to some of the 42,000 low-income seniors we feed on a monthly basis. Your sponsorship includes:**
- One reserved table of 10 in the ballroom of the Awards Program & Dinner, plus two additional guest tickets, for a total of 12 tickets
- Six event tickets to the Honoree Reception
- Reservation for 12 at the Pre-Reception
- Sponsorship promotion over all social media channels
- Inclusion in earned media opportunities and e-blasts
- Your logo and name on Focus: HOPE website
- Acknowledgement in Heroes for HOPE event signage, electronic and printed



SCHOLARSHIP SPONSOR | \$10K

- **As the Heroes for HOPE Scholarship Sponsor, your support will provide one scholarship for a student to enroll in a Focus: HOPE job training, workforce development or education program. Your sponsorship includes:**
- One reserved table of 10 in the ballroom of the Awards Program & Dinner
- Four event tickets to the Honoree Reception
- Reservation for 10 at the Pre-Reception
- Sponsorship promotion over all social media channels
- Inclusion in earned media opportunities and e-blasts
- Your logo and name on Focus: HOPE website
- Acknowledgement in Heroes for HOPE event signage, electronic and printed



YOUNG LEADERS SPONSOR | \$10K

- **As the Heroes for HOPE Young Leaders Sponsor, your support will allow Focus: HOPE to offer a discounted ticket price to 30 local young professionals. Your sponsorship includes:**
 - Three reserved tables of 10 for young leaders in the ballroom of the Awards Program & Dinner, plus 4 additional event tickets
 - Four event tickets for company sponsor
 - Four standard tickets to the Honoree Reception
 - Coverage for 30 young leaders to the Honoree Reception
 - Sponsorship promotion over all social media channels
 - Your logo and name on Focus: HOPE website
 - Inclusion in earned media opportunities and e-blasts
- Two team entries to Focus: HOPE's Kick 4 HOPE, Kickball Tournament (August)



CHILDREN'S HERO SPONSOR | \$5K

- **As the Heroes for HOPE Children's Hero Sponsor your organization will help support a pre-school class by underwriting supplies, snacks and activities at our Center for Children that serves low-income families. Your sponsorship includes:**
- One reserved table of 10 in the ballroom of the Awards Program & Dinner
- Two event tickets to the Honoree Reception
- Reservations for 10 to the Pre-Reception
- Your logo and name on Focus: HOPE website
- Acknowledgement in electronic signage



HEROES FOR HOPE TABLE SPONSOR | \$2.5K

- **As the Heroes for HOPE Table Sponsor your sponsorship includes:**
- One reserved table of 10 in the ballroom of the Awards Program & Dinner
- Two event tickets to the Honoree Reception
- Reservation for 10 at the Pre-Reception
- Sponsorship promotion over all social media channels



2017 HEROES FOR HOPE - SPONSORSHIP CONFIRMATION

Please print all information:

Name _____

Company (Optional) _____

Address _____

City/State/ZIP _____

Telephone _____ Fax _____

Email _____

Signature _____

Date _____

Email your sponsorship commitment
to **lola.rushin@focushope.edu**.

You can also mail your commitment to:

Focus: HOPE Development Dept. 1200 Oakman Blvd., Detroit, MI 48238

SPONSORSHIP OPPORTUNITIES:

- | | |
|---|-----------|
| ☐ Premier social equality presenting sponsor | \$100,000 |
| ☐ Pre-Reception Sponsor | \$50,000 |
| ☐ Education Sponsor | \$50,000 |
| ☐ Volunteer Sponsor | \$25,000 |
| ☐ Afterglow Sponsor | \$25,000 |
| ☐ Senior Sponsor | \$15,000 |
| ☐ Scholarship Sponsor | \$10,000 |
| ☐ Children's Hero Sponsor | \$5,000 |
| ☐ Table Sponsor | \$2,500 |

CONTRIBUTIONS:

I/We are unable to attend, please accept
this contribution of \$ _____

Please make checks payable to: Focus: HOPE.

☐ Please invoice me on _____ month _____ year

Gifts are tax deductible to the extent provided by law

Payment: ☐ Check ☐ Cash ☐ Credit Card

Charge to: ☐ VISA ☐ MC ☐ AMEX ☐ DISCOVER

Card Number _____ Exp. Date: ____ / ____ CVV: _____

Signature _____ Date: _____

Billing Address _____

City/State/ZIP _____

