

Sponsorship Opportunities

Alternatives For Girls 2012 Role Model Dinner

March 29, 2012
The Fillmore Detroit





Dinner Overview

SINCE 1989, THE ALTERNATIVES FOR GIRLS ROLE MODEL DINNER has been our premier annual fund-raising event. Each year, two or more women are presented Role Model Awards for their accomplishments within, and demonstrated commitment to, the metropolitan Detroit community. These women, by example, affirm the principles embodied in the AFG mission and provide inspiration and concrete evidence of what women can achieve when afforded the opportunity and guidance to make positive life choices.

The Role Model Dinner features both a Live and Silent Auction, honored Role Models, and a fabulous banquet. Several hundred supporters, including AFG's top donors, volunteers, and friends attend this event to celebrate the honorees and support the AFG mission.

This year's dinner will be held on March 29, 2012 at The Fillmore Detroit.



Our Mission

Alternatives For Girls helps homeless and high-risk girls and young women avoid violence, teen pregnancy and exploitation, and helps them to explore and access the support, resources and opportunities necessary to be safe, to grow strong and to make positive choices in their lives. This has been our mission for more than 20 years.



Sponsorships

Sponsorships provide critical operating and programming support to AFG and an opportunity for corporations and organizations to demonstrate their support of the AFG mission to our audiences. 2012 sponsorships are available at the following levels:

- ◇ Platinum Sponsors (3 available): \$10,000
- ◇ Gold Sponsors (8 available): \$5,000
- ◇ Honorary Co-Chair Individual Sponsorships: \$3,500 or auction item of comparable value
- ◇ Silver Sponsorships: \$2,500
- ◇ Individual Tables: \$1,500
- ◇ Individual Tickets: \$150

Platinum Sponsors



3 available—\$10,000

Benefits:

- ◇ Premier Role Model Dinner seating for 10 guests
- ◇ Full-page ad on front or back inside cover or facing pages of Program Book
- ◇ Company name prominently displayed on banner during Role Model Dinner
- ◇ Company name and logo on Role Model Dinner invitations
- ◇ Prominent inclusion as Platinum Sponsor on all Role Model Dinner media releases and coverage
- ◇ Recognition in AFG newsletter, Facebook, Twitter, and e-mail communications distributed to over 6,000 donors and friends of AFG
- ◇ Logo with link to corporate website featured on AFG website homepage for 6 months
- ◇ Opportunity to co-brand with AFG “Thank you” gifts distributed to all Role Model Dinner attendees

Previous Sponsors at the Platinum Level:

Comerica Bank
Compuware
Daimler Chrysler
Corporation Fund
Ford Motor Company Fund
Motor City Casino
UAW-GM Center for
Human Resources
University Women’s Care,
Inc.
PVS Chemicals, Inc.
Skidmore Studio

In AFG's Prevention Program, 100% of young women old enough to graduate from high school not only graduated, but went on to college—11 years running!



Gold Sponsors



8 available—\$5,000

Benefits:

- ◇ Premier Role Model Dinner seating for 10 guests
- ◇ Half-page ad in prominent location in Program Book
- ◇ Company name prominently displayed during Role Model Dinner
- ◇ Company name and logo on Role Model Dinner invitations
- ◇ Prominent inclusion as Gold Sponsor in all Role Model Dinner media releases and coverage
- ◇ Recognition in AFG newsletter, Facebook, Twitter, and e-mail communications distributed to over 6,000 donors and friends of AFG
- ◇ Name with link to corporate website on Role Model Dinner page on AFG website
- ◇ Opportunity to provide a branded corporate item in gift bags distributed to all Role Model Dinner attendees

Last year, AFG sheltered 104 homeless young women and their children



Previous Sponsors at the Gold Level:

AlixPartners
Blue Cross, Blue Shield of Michigan & Blue Care Network
Chase
Credit Union One
Casino Windsor
Compuware
General Motors
GMAC Financial Services
HAP/Henry Ford Health Systems
Masco
NLM
PVS Chemicals
Sam's Club
Skidmore, Inc.
St. John Health
Giamarco, Mullins & Horton, P.C.
Mercedes-Benz Financial Services
St. John Health
The Suburban Collection

Silver Sponsors



\$2,500

Benefits:

- ◇ Seating for 10 guests for dinner
- ◇ Quarter-page ad in Program Book
- ◇ Recognition in AFG newsletter, website, Facebook page, Twitter, and e-mail communication distributed to over 6,000 donors and friends of AFG
- ◇ Opportunity to provide a branded corporate item in gift bags distributed to all Role Model Dinner attendees

“Thanks, Alternatives For Girls, for assisting me in my journey to become the person that I am today: a young independent woman who's serious about achieving her goals.” Demyra, former AFG Shelter resident



Previous Sponsors at This Level:

Barbara Ann Karmanos
Cancer Institute
Comerica Bank
Detroit Public Schools
Program Manager Team
Fifth Third Bank
Greektown Casino
HAP/Henry Ford Health
Systems
J. Scott Taylor
Metro West Chapter of
Credit Unions
MGM Grand Detroit
Michigan Business and
Professional Association
Pam Rogers
Piston Group
Right Management
Rock Financial
St. John Health
The Bing Group
Trinity Health
WDIV Local 4
General Motors

Honorary Co-Chair Individual Sponsorships

\$3,500 or auction item of comparable value

Benefits:

- ◇ Role Model Dinner seating for 10 guests
- ◇ Recognition as an Honorary Co-Chair of the AFG Role Model Dinner in Program Book and during Role Model Dinner
- ◇ Recognition in AFG newsletter, website, and e-mail communication distributed to over 6,000 donors and friends of AFG



Previous Honorary Co-Chairs:

William and Betty Brooks
Donald and Jo Coleman
Linda Forté
Agnes Hagerty
Carmen Harlan
Marcella Holmes
Guadalupé Lara
Samuel Logan
Pam Rodgers
GMAWOV Book Club
Jim and Ann Nicholson

3,215 youth and women on the streets and in the community received information and resources last year from AFG's Outreach Program

Media



To Be Determined

Benefits:

- ◇ Four seats at the dinner
- ◇ Quarter-page ad in the Program Book
- ◇ Recognition as a Media Sponsor on the invitation
- ◇ Recognition on the AFG website, along with link to corporate website

Previous Media Sponsors:

Corp!
Hour Media, LLC
Detroit Public TV/WRCJ
WWJ/Great Stuff to Do

Honor

My name is Honor, and I am 17 years old. I'm currently a senior in high school. I've been at Alternatives For Girls for almost a year now. Throughout my year at AFG I've transformed as a person mentally and physically.

I heard about Alternatives For Girls through one of their trainings called Girl Smart after they made a local visit to my school. This is when I learned about P.A.C, or Peers Against Colors, Alternatives For Girls' gang violence prevention team, which was not only my calling, but an escape from the life I was living as a gang member. All I wanted was a way out and with P.A.C it was my only way.



I was already having family problems which made the gang seem like a winning ticket. As I got deeper into the gang I came to realize that they were only preventing me from really doing what was best for me.

As I look forward I can praise myself for overcoming such a dark time in my life, a struggle that was so hard. But without Alternatives For Girls I wouldn't be the young lady standing before you today. Because of all of the support I was given, I was able to leave the gang behind for good. Now I reach out to other young people to share my story and tell them about the dangers of being involved with a gang. I am going to attend college in the fall to study nursing.

Alternatives For Girls' Programs



Prevention

"I learned that to be successful, I had to do the right things instead of the wrong things. I learned how to become a leader. "

Jaribeth, Prevention participant

AFG's Prevention Program serves girls ages 5-18 who are at risk of pregnancy, gang involvement, abusing drugs or alcohol and school truancy. We engage them through after-school programs, a teen leadership program, girls clubs and a summer camp.



Shelter/Transition to Independent Living

"Now that my life is back on track, I have set high goals for myself and I plan to accomplish each and every one of them." *Aliana, former Shelter resident*

AFG's Shelter Program provides a stable home, counseling, and life skills training to homeless young women aged 15-21 and their children. The goal is to empower them to lead productive and fulfilling lives.



Outreach

"Here they don't judge you for who you are, what you are. They'll help you if you want the help...Now I have more respect for myself and respect others as well." *Della, AFG New Choices Assistant*

AFG's Outreach Program helps teens and women engaged in high-risk activities, such as street-based prostitution, drug use, and gang involvement, to understand the risks of such activity and transition to safe choices and healthy lives.

Sponsor Commitment



2012 Role Model Dinner

Sponsor: _____

Contact: _____ Title: _____

Email: _____

Address: _____ City/ST/ZIP: _____

Phone: () _____ Fax: () _____

YES, we wish to support Alternatives For Girls with a sponsorship at the following level:

- Platinum (\$10,000) Honorary co-chair individual sponsor (\$3,500)
 Gold (\$5,000) Media
 Silver (\$2,500)

Check enclosed Please send invoice

Bill to my: Visa Mastercard

Name on card: _____

Card #: _____ Exp. Date: _____

Signature: _____

Address: _____

City/ST/ZIP: _____

Phone: () _____

Email: _____

Program Ad Contact: _____

Email: _____

Phone: () _____ Fax: () _____

CD enclosed Will forward CD or e-mail ad by February 8, 2012

Sponsors who return commitment forms by January 6, 2012 will be recognized in the dinner invitation. For your ad to be included in the dinner program, please return this form and ad by February 8, 2012, to: Alternatives For Girls, 903 W. Grand Blvd, Detroit, MI 48208 or email Imacdonald@alternativesforgirls.org.

Ad Commitment



2012 Role Model Dinner Program

Company/organization: _____

Contact: _____

Email: _____

Title: _____

Address: _____

City/ST/ZIP: _____

Phone: () _____ Fax: () _____

YES, we wish to support Alternatives For Girls through the purchase of a:

- Full-page ad (\$1,000)
- Half-page ad (\$500)
- Quarter-page ad (\$250)

Check enclosed Please invoice

Bill to my: Visa Mastercard

Name on card: _____

Card #: _____ Exp. Date: _____

Signature: _____

Address: _____

City/ST/ZIP: _____

Phone: () _____ Email: _____

For your ad to be included in the dinner program, please return this form and ad by February 8, 2012, to: Alternatives For Girls, 903 W. Grand Blvd, Detroit, MI 48208. Fax: (313)361-8938. Questions may be directed to Lindsey MacDonald at (313)361-4000 ext. 230 or via email at lmacdonald@alternativesforgirls.org.

Ad Specifications



2012 Role Model Dinner Program

Full-page ads:
7.5" W x 10" H

Half-page ads:
7.5" W x 4.875" H

Quarter-page ads:
3.625" W x 4.875" H

BLACK AND WHITE ADS ONLY

NO BLEEDS

- ◇ Ad size, bleed size and type safety size are all the same
- ◇ All ads will be printed with a holding line. You may add your own, or we will add a 1-point rule at the perimeter of your ad.

ELECTRONIC FILES ONLY

Applications accepted: Adobe (InDesign, Illustrator). High-resolution PDF preferred.

Mac and PC files accepted.

You must include screen and printer fonts.

Artwork should be at no less than 300 dpi (final size).

Please note:

The correct spelling of Alternatives For Girls.

Mail CD to:

903 W. Grand Blvd., Detroit, MI 48208
ATTN: Role Model Dinner

Email files to:

Imacdonald@alternativesforgirls.org

Questions:

Call Lindsey MacDonald at (313)361-4000 ext. 230, or email her at Imacdonald@alternativesforgirls.org.



Alternatives For Girls

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903 W. GRAND BLVD.
DETROIT, MI 48208
(313)361-4000

WWW.ALTERNATIVESFORGIRLS.ORG

