



UNDERGROUND RAILROAD, INC.

SPONSORSHIP OPPORTUNITIES

Safety • Empowerment • Change

Your support offers a new life for survivors of abuse in the Great Lakes Bay Region



2023



5647 State Street
Saginaw, MI 48603



989-399-0007



undergroundrailroadinc.org
ksova@urrinc.org

VISION & VALUES

For over 40 years, Underground Railroad has been the only provider of emergency shelter and services to victims of domestic violence, sexual assault, stalking and human trafficking in Saginaw County. Our mission is to empower survivors and create a culture of safety and respect in our community.

WITH SURVIVORS

We empower survivors of domestic violence, sexual assault, stalking & human trafficking by removing barriers to safety, and treating all victims with dignity and respect.

IN THE COMMUNITY

We assume the leadership role for eliminating domestic & sexual violence in the community by focusing on prevention through education, resources and training.



SAFETY

Crisis intervention like the 24 hour helpline, 24 hour on-call response, and emergency shelter, provide immediate access to safety.



EMPOWERMENT

Advocacy & counseling connect survivors with community resources. Court support and housing programs help navigate community systems.



CHANGE

Prevention programs in schools, businesses, churches & local organizations seek to educate about and eliminate violence.

ABOUT OUR EVENTS

ADVOCATES FOR CHANGE



Our annual table-hosted luncheon offers first time and long time supporters a chance to learn about our services, new initiatives, and how they can make a meaningful impact to support survivors of abuse in Saginaw County.

EMPOWERMENT DINNER



Our gala event honors a community leaders for their commitment to survivors through philanthropy and activism. Featuring a special survivor testimony. Guests enjoy a cocktail reception, a world-famous Frankenmuth dinner, silent auction, raffles, and a special award ceremony.



MISSION FORWARD

Our mission is at the heart of our events, compelling longterm philanthropy & support.



COMMUNITY DRIVEN

We recognize the importance of partnerships to fulfill our vision of a community free from abuse.



SOCIAL IMPACT

We make connections that not only help survivors, but strive for prevention and social justice.

ADVOCATES FOR CHANGE



"I love this event because I can network with other community members, learn more about Underground Railroad's services, and offer my support all in one lunch hour!"

DATE:

Thursday, May 18, 2023

LOCATION:

Horizons Conference Center

TIME:

11:30am—1:00pm

ATTENDANCE:

200-300

TICKETS:

Event is complimentary. RSVP is required. Donations at the event are encouraged.

SPONSORSHIP LEVELS

ADVOCATES FOR CHANGE

MAY 18, 2023

LUNCH SPONSOR \$3,000

- **Limited to two**
- Recognition on each table centerpiece
- Verbal recognition during event
- Recognition on all print and media materials
- 10 event registrations
- Full page ad in program



DESSERT SPONSOR \$1,500

- **Limited to three**
- Name and logo featured on each dessert bag
- Recognition on all print and media materials
- 6 event reservations
- Half page ad in program



SELFIE SPONSOR \$1,500

- **Limited to two**
- Name and logo featured on selfie photo frames
- Recognition on all print and media materials
- 6 event reservations
- Half page ad in program



RAFFLE SPONSOR \$1,000

- Recognition on raffle envelopes
- Recognition on all print and media materials
- 6 event reservations
- Name listed in program



PROGRAM SPONSOR \$750

- Recognition on all print and media materials
- 4 event reservations
- Name listed in program



FRIEND SPONSOR \$500

- 4 event reservations
- Name listed in program



2023 Advocates for Change Sponsorship Commitment



How would you like your sponsorship to be acknowledged in event materials? Please print carefully!

Sponsor Name: _____

Preferred Contact: _____

Phone/Email: _____

Address: _____

<input type="checkbox"/>	Lunch Sponsor <i>(limited to two)</i> \$3,000	<ul style="list-style-type: none"> • Recognition on each table centerpiece • Verbal recognition during event • Recognition on all print and media materials • 10 event registrations • Full page ad in program
<input type="checkbox"/>	Dessert Sponsor <i>(limited to three)</i> \$1,500	<ul style="list-style-type: none"> • Name and logo featured on each dessert bag • Recognition on all print and media materials • 6 event reservations • Half page ad in program
<input type="checkbox"/>	Selfie Sponsor <i>(limited to two)</i> \$1,500	<ul style="list-style-type: none"> • Name and logo featured on selfie photo frames • Recognition on all print and media materials • 6 event reservations • Half page ad in program
<input type="checkbox"/>	Raffle Sponsor \$1,000	<ul style="list-style-type: none"> • Recognition on raffle envelopes • Recognition on all print and media materials • 6 event reservations • Name listed in program
<input type="checkbox"/>	Program Sponsor \$750	<ul style="list-style-type: none"> • Recognition on all print and media materials • 4 event reservations • Name listed in program
<input type="checkbox"/>	Friend Sponsor \$500	<ul style="list-style-type: none"> • 4 event reservations • Name listed in program

Total Sponsorship: \$ _____

Today's Date: _____

Method of Payment ☐ Check enclosed (payable to Underground Railroad, Inc.) ☐ Charge the credit card below:

Name on card: _____ Card Number _____

Expiration Date: _____ CVV#: _____

Billing Address: _____ Billing City, State, Zip: _____

**Please complete this form and return with payment. Fax to (989)399-0010 or mail to:
Underground Railroad, Inc. 5647 State Street, Ste. A, Saginaw, MI 48603
Questions? Call Karen Sova at (989) 399-0007. Ext. 100 or email ksova@urrinc.org**

EMPOWERMENT DINNER

**DATE:**

Wednesday
October 4, 2023

LOCATION:

Bavarian Inn Lodge

TIME:

5:30pm—8:30pm

ATTENDANCE:

200-300

TICKETS:

\$75 each or
attend as a
guest of the
honoree, or as
part of a
sponsorship
package

*“Hearing the
survivor testimony
was sobering, but
inspiring. You
realize just how
important this
work is, and I’m
glad our business
name was
behind it.”*

SPONSORSHIP LEVELS

EMPOWERMENT DINNER

OCTOBER 4, 2023

PRESENTING SPONSOR

\$7,500

- **EXCLUSIVE EVENT SPONSOR**
- Company name featured on event signage ahead of the event
- Recognition on all print and media materials in premiere location
- Verbal recognition at event podium
- Reserved table of 10 with name recognition
- Preferred seating at event with VIP amenities
- Full page color ad in program



RED CARPET SPONSOR

\$5,000

- **LIMITED TO ONE**
- Name and logo on professional red carpet photos
- Name and logo on selfie station photos
- Recognition on all print and media materials
- Reserved table of 10 with name recognition
- Full page ad in program



WINE PULL SPONSOR

\$3,000

- **LIMITED TO ONE**
- Recognition on wine bottles
- Recognition on all print and media materials
- Reserved table of 10 with name recognition
- Half page ad in program



SILENT AUCTION SPONSOR

\$3,000

- **LIMITED TO ONE**
- Recognition on silent auction tables and bid sheets
- Recognition on all print and media materials
- Reserved table of 10 with name recognition
- Half page ad in program



BAR SPONSOR

\$2,000

- **LIMITED TO TWO**
- Recognition on service bars
- Recognition on all print and media materials
- Reserved table of 10 with name recognition
- Business card size ad in program



GOLD SPONSOR

\$1,500

- Recognition on event signage
- Reserved table of 10 with name recognition
- Business card size ad in program



SILVER SPONSOR

\$750

- Recognition on event signage
- 4 event tickets in open seating
- Name listed in program



2023 Empowerment Dinner Sponsorship Commitment

How would you like your sponsorship to be acknowledged in event materials? Please print carefully!



Sponsor Name: _____

Preferred Contact: _____

Phone/Email: _____

Address: _____

<input type="checkbox"/>	Presenting Sponsor (limited to one) \$7,500	<ul style="list-style-type: none"> • EXCLUSIVE EVENT SPONSOR • Company name featured on event signage ahead of the event • Recognition on all print and media materials in premiere location • Verbal recognition at event podium • Reserved table of 10 with name recognition • Preferred seating at event with VIP amenities • Full page color ad in program
<input type="checkbox"/>	Red Carpet Sponsor (limited to one) \$5,000	<ul style="list-style-type: none"> • LIMITED TO ONE • Name and logo on red carpet photos • Recognition on all print and media materials • Reserved table of 10 with name recognition • Full page ad in program
<input type="checkbox"/>	Wine Pull Sponsor (limited to one) \$3,000	<ul style="list-style-type: none"> • LIMITED TO ONE • Recognition on wine bottles • Recognition on all print and media materials • Reserved table of 10 with name recognition • Half page ad in program
<input type="checkbox"/>	Silent Auction Sponsor (limited to two) \$3,000	<ul style="list-style-type: none"> • LIMITED TO TWO • Recognition on silent auction tables and bid sheets • Recognition on all print and media materials • Reserved table of 10 with name recognition • Half page ad in program
<input type="checkbox"/>	Bar Sponsor (limited to two) \$2,000	<ul style="list-style-type: none"> • LIMITED TO TWO • Recognition on service bars • Recognition on all print and media materials • Reserved table of 10 with name recognition • Business card size ad in program
<input type="checkbox"/>	Gold Sponsor (multiple) \$1,500	<ul style="list-style-type: none"> • Recognition on event signage • Reserved table of 10 with name recognition • Business card size ad in program
<input type="checkbox"/>	Silver Sponsor (multiple) \$750	<ul style="list-style-type: none"> • Recognition on event signage • 4 event tickets in open seating • Name listed in program

Total Sponsorship: \$ _____ Today's Date: _____

Method of Payment ☐ Check enclosed (payable to Underground Railroad, Inc.) ☐ Charge the credit card below:

Name on card: _____ Card Number _____

Expiration Date: _____ CVV#: _____

Billing Address: _____ Billing City, State, Zip: _____

**Please complete this form and return with payment. Fax to (989)399-0010 or mail to:
Underground Railroad, Inc. 5647 State Street, Ste. A, Saginaw, MI 48603
Questions? Call Karen Sova at (989) 399-0007. Ext. 100 or email ksova@urrrinc.org**

WHY SPONSOR US?



Increase brand awareness
& community visibility



Offer opportunities for
your employees to engage
with philanthropic causes



Make your community a
better place to live & work



Network with local officials
and community & business
leaders



Make a meaningful impact
in the lives Saginaw
County survivors of abuse



YOUR IMPACT



Last year your sponsorships helped provide:

- 12,181 safe nights in shelter
- 36,000 night of housing assistance for 98 households
- 3,662 hours of individual and group counseling
- 3,715 answered crisis calls
- 1,060 hours of childcare
- Supervised visitation and safe exchange for 85 families
- Healthy relationship education for 2,693 K-12 students
- 72 community education and public awareness events
- 3,497 downloads of the Touchy Subjects podcast in 1,076 cities

*“When I first started talking about my own abuse, I didn’t know there were organizations like Underground Railroad available. I didn’t know that they can help not just the survivors, but family members and friends, understand what the survivor is going through, and provide resources to help them on their healing journey. I believe Underground Railroad has been instrumental in helping survivors. It’s nice to know **this is a community of support.**”*

