

20
24



MIU | **MEN'S HEALTH**
FOUNDATION

FIGHT like a MAN
DETROIT

SPONSORSHIP OPPORTUNITIES

EMPOWERING MEN

TO TAKE CONTROL OF
THEIR HEALTH SO THEY ARE
EDUCATED AND EQUIPPED TO

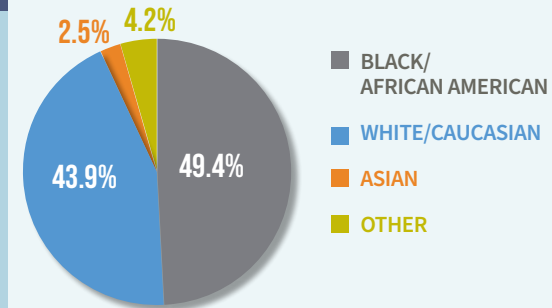
FIGHT LIKE A MAN



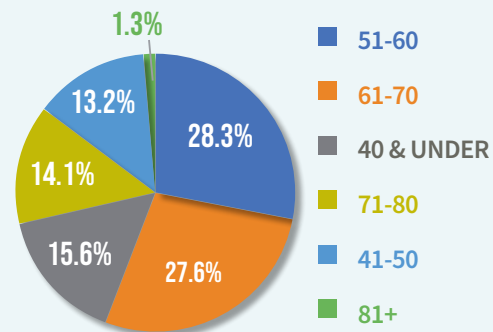
MEN'S HEALTH EVENT

2023 PARTICIPANT STATS

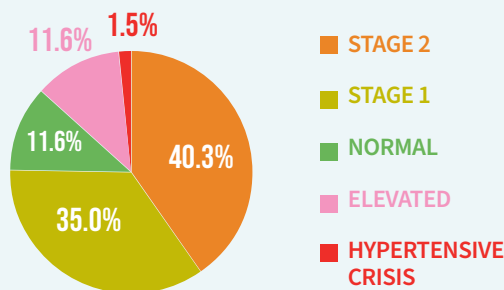
PARTICIPANT ETHNICITY/RACE



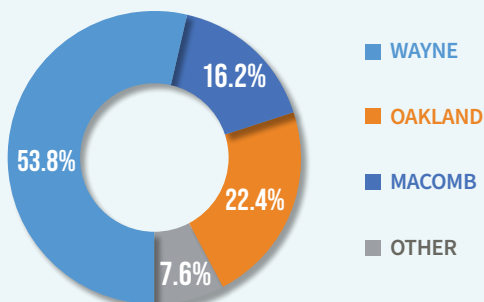
PARTICIPANT AGE



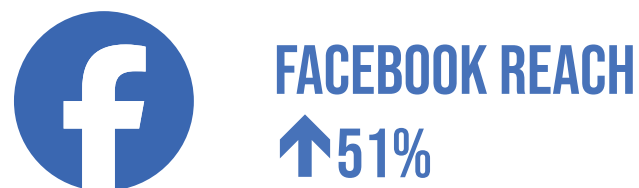
STAGE OF HYPERTENSION



PARTICIPANT COUNTY OF RESIDENCE



SOCIAL MEDIA GROWTH IN 2023



Andrea L. Hamilton
Executive Director

Dear Friends of MIU Men's Health Foundation,

In 2009, MIU Men's Health Foundation started with a 5K. Now approaching our 15th birthday, we have become far more than a morning of cardio. With 6 signature events and programs, as well as our Blue Fund financial assistance program, our impact is larger than ever.

This growth would not be possible without the generous support of fellow men's health advocates like you. We are deeply humbled and grateful for the years of support we have received that have allowed us to save lives through our cornerstone event, The Men's Health Event.

It is our hope that you will join us in the mission to educate and empower men to 'fight like a man' for their health. We would be honored to partner with you.

Loyally,

Andrea L. Hamilton
Executive Director, MIU Men's Health Foundation



COGS & KEGS

MONDAY, JUNE 10, 2024, 6:30 PM



GRIFFIN CLAW BREWING COMPANY - BIRMINGHAM, MI

Our Cogs & Kegs bike ride is a celebration of all things men's health! Riders can choose a police escorted 10 or 30-mile option, then enjoy dinner and a beer courtesy of Griffin Claw Brewing Co.



Sponsorship Benefits

	Platinum \$10,000	Gold \$5,000	Silver \$3,000	Bronze \$1,000
Mention in event press release	•			
Listing on foundation website	Logo & Link	Logo		
Mention in event e-blast	Logo & Link	Logo		
Verbal mention in event ceremony	•	•	•	
Inclusion in promotional material	Logo	Logo	Logo	
Mention in event social media	•	•	•	•
Vendor table at event	•	•	•	•
Complimentary ride entries	15	10	5	2



EVENT REACH

Printed Materials 2,000	Event Participants 300+
Social Media 20,000+	Email Blasts 8,000+



FOR MORE INFORMATION OR TO SECURE A SPONSORSHIP
WWW.MIUMENHEALTHFOUNDATION.ORG | INFO@MIUMENHEALTHFOUNDATION.ORG



RUN FOR THE RIBBON



MULLIGANS FOR MEN

Thursday, June 13, 2024 - 6:30 PM

Topgolf - Auburn Hills, MI

An evening of fun, food, and golf with fellow men's health advocates, celebrating survivors "mulligan" at life!



RUN FOR THE RIBBON 5K

Sunday, June 16, 2024 - 8:00 AM

Detroit Zoo - Royal Oak, MI

The event that started it all! Now a Father's Day tradition, participants will spend the morning celebrating those we love who have been impacted by prostate cancer, then enjoy free entry to the zoo.

Deadline for logo inclusion on T-shirt: May 14, 2024

Sponsorship Deadline: May 14, 2024



EVENT REACH

Printed Materials
2,500+

Event Participants
1,000+

Social Media
30,000+

Email Blasts
8,000+



Sponsorship Benefits

	Medal of Honor \$25,000	Titanium \$10,000	Platinum \$5,000	Gold \$3,000	Silver \$1,500
Mention in event press release	•				
Mention in event e-blast	Logo & Link	Logo			
Verbal mention in event ceremony	•	•	•		
Listing on foundation website	Logo & Link	Logo & Link	Logo		
Mention in event social media	•	•	•	•	
Inclusion in promotional material	Logo	Logo	Logo	Logo	Listing
Inclusion on event t-shirt	Logo	Logo	Logo	Logo	Listing
Vendor table at event	•	•	•	•	•
Complimentary race entries	18	12	6	4	2
Complimentary Mulligans for Men tickets	18	12	6	4	2

Bronze \$500 - logo on shirt, 2 race entries, vendor table

FOR MORE INFORMATION OR TO SECURE A SPONSORSHIP
WWW.MIUMENHEALTHFOUNDATION.ORG | INFO@MIUMENHEALTHFOUNDATION.ORG



MEN'S HEALTH EVENT

FALL, 2024

*DATE DEPENDANT UPON NFL SCHEDULE RELEASE IN MID-MAY

9:00 AM - 3:00 PM
FORD FIELD - DETROIT, MI



The cornerstone of our mission. The annual Men's Health Event provides free comprehensive health screenings to community men, as well as tools and education to create and maintain an all around healthy life.



MEN'S HEALTH EVENT 2024

Sponsorship Deadline: September 4, 2024



SINCE OUR FIRST EVENT IN 2011, WE HAVE PROVIDED NEARLY

118,000 FREE HEALTH SCREENINGS TO 10,600 MEN.

MANY MEN UTILIZE THIS ESSENTIAL EVENT AS THEIR ANNUAL PHYSICAL.



Sponsorship Benefits

	Medal of Honor \$25,000	Titanium \$10,000	Platinum \$5,000	Gold \$3,000	Silver \$1,500
Mention in event press release	•				
Mention in event e-blast	Logo & Link	•			
Verbal mention in event ceremony	•	•			
Logo on front of event program	•	•			
Listing on foundation website	Logo & Link	Logo & Link	Logo		
Ad in event program	Full page Color	Full page B & W	Full page B & W	Half Page B & W	
Mention in event social media	•	•	•	•	•
Inclusion in promotional material	Logo	Logo	Logo	Logo	Listing
Inclusion in digital signage at event	Logo	Logo	Logo	Logo	Listing
Vendor table at event	•	•	•	•	•



EVENT REACH

Printed Materials **5,000+** Event Participants **1,300+**
Social Media **40,000+** Email Blasts **8,000+**



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WWW.MIUMENSHEALTHFOUNDATION.ORG | INFO@MIUMENSHEALTHFOUNDATION.ORG



PROSTATE CANCER SURVIVORSHIP SERIES

APRIL, JULY, & DECEMBER 2024

Every stage of prostate cancer comes with its own set of questions and anxiety. This series was created to provide men with expert advice from doctors and specialists to educate them and their families to help navigate a prostate cancer diagnosis.



Sponsorship Benefits

	Gold \$5,000	Silver \$3,000	Bronze \$1,000
Listing on Foundation website	Logo & Link	Logo	
Mention in event e-blast	Logo & Link	Logo	
Mention in intro and outro	•	•	
Inclusion in promotional materials	Logo	Logo	Logo
Mention in event social media	Logo	Logo	Logo

EVENT REACH

Impressions	Social Media	Email Blasts
14,000+	10,000+	8,000+



HOSTED BY MICHAEL LUTZ, M.D.

Men don't like to talk about their health. So, we are. Featuring special guest experts on issues related to men's health and personal stories of survival, the On Call for Men's Health podcast improves the health of listeners and the men they love.



Sponsorship Benefits

	Gold \$5,000	Silver \$3,000	Bronze \$1,000
Listing on Foundation website	Logo & Link	Logo	
Mention in event e-blast	Logo & Link	Logo	
Mention in intro and outro	•	•	
Mention in show notes	•	•	•
Inclusion in promotional materials	Logo	Logo	Logo
Mention in event social media	Logo	Logo	Logo

EVENT REACH

Impressions	Social Media	Email Blasts
1,000+	10,000+	8,000+

SPONSORSHIP COMMITMENT FORM 2024

PAYMENT INFORMATION



COGS & KEGS

JUNE 10, 2024 | GRIFFIN CLAW BREWING COMPANY

- PLATINUM SPONSOR | \$10,000
- SILVER | \$3,000
- VENDOR TABLE | \$150
- GOLD SPONSOR | \$5,000
- BRONZE | \$1,000

RUN FOR THE RIBBON

MULLIGANS FOR MEN JUNE 13, 2024 | TOPGOLF

5K RUN/WALK JUNE 16, 2024 | DETROIT ZOO

- MEDAL OF HONOR SPONSOR | \$25,000
- SILVER SPONSOR | \$1,500
- TITANIUM SPONSOR | \$10,000
- BRONZE SPONSOR | \$500
- PLATINUM SPONSOR | \$5,000
- VENDOR TABLE | \$150
- GOLD SPONSOR | \$3,000

MEN'S HEALTH EVENT

FALL 2024 | FORD FIELD

- MEDAL OF HONOR SPONSOR | \$25,000
- SILVER SPONSOR | \$1,500
- TITANIUM SPONSOR | \$10,000
- CORPORATE VENDOR TABLE | \$250
- PLATINUM SPONSOR | \$5,000
- 501(C)(3) VENDOR TABLE | \$150
- GOLD SPONSOR | \$3,000

PROSTATE CANCER SURVIVORSHIP SERIES

APRIL, JULY, & DECEMBER 2024

- GOLD SPONSOR | \$5,000
- SILVER SPONSOR | \$3,000
- BRONZE SPONSOR | \$1,000

ON CALL FOR MEN'S HEALTH PODCAST

SEASON 3

- GOLD SPONSOR | \$5,000
- SILVER SPONSOR | \$3,000
- BRONZE SPONSOR | \$1,000

COMPANY INFO

COMPANY NAME (AS YOU WOULD LIKE IT TO APPEAR ON PROMOTIONAL MATERIALS):

CONTACT NAME:

ADDRESS:

PHONE:

EMAIL:

PAYMENT INFORMATION

- PLEASE SEND INVOICE TO ABOVE COMPANY EMAIL.
- PLEASE SEND ACH BANK INFORMATION FOR DIRECT DEPOSIT TO ABOVE COMPANY EMAIL.
- PAY BY CHECK*.

CREDIT CARD: VISA MASTERCARD AMEX

CARD NUMBER: _____

EXP DATE: _____ CVV: _____

NAME: _____ BILLING ZIP: _____

SIGNATURE: _____

PLEASE EMAIL FORM TO: INFO@MIUMENSHHEALTHFOUNDATION.ORG

*CHECKS CAN BE MADE PAYABLE AND MAILED TO: MIU MEN'S HEALTH FOUNDATION,

419 GOLF VIEW LANE, ROCHESTER, MI 48309

SPONSORSHIP TOTAL: \$ _____

