

HENRY  
FORD  
HEALTH®

GAME ON  
CANCER



# Corporate sponsorship opportunities

[henryford.com/GameOn](https://henryford.com/GameOn)





**GAME ON  
CANCER**



Game On Cancer eases barriers to care for patients and families throughout Michigan. This innovative community initiative provides a powerful platform for employee engagement, as well as prominent visibility of your organization, while supporting Henry Ford Cancer patients as they navigate treatment. We respectfully ask you to consider selecting one of these opportunities:

### **Premier Presenting Sponsor — \$100,000**

- Recognized as Presenting Sponsor on all GOC marketing collateral, including web, event signage, social media and more
- Partnership opportunities at Brigitte Harris Cancer Pavilion tailgate event
- Logo featured on 50/50 raffle and Field Day volunteer t-shirts at Ford Field
- Display table or check presentation at Field Day event
- 20 VIP and 20 general admission tickets to Field Day event
- Sponsor spotlight in Henry Ford Development Office E-Newsletter reaching 30,000+ donors
- Recognition in Henry Ford Health Development Office Impact Report to high level donors
- Invitation for 8 guests to Circle of 1915 event, Henry Ford's annual donor recognition event

### **Gold Sponsor — \$75,000**

- Recognized on all GOC marketing collateral, including web, event signage, social media and more
- Partnership opportunities at Brigitte Harris Cancer Pavilion tailgate event
- Logo featured on 50/50 raffle and Field Day volunteer t-shirts at Ford Field
- Display table or check presentation at Field Day event
- 15 VIP and 15 general admission tickets to Field Day event
- Sponsor spotlight in Henry Ford Development Office E-Newsletter reaching 30,000+ donors
- Recognition in Henry Ford Health Development Office Impact Report to high level donors
- Invitation for 6 guests to Circle of 1915 event, Henry Ford's annual donor recognition event

## Silver Sponsor — \$50,000

- Logo featured on volunteer t-shirts, GOC website, event signage, social media and at Field Day event
- Partnership opportunities at Brigitte Harris Cancer Pavilion tailgate event
- Display table or check presentation at Field Day event
- 8 VIP and 8 general admission tickets to Field Day event
- Sponsor spotlight in Henry Ford Development Office E-Newsletter reaching 30,000+ donors
- Invitation for 4 guests to Circle of 1915 event, Henry Ford's annual donor recognition event

## Bronze Sponsor — \$25,000

- Logo featured on volunteer t-shirts, GOC website, and at Field Day event
- Partnership opportunities at Brigitte Harris Cancer Pavilion tailgate event
- Display table or check presentation at Field Day event
- 4 VIP and 6 general admission tickets to Field Day event
- Invitation for 4 guests to Circle of 1915 event, Henry Ford's annual donor recognition event

## Champion Sponsor — \$15,000

- Logo featured on volunteer t-shirts, GOC website, and at Field Day event
- Display table or check presentation at Field Day event
- 4 VIP and 4 General admission tickets to Field Day event

## Ambassador Sponsor — \$10,000

- Logo featured on GOC website and at Field Day event
- 2 VIP and 2 general admission tickets to Field Day event

## Patron Sponsor — \$5,000

- Logo featured on GOC website and at Field Day event
- 2 General admission tickets to Field Day event

\* Sponsor logos must be received by Friday, June 27, 2025 to be included on volunteer t-shirts.

\* Assets and opportunities provided in partnership with the Detroit Lions and Henry Ford Health are pending both parties' approval and subject to change.

\* Your sponsorship to support Game On Cancer will have no bearing on current, pending, or future company visits, contracts, product utilization, or clinical trials with Henry Ford Health. Such sponsorships will receive only the benefits offered above, nor do they include any return benefits that would not have otherwise been available through a standard corporate relationship with Henry Ford Health.





Game On Cancer fulfills an essential part of Henry Ford Cancer care, extending beyond the walls of the clinic to help local patients and their families with the financial burdens that come with a cancer diagnosis.

Together with our corporate partners, sponsors, volunteers and team-based fundraisers, we bring the community together at every level to support the whole patient throughout their treatment journey. As a sponsor, you will play a critical role in fueling that mission, all while strengthening engagement and relationships within your organization and throughout the community.

