



FOR IMMEDIATE RELEASE
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Contact: Alicia Roberts, Marketing Specialist
(231) 638-4198 or alicia@agewellservices.org

Sponsorships Still Available for Heels for Meals & More Fundraiser

Muskegon, Mich. – Sponsorships are still available for AgeWell Services of West Michigan’s annual Heels for Meals & More event on Saturday, April 22, 2023 at Trillium Event Center (17246 VanWagoner Rd, Spring Lake, MI 49456). Sponsorships with commitment for recognition on all printed items are available through Friday, March 17. Sponsorships secured after March 18 are not guaranteed recognition on all printed items but will still be recognized in various platforms.

Sponsorships range from \$300 to \$3,500, with varying benefits and recognition. Depending on sponsorship level, benefits and recognition include complimentary tickets, two signature drink glasses, name or logo on print and digital materials, sponsor signage at table and sponsor recognition during the program. The premier Dress Boot sponsor is an exclusive opportunity and is the only sponsor with the opportunity to speak from the podium during the program. This year, more than ever before, AgeWell Services’ programming is experiencing unprecedented demand. Local support of Heels for Meals & More will help AgeWell Services raise critical funds to support older adults and help redefine age!

Throughout the fundraising event, sponsors and guests will enjoy great food, signature beverage, live music by Steffan CopenHaver, lead singer of the band Brena, auctions (live and silent), Best Shoe Contest, hand painted signature drink glasses and much more. One of the most highly anticipated portions of the evening is the Best Shoe Contest. With six different categories (such as vintage and craziest / zaniest), attendees can enter the contest, show off their shoes and win prizes! This festive event is sure to knock your socks and shoes off! New this year, the event will feature an easy online platform to assist with ticket purchasing, online auctions and live auction bidding. This feature will make it easy and seamless for guests to get involved with the festivities!

To learn more about sponsorships or purchase individual tickets, visit <https://agewellservices.org/heels-for-meals/>.



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About AgeWell Services

AgeWell Services of West Michigan was founded in 1973. AgeWell Services invites adults 60 and over to redefine their age. We provide vital connections to keep our most vulnerable population nourished, active, learning, and living independently. AgeWell Services is a private nonprofit. With support of a 3-county Board of Directors, a programming advisory committee, 90 team members and 300 annual volunteers, we provide six different services to adults 60 and over in Muskegon, Oceana, and Ottawa counties – Meals on Wheels, Lunch & Activity Centers, Wellness (55 and over), Senior Medical Transportation, Discount Dining Program, and SafeSeniors. For more information on AgeWell Services visit: www.agewellservices.org or follow the organization on Facebook and Twitter: @AgeWellServices