

# Heels for Meals & More

Thursday, April 16, 2026 | 6:00 pm  
Trillium Event Center

## SPONSORSHIP OPPORTUNITIES

Sponsorships provide a meaningful way to support programs that make direct, lasting impact for older adults in Oceana, Muskegon and Ottawa counties and connecting your organization with 250+ engaged community supporters.

Details and Recognition	Dress Boot Sponsor	Sole Sponsor	Best Shoe Contest	Dessert Sponsor	Happy Hour Sponsor	Platform Sponsor	Stiletto Sponsor	Slipper Sponsor	Croc Sponsor
Sponsorship cost	\$2,500 *	\$2,000	\$1,500 *	\$1,500 *	\$1,500 *	\$1,000	\$750	\$500	\$300
Complimentary tickets	8	8	6	6	6	6	4	2	1
Complimentary Signature Glasses	8	8	6	6	6	6	4	2	1
Opportunity to speak during program	x								
Choose overall Best Shoe winner			x						
Choose two desserts				x					
Choose two appetizers					x				
Print and digital recognition at event	logo	logo	logo	logo	logo	name	name	name	name
Sponsor signage at table	x	x	x	x	x	x	x	x	x
Social media recognition pre-event	logo	logo	logo	logo	logo	name	name	name	name
Print recognition post-event **	logo	logo	logo	logo	logo	name	name	name	name
Digital recognition post-event ***	logo	logo	logo	logo	logo	name	name	name	name

\*Exclusive opportunity; \*\*Behind the Wheel or Advantage newsletter; \*\*\* Wheels in Motion e-newsletter

Fill out the application on the next page and return to Jennifer Drury, Advancement Director, at [jennifer@agewellservices.org](mailto:jennifer@agewellservices.org).

# SPONSORSHIP FORM

## SPONSORSHIP PACKAGE

- |  |  |   |
|--|--|---|
| <input type="radio"/> Dress Boot Sponsor | <input type="radio"/> Sole Sponsor       | <input type="radio"/> Best Shoe Contest |
| <input type="radio"/> Dessert Sponsor    | <input type="radio"/> Happy Hour Sponsor | <input type="radio"/> Platform Sponsor  |
| <input type="radio"/> Stiletto Sponsor   | <input type="radio"/> Slipper Sponsor    | <input type="radio"/> Croc Sponsor      |

Each sponsorship level includes complimentary tickets and Signature Glasses. Please fill out details in the complimentary tickets and Signature Glasses section below.

## COMPLIMENTARY TICKETS AND SIGNATURE GLASSES

We will use \_\_\_\_\_ number of tickets and \_\_\_\_\_ number of Signature Glasses.

Additional tickets are \$75 each. Additional Signature Glasses are \$20 each.

## PAYMENT DETAILS

Company Name: \_\_\_\_\_  
(PLEASE PRINT as you want it to appear on all print and digital materials)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Check enclosed for a total of \$ \_\_\_\_\_. Make checks payable to: AgeWell Services of West Michigan.

Send me an invoice for a total of \$ \_\_\_\_\_.

Charge below credit card for a total of \$ \_\_\_\_\_.

Name on Card: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Card Number: \_\_\_\_\_

Verification Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

## ADDITIONAL DETAILS

- Keep the first page. Please return this form via mail to Jennifer Drury, Advancement Director, at 275 W Clay Ave Ste 100, Muskegon, MI 49440 or email to [jennifer@agewellservices.org](mailto:jennifer@agewellservices.org).
- Sponsorship payment must be submitted prior to receiving recognition. Sponsorship payment and high-resolution image of company logo must be provided no later than April 3, 2026, for recognition on printed items. Email company logo to [jennifer@agewellservices.org](mailto:jennifer@agewellservices.org).
- If interested in making an in-kind donation, see next page.

# IN-KIND DONATION FORM

In-kind donations to support our three major auctions (live auction, silent auction, Good Fortune auction), provide a meaningful way to support programs that make direct, lasting impact for older adults in Oceana, Muskegon and Ottawa counties and connecting your organization with 250+ engaged community supporters.

## IN-KIND DONATION DETAILS

Please provide details on the item(s).

## IN-KIND DONATION DETAILS

The total value of the donated item(s) is / are \$ \_\_\_\_\_.

## DONOR DETAILS

Company Name: \_\_\_\_\_  
(PLEASE PRINT as you want it to appear on all digital materials)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

## ADDITIONAL DETAILS

- All auction items must be received by Friday, April 3, 2026. Contact Jennifer Drury, Advancement Director, at [jennifer@agewellservices.org](mailto:jennifer@agewellservices.org) or (231) 733-8635 for drop-off or pick-up scheduling.
- If interested in sponsoring, please see first page.