



March 2023

Dear Friends:

You are invited to be part of a historical initiative in Michigan to display solid support for our Law Enforcement along the highways of our state.

In 2019 we launched "Police Week Michigan" as an effort to build support for Michigan Law Enforcement, in the same spirit of the initiative crafted by President John F. Kennedy on the national level in 1962. We are a non-partisan, statewide, 501c3 and our goal is to build up Law Enforcement, helping them to see, hear, and feel the love of Michigan's citizens. The truth is: the majority of our citizens deeply respect and admire those who serve.

This year we are launching a Billboard Initiative in preparation for Police Week 2023. May 15 is the traditional day of honoring the men and women who have died in the line of duty; the days surrounding it are the days designated as "Police Week."

It was suggested to us by a Michigan Sheriff that "a billboard campaign would mean a lot to Officers."

- Billboards are public displays of powerful statements
- They are a visual display of support, making the "silent belief" loud
- Officers see them; the families of Officers see them
- Those who have convinced themselves Law Enforcement should be defunded - *also see them*

Public displays like billboards build morale for Officers. And they remind silent citizens they are not alone in loving Law Enforcement.

Billboards can also tell your customers that you too stand with Law Enforcement, through the display of your logo on the billboard. Would you help us?

We want to display these billboards during May from Detroit to Traverse City, from the Upper Peninsula to St. Joseph. We need to raise around \$25,000 from individual and or corporate donors. Would your company, family, industry be interested in helping us with a sponsorship? Please see attached information for ways you can be involved.

We are tired of the false message being perpetuated that Law Enforcement should be defunded. This lie has been too loud for too long. It's time we amplify a better message: Michigan businesses, citizens, and industries are proud to stand with Law Enforcement. Would you join us?

Sincerely,
Amy Hawkins
Chair Police Week Michigan

PARTNERSHIP OPPORTUNITIES

SUPPORT POLICE WEEK EFFORTS

POLICE WEEK 2023 - MAY 14 - 20, 2023

We are a 501c3 organization which allows for individual and corporate donations, and those donations are deductible under IRS guidelines. Receipt of contribution will be supplied to the donor, and our donors are not made public unless part of a sponsorship at the request of the individual/corporation making the donation.

YES WE WILL HELP!

Use my/our donation for the
2023 Billboard Campaign

Use my/our donation for
year long initiatives

DIAMOND SPONSOR

\$10,000.00

GOLD SPONSOR

\$5,000.00

SILVER SPONSOR

\$2,500.00

BRONZE SPONSOR

\$1,000.00

PROGRAM PARTNER

\$500.00

DIAMOND SPONSOR

- Logo on billboard
- Logo/name on website
- Logo on 2023 event signs
- Mention in Press Release
- Mention in promotion emails
- Highlighted in interviews
- Featured on social media

GOLD SPONSOR

- Logo on billboard
- Logo/name on website
- Mention in Press Release
- Mention in promotion emails
- Highlighted in interviews
- Featured on social media

SILVER SPONSOR

- Logo/name on website
- Mention in Press Release
- Mention in promotion emails
- Featured on social media

BRONZE SPONSOR

- Name on website
- Mention in promotion emails

PROGRAM PARTNER

- Name on website

To donate, please fill out the attached form and either mail or email it to us.
Donations can be made online or via check. Thank you!

Learn more www.policeweekmichigan.com/sponsor

SPONSORSHIP RESPONSE FORM

Please complete the following and mail to the address at the bottom or send via email to info@policeweekmichigan.com

COMPLETE AND RETURN BY APRIL 25, 2023

YES WE WILL HELP AS SPONSORS FOR POLICE WEEK MICHIGAN

INDIVIDUAL GIFT

CORPORATE GIFT

CONTACT INFORMATION

Your Name: _____

Name of Source Sponsoring: _____

Your Role with Entity: _____

Phone: _____ Email: _____

Do you need us to call you? YES NO

LEVELS FOR CONTRIBUTIONS

Use donation for Billboard Initiative

Use donation for year long efforts

DIAMOND SPONSOR **\$10,000.00**

GOLD SPONSOR **\$5,000.00**

SILVER SPONSOR **\$2,500.00**

BRONZE SPONSOR **\$1,000.00**

PROGRAM PARTNER **\$500.00**

OTHER

Name to List on Website as Sponsor _____

Website _____

Send high resolution logo to info@policeweekmichigan.com

**Checks can be made out to Police Week Michigan, and mailed to
PO Box 2066, Grand Rapids, MI 49501**

LEARN MORE AT WWW.POLICEWEEKMICHIGAN.COM