

# 2017 The Jackson National Life Insurance Company Red Nose Ruckus!

**Friday, December 8, 2017**

Eagle Eye Golf Course and Banquet Center



**HONORARY  
CHAIR AND  
EVENT HOST**

Sheri Jones  
WLNS TV 6



**EVENT CO-CHAIRS**

Tim Barron  
TimBarronsRadioMichigan.com

Emily Kieliszewski  
Miss Michigan 2015



## About the Event

On December 8, 2017 at 6:00 pm, Child and Family Charities will be throwing one of the best holiday galas in the Greater Lansing Area: The Jackson Red Nose Ruckus! 2017 marks our 11 year anniversary of this very successful and important fundraiser for Child and Family Charities.

The Red Nose Ruckus! offers each guest a wonderful evening of fun and enchantment including dining, dancing, a chance to win a beautiful diamond provided by H&H Jewelry and Design, a live auction and a tree auction, caricature artists, fun pictures in the photo bug photo booth, having your fortune told by genuine psychics and a professional photo with Santa himself!

Through 6 divisions and 17 programs, we help end cycles of abuse and neglect and provide guidance and

direction to at-risk children and youth. Thanks to the generosity of our sponsors and donors, we have raised nearly half a million dollars in support!

Your support through a corporate or table sponsorship gives back to the community and helps create life-changing opportunities for children and youth in need of your help. Supporting our agency gives kids and families a fighting chance at a better future – filled with hope!

We anticipate over 450 guests to attend the event this year and look forward to seeing you and your guests enjoying the fun!

We invite you to go to our website at [www.childandfamily.org](http://www.childandfamily.org) to find out more about registration for this event and Child and Family Charities.





# Exclusive VIP Sponsorships

## \$15,000 Title Sponsor

(Only one available)

- Mention in pre-event Commercials (radio and TV)
- 15 second Sponsor Video • Company Info Table at event (supplied by sponsor) • Full Page Color Ad in Event Program, recognition on scrolling sponsor banner at event in event marketing materials, including social media (time sensitive).
- Company signage at event (supplied by sponsor)
- 5 Minute Event Welcome • 40 VIP Event Reservations



**RSVP Required!**

## \$7,500 Auction Sponsor

(Only one available)

- 15 second Sponsor Video • Recognition on Auction Software and from the Main Stage during the Live Auction! • Half Page Ad in Event program, recognition on scrolling sponsor banner at event and in the event marketing materials, including social media (time sensitive)
- Company signage at event (supplied by sponsor)
- 10 VIP Event Reservations



**RSVP Required!**

## \$6,500 Diamonds and Champagne Sponsor

(Only one available)

- 15 second Sponsor Video • Full Page Color Ad in Event Program, recognition on scrolling sponsor banner at event in event marketing materials, including social media (time sensitive) • Signage Recognition on Banner at Champagne Station • Company signage at event (supplied by sponsor) • 10 VIP Event Reservations



**RSVP Required!**

## \$5,000 Media Sponsor

(Two available)

- 15 second Sponsor Video • Half Page Ad in event program, recognition on scrolling sponsor banner at event and in event marketing materials, including social media (time sensitive).
- Company signage at event (supplied by sponsor)
- 10 VIP Event Reservations



**RSVP Required!**

## \$5,000 Presenting Sponsor

(Only one available)

- 15 second Sponsor Video • Half Page Ad in event program, recognition on scrolling sponsor banner at event and in event marketing materials, including social media (time sensitive)
- Company signage at event (supplied by sponsor)
- 10 VIP Event Reservations



**RSVP Required!**

## \$3,500 Guest Gift Sponsor

(Only one available)

- 15 second Sponsor Video • 1/3 page Ad in event program, recognition on scrolling sponsor banner at event and in event marketing materials, including social media (time sensitive).
- Company signage at event (supplied by sponsor)
- 10 VIP Event Reservations



**RSVP Required!**

## \$2,500 Dessert Sponsor

(Only one available)

- 10 second Sponsor Video • Business Card Ad in event program, recognition on scrolling sponsor banner at event and in event marketing materials, including social media (time sensitive) • Company recognition on signage on each table in main dining room • 8 VIP Event Reservations

**RSVP Required!**

## \$2,000 Hors d'oeuvre Sponsor

(Two available)

- 10 second Sponsor Video • Business Card Ad in event program, recognition on scrolling sponsor banner at event and in event marketing materials, including social media (time sensitive) • Company recognition on signage on each table in main dining room
- Company recognition on signage at guest Hors d'oeuvre table in ballroom • 8 VIP Event Reservations

**RSVP Required!**





# Exclusive VIP Sponsorships (continued)

## \$2,000 Decorations Sponsor

(Only one available)

- 10 second Sponsor Video • Business Card Ad in event program, recognition on scrolling sponsor banner at event and in event marketing materials, including social media (time sensitive)
- Company recognition on signage on each table in main dining room • 8 VIP Event Reservations



**RSVP Required!**



## \$2,000 Entertainment Sponsor (Two available)

- 10 second Sponsor Video • Business Card in event program, recognition on scrolling sponsor banner at event and in event marketing materials, including social media (time sensitive)
- Company recognition on signage at Caricature Artists Station and Fortune Teller Station • 8 VIP Event Reservations

**RSVP Required!**



# Event Sponsorships

## \$1,500 General Sponsor

(Approximately 15 available)

- 10 second Sponsor Video • Logo in event program, recognition on scrolling sponsor banner at event and in event marketing materials, including social media (time sensitive)
- 10 Event Reservations

**RSVP Required!**

## \$1,000 Table Sponsor

(Approximately 10 available)

- Recognition on scrolling sponsor banner at event • Name in Event Program
- 8 Event Reservations

**RSVP Required!**

## \$600 Angel House Sponsor

(Approximately 10 available)

- Recognition on scrolling sponsor banner at event • Name Recognition in Event Program
- 4 Event Reservations

**RSVP Required!**

## \$300 Friends of Child and Family Charities Sponsor

(Approximately 10 available)

- Name Recognition in Event Program • 2 Event Reservations

**RSVP Required!**

## Red Nose Ruckus Tree Sponsor

**ONLY 15 AVAILABLE!**

(Tree should have a value of \$350 or more)

(See special instructions on next page)

- Recognition on scrolling sponsor banner during event • Name Recognition as Tree Sponsor in Event Program • Signage Recognition next to donated tree on table display
- 2 Event Reservations

**RSVP Required!**

## In-Kind Auction Donation Sponsor

(See special instructions on next page)

- Recognition on Event In-Kind Sponsor Banner • Name Recognition as Auction Sponsor in Event Program



Have tons of fun while  
supporting a great cause

Tickets: \$150 individual

\$250 couple





# Special Instructions for Tree & In-Kind Sponsors

## Tree Auction Sponsors:

- We provide the 4' artificial Prelit Christmas Trees you use!
- **MAIN STAGE RECOGNITION for the Winner of the Tree Contest**
- Tree Descriptions **MUST** be received by Friday, November 10, 2017!
- We will be happy to deliver the tree to you for advance decoration – trees will be available after Monday, November 20, 2017.
- Tree Sponsor will add tree skirt, decorations and/or items of value. We recommend themed trees like "Chocolate Lovers", "Sports Fan", "Spa Day", etc.
- Decorated tree should be a fair market value of \$350 minimum.
- Trees not picked up in advance may be decorated at the event venue on Thursday, December 7 (NOON to 7PM) and Friday, December 8 (10AM to 4PM)
- Trees must be ready & on display by 4:00 PM on Friday, December 8, 2017!



## To be recognized as an In-Kind Auction Sponsor:

- Donations should be of \$100 or more in fair market value.
- Event Auction Donations must be received by Friday, December 1, 2017.



Go to our website for more information  
[www.childandfamily.org](http://www.childandfamily.org)



## The 2017 Jackson National Life Insurance Company Red Nose Ruckus!

### Sponsor Registration Form

The Jackson National Red Nose Ruckus! benefits Child and Family Charities—an agency that helps over 7,000 abused, neglected and at-risk children, youth and families in the Greater Lansing Area.

To register, please check your desired sponsorship option, complete the form: email to [CFCEvents@childandfamily.org](mailto:CFCEvents@childandfamily.org) or FAX to (517) 882-3506. For additional questions or to register by phone, please call (517) 882-4000, ext. 126. If you prefer, you may also register and pay at our website at [www.childandfamily.org](http://www.childandfamily.org). Thank you for your support!

#### SPONSOR CONTACT INFORMATION

☐ YES! We will be sponsoring The Jackson National Life Insurance Company Red Nose Ruckus!

NAME \_\_\_\_\_

COMPANY/ORGANIZATION \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY/ST/ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_ BEST PHONE \_\_\_\_\_

#### SPONSORSHIP OPTIONS

##### SPONSORSHIPS

- |   |         |   |         |
|---|---------|---|---------|
| <input type="checkbox"/> Hors d'oeuvre Sponsor  | \$2,000 | <input type="checkbox"/> Dessert Sponsor:                         | \$2,000 |
| <input type="checkbox"/> Entertainment Sponsor:   | \$2,000 | <input type="checkbox"/> General Sponsor:                         | \$1,500 |
| <input type="checkbox"/> Table Sponsor:   | \$1,000 | <input type="checkbox"/> Angel House Sponsor:                     | \$ 600  |
| <input type="checkbox"/> Friends of CFC Sponsor:  | \$300   | <input type="checkbox"/> We want to help with a donation: AMT. \$ | _____   |
| <input type="checkbox"/> Red Nose Ruckus Tree: Tree minimum value \$350 (more info on back) |         |   |         |

#### PAYMENT METHOD

☐ Check Enclosed (payable to Child and Family Charities). *You can request an invoice or pay by card online WITH EASE!*

☐ Please send an invoice. **Balance is due by December 1, 2017.** Credit Card: ☐ VISA ☐ MasterCard ☐ Discover

Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV # \_\_\_\_\_

Name on card \_\_\_\_\_ Charge Amount: \$ \_\_\_\_\_

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

Thank you for your support!

## SPONSOR MEDIA

All Sponsor Media (logos and/or Ads) must be received by no later than Monday November 14, 2016 to ensure inclusion in the event program and sponsor recognition materials.

Sizes for Ads are as follows:

**Title:** Full page, full color Ad. 4 ½ " w x 7" h. **Live Auction Sponsor:** Full page, full color Ad. 4 ½ " w x 7" h  
**Diamonds & Champagne:** Full page, full color Ad. 4 ½ " w x 7" h. **Presenting:** Half page, full color Ad. 4 ½ " x 3 ½ h. **Media:** Half page, full color Ad. 4 ½ " x 3 ½ h. **Guest Gift:** 1/3 page, full color Ad. 4 ½ " w x 2" h  
**All other exclusive Sponsorships :** Business Card Size, full color Ad. 3" w x 2" h.

## TREE SPONSOR INFORMATION

- **MAIN STAGE RECOGNITION** for the winner of the TREE CONTEST to be judged by —the *most "sellable" tree—not necessarily the most valuable tree will be chosen.*
- **WE PROVIDE:** a 4' pre-lit artificial tree. For advance decoration: The trees will be available for pickup after Mon., Nov. 10, 2017 at the Child and Family Charities' office—4287 Five Oaks Drive, Lansing, MI 48911. Please NOTE: A one week notice is required for tree delivery. Delivery hours are 11 am – 1 pm.
- **SPONSOR PROVIDES:** Tree Skirt & all Tree Decorations along with items of value related to your theme. *We recommend themed trees like "Chocolate Lovers", "Sports FAN", and "Spa Day".*

**THEME AND DESCRIPTIONS MUST BE RECEIVED BY NO LATER THAN Monday, November 10, 2017 to ensure inclusion in Event Program!** Sorry, but there can be NO Exceptions. *Tree Theme and Description* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

• **Decorated tree should be a fair market value of \$350 minimum.**

• You may decorate or bring your decorated tree to the set up **on Friday, Dec. 8, 2017 at between 8 AM & 4 PM** at Eagle Eye—15500 Chandler Road, Bath, MI.

• **Trees must be ready & on display by 4:00 PM on Friday, December 8, 2017!**

- **Your logo will be used in the Event Program and On the Individual Tree Signage.** Please send to [cfcevents@childandfamily.org](mailto:cfcevents@childandfamily.org) by no later than Monday, November 10, 2017!

Please contact Demphna Krikorian at the Development Office of Child and Family Charities for more information at [cfcevents@childandfamily.org](mailto:cfcevents@childandfamily.org) or call (517) 882-4000, ext. 126.

**Mail, Scan, or FAX this form to:** Child and Family Charities, ATTN RNR, 4287 Five Oaks Dr., Lansing, MI 48911. FAX: (517)882-3506. Email to: [cfcevents@childandfamily.org](mailto:cfcevents@childandfamily.org).

Registration is a Breeze on our website at [www.childandfamily.org](http://www.childandfamily.org)--  
you can even pay ONLINE with PayPal!