

# Spark of Hope

## TRIBUTE GALA

Sponsored by  **LEAR**  
CORPORATION



**Saturday, May 19, 2018 | 6PM**  
GM Wintergarden Renaissance Center  
Detroit, MI

### **President & CEO**

Rev. John Phelps, C.Ss.R.

### **Board of Trustees**

#### **Mark Aiello**

Foley & Lardner LLP

#### **Gordon Cole**

P2R Associates

#### **Gina Coleman**

PNC Bank

#### **Jim J. Connor**

Shamrock Advisory LLC

#### **Henry B. Cooney**

Plunkett Cooney, PC

#### **Phil Gaglio**

Grant Thornton LLP

#### **Donald J. Gasiorek**

Gasiorek, Morgan, Greco,  
McCauley & Kotzian, PC

#### **Hon. Thomas M.J. Hathaway**

Third Circuit Court

#### **Juanita Hernandez**

Community Leader

#### **Frank W. Jackson, III**

Law Office of Frank W. Jackson, III

#### **Terrence B. Larkin, Chair**

Lear Corporation

#### **Patrick MacDonald**

RenCen Engineering

#### **Eric Madison**

United Road

#### **Beth McKenney**

KPMG LLP

#### **Timothy O'Brien**

O'Brien Construction

#### **John Ozdych**

Real Integrated

#### **Daniel Pehrson**

CIBC

#### **Eddie Rimanelli**

Brazen Sports

#### **Patrick A. Rugiero**

Roman Village Restaurant Group

#### **Jim Schmid**

Resolution Experts, Inc.

#### **Bruce Wojciechowski**

Retired Mathematics Teacher

### **National Board of Directors**

#### **Hon. Thomas M.J. Hathaway**

Third Circuit Court – MI

#### **Terrence B. Larkin**

Lear Corporation – MI

#### **Brown Marks**

Brown Marks Group – LA

#### **Raymond McCaskey**

Blue Cross Blue Shield – IL

#### **Dan Ranieri**

La Frontera Center – AZ

### **Dear Friend,**

I am honored to invite you to support Life Directions at our Spark of Hope Tribute Gala on Saturday, May 19, 2018, at the Renaissance Center's GM Wintergarden. The evening's festivities include a delicious seated dinner, fun entertainment, exciting silent and live auctions, and the company of like-minded philanthropic leaders. The funds raised at the gala will support Life Directions' mission and play an imperative role in funding the impactful program of mentorship we provide our local youth.

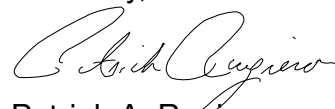
The gala will also honor two of Life Directions' strongest supporters for their contributions to the young people of Detroit – Terrence B. Larkin, Executive VP, Business Development, and General Counsel, Lear Corporation, and Life Directions Board of Trustees Chairman; and Jack Aronson, Founder of Clean Planet Foods. I also look forward to recognizing our generous sponsors along with all the work Life Directions will continue to accomplish with the support of community-oriented friends like yourself.

As a leader in mentoring young adults in Metro Detroit since 1973, Life Directions has supported over 85,000 students with reinforcement through a unique "peers inspiring peers" approach. Through this program, youth stay in school, perform better academically, and take responsibility for their future. Life Directions programs inspire students, young adults, parents, neighbors, and elders to collaboratively help today's young adults build positive lives. As this program is instrumental in advocating for the success of our youth, so is your generous support and participation at our Spark of Hope Tribute Gala.

Please feel free to contact me directly at 313-539-5000 regarding sponsorships, or, for general questions and information, contact Danielle Hilliker, Executive Director, at 313-420-0310.

I greatly appreciate your attendance at the gala, and considering a sponsorship to support Life Directions' worthy cause. This program would not be possible without the generous contributions of individuals and companies like yours. With your support, Life Directions can continue to make a real difference in the lives of students and spark hope for their bright futures. Thank you again.

Sincerely,



Patrick A. Rugiero

Event Chairman, Spark of Hope Tribute Gala 2018

# Event Sponsorship Opportunities

## Ignite the Spark Title Sponsor \$100,000

- Lead sponsor on a Trans Am Series Race Car 2018 Chevrolet Detroit Grand Prix June 1-3
- School Partnership Sponsor - Fall 2018
- 40 VIP Seats for Spark of Hope Gala
- Signs with corporate logo displayed at event
- Premium full-page color ad in the program book
- Corporate name in program book
- Logo added to website and social media
- Verbal recognition at event
- Recognition in all press releases

## Ignite the Spark Presenting Sponsor \$50,000

- Associate sponsor on a Trans Am Series Race Car 2018 Chevrolet Detroit Grand Prix June 1-3
- 25 VIP Seats for Spark of Hope Gala
- Signs with corporate logo displayed at event
- Premium full-page color ad in the program book
- Corporate name in program book
- Logo added to website and social media
- Verbal recognition at event
- Recognition in all press releases

# Spark of Hope

TRIBUTE GALA

Saturday, May 19, 2018

GM Wintergarden Renaissance Center, Detroit, MI



Benefitting

**LIFE DIRECTIONS**  
*peers inspiring peers*

Sponsored by  **LEAR**  
CORPORATION



# Event Sponsorship Opportunities

## Diamond Sponsor — \$25,000

- 20 VIP seats
- Signs with corporate logo displayed at event
- Premium full-page color ad in the program book
- Corporate name in program book
- Logo added to website and social media
- Verbal recognition at event
- Recognition in all press releases

## Platinum Sponsor — \$10,000

- 15 VIP seats
- Signs with corporate logo displayed at event
- Premium full-page color ad in the program book
- Corporate name in program book
- Logo added to website and social media
- Verbal recognition at event
- Recognition in all press releases

## Gold Sponsor — \$5,000

- 10 seats to event
- Signs with name displayed at event
- Full-page color ad in the program book
- Corporate name in program book
- Logo added to website and social media

## Silver Sponsor — \$3,000

- 6 seats to event
- Signs with name displayed at event
- Full-page color ad in the program book
- Corporate name in program book
- Logo added to website and social media

## Bronze Sponsor — \$1,000

- 2 seats to event
- Name listed in program book
- Logo added to website and social media
- Tribute Gala reservations only

## Patron Reservation — \$500 (Name listed in Program Book)

## Individual Reservation — \$250

## Tribute Gala Program Book Ad Only

- Full-page ad (7" x 10") — \$1,000
- Half-page ad (7" x 5") — \$650

# Spark of Hope

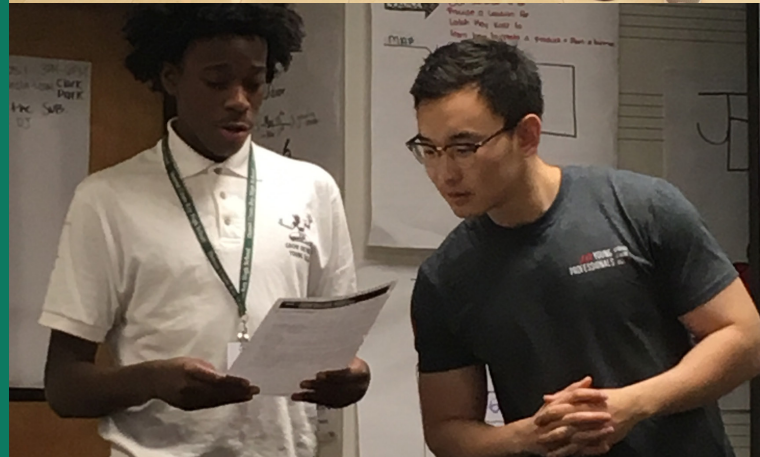
## TRIBUTE GALA

Saturday, May 19, 2018  
GM Wintergarden Renaissance Center, Detroit, MI



Benefitting  
**LIFE DIRECTIONS**  
*peers inspiring peers*

Sponsored by  **LEAR**  
CORPORATION



# Spark of Hope

TRIBUTE GALA

Saturday, May 19, 2018  
GM Wintergarden Renaissance Center, Detroit, MI



I, We support Life Directions, peers inspiring peers, by contributing to the Spark of Hope Tribute Gala in the following manner:

- Title Sponsor @\$100,000 **(SOLD)**
- Presenting Sponsor @\$50,000
- Diamond Sponsor @\$25,000
- Platinum Sponsor @\$10,000
- Gold Sponsor @\$5,000
- Silver Sponsor @\$3,000
- Bronze Sponsor @\$1,000
- Patron Reservation @\$500
- Individual Reservation @\$250
- Full-page ad @\$1,000
- Half-page ad @\$650
- I am unable to attend.  
Please accept by donation of \$

Company Name: \_\_\_\_\_  
(please print as it should appear in event recognition)

Contact Person: \_\_\_\_\_  
(reservation will be confirmed by email)

Email: \_\_\_\_\_

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

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

Method of Payment:            Check            Visa            MasterCard            American Express

Credit Card # \_\_\_\_\_ CCV# \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Please make checks payable to Life Directions and mail to Life Directions, 5716 Michigan Ave., Ste. 2200, Detroit, MI 48210 or go online at [lifedirections.org](http://lifedirections.org). Questions: call Danielle Hilliker, 313-420-0310, email [danielleh@lifedirections.org](mailto:danielleh@lifedirections.org)

Life Directions is a 501(c)(3) organization. #36-3873676

Ad Specifications:  
Full-page: 7" x 10"; Half-page: 7" x 5"; Book size is 8.5" x 11"  
All ads must be in color; Submitted in electronic format in high quality (300 dpi)  
Jpeg or PDF file, press ready quality. Email to [bonnier@lifedirections.org](mailto:bonnier@lifedirections.org).  
Artwork due by April 21, 2018 to be included in the program book.



# Spark of Hope

TRIBUTE GALA

Sponsored by  **LEAR**  
CORPORATION

BENEFITTING  
**LIFE DIRECTIONS**  
*peers inspiring peers*

**Saturday, May 19, 2018 | 6 PM**  
GM Wintergarden Renaissance Center  
Detroit, MI

## *2018 Lifetime Achievement Honoree*

**Terrence (Terry) B. Larkin** is the Executive Vice President, Business Development, General Counsel and Corporate Secretary of Lear Corporation. Lear Corporation is one of the world's leading suppliers of automotive seating and electrical systems with 257 facilities located throughout 39 countries. Lear is ranked #151 on the Fortune 500. In his position, Mr. Larkin holds responsibility for Lear's Business Development and Legal and Regulatory matters globally. In addition, Mr. Larkin oversees Lear's Internal Audit and Compliance functions.

Mr. Larkin graduated from Michigan State University in 1976 with high honors and a Bachelor of Arts in Finance. He received his J.D. cum laude in 1979 from Wayne State University Law School where he served as an editor of the Wayne Law Review. Upon graduation, Mr. Larkin began a 28-year career with the business law firm based in Detroit, Bodman PLC.

Mr. Larkin was named a partner at Bodman in 1986 and thereafter was appointed as a member of Bodman's Executive Committee, the managing partner of Bodman's office in Troy, Michigan, and chairman of the firm's Business Law Practice Group.

He serves as a member of the board of directors of Kelly Services, Inc., Life Directions and the Detroit Regional Chamber of Commerce. He is also a fellow of the Michigan State Bar Foundation.



# Spark of Hope

TRIBUTE GALA

Sponsored by  **LEAR**  
CORPORATION

BENEFITTING  
**LIFE DIRECTIONS**  
*peers inspiring peers*

**Saturday, May 19, 2018 | 6 PM**  
GM Wintergarden Renaissance Center  
Detroit, MI

## 2018 Guiding Light Honoree

**Jack Aronson** is a former restaurateur who, with his wife Annette, founded Garden Fresh Gourmet in Ferndale, Michigan, back in 1998. Having grown it into one of the premier deli supply companies in North America, with over 400 employees, the Aronsons sold Garden Fresh to the Campbell Soup Company in 2015, on the condition that they commit to keeping manufacturing operations in Ferndale and further invest in the local community. Jack remains affiliated with Campbell, serving as technical advisor on many of the company's fresh food initiatives.



In 2016, Jack and Annette founded Clean Planet Foods, which makes clean proteins and other healthy entrées, and whose mission is to *change the way the world eats—for the better!* Clean Planet Foods currently operates a USDA manufacturing facility in Clinton Township.

Jack serves on the board of Beyond Basics (an organization promoting youth literacy), as well as the national board of the Salvation Army. Through their foundation, he and Annette are significant contributors to Boys and Girls Clubs of South Oakland County, as well as other charitable causes focusing on bettering the lives of children and young adults.

In recent years, Jack's passion for healthy food, combined with his abiding interest in innovative food manufacturing processes, has driven him to become a thought leader in the application of High-Pressure Processing (HPP) to the production of safe, wholesome food products. He remains deeply involved in the emerging food entrepreneur scene in southeast Michigan, and is in the process of constructing Michigan's first HPP tolling facility and food innovation center in Taylor, just southwest of Detroit.

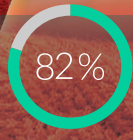
---



# LIFE DIRECTIONS® PROGRAMS MOTIVATE YOUTH TO INSPIRE THEIR PEERS AND TAKE CHARGE OF THEIR LIFE DIRECTION.



93%  
OF EIGHTH-GRADERS  
STAY IN SCHOOL.



82%  
INCREASE IN ACADEMIC  
MOTIVATION



68%  
OF STUDENTS MORE LIKELY  
TO CONSIDER CONSEQUENCES  
BEFORE ACTING.

Life Directions® staff in partnership with peer leaders provide **three interconnected programs** that network the social capital of adolescents and the adults who support them.

**1 The Peer Motivation Program** operates in the high school bringing achieving students together with at-risk students. The students explore issues they confront, see ways to be responsible for their future, discuss common challenges and consider consequences to actions. Outside the school facility, they connect with the Neighborhood Enrichment Program to organize peacebuilding activities that promote skill enhancing, are diversity driven, and encourage peers to inspire their peers beyond Life Directions.

**2 The Peer Mentor Program** is an intergenerational after school program. Achieving 10th-11th graders from who completed the Peer Motivation Program are recruited and trained as Peer Mentors. After school they mentor 8th graders from a neighboring Middle School to prepare them for a positive transition to High School. Peer Mentors receive support, encouragement and guidance from trained Adult Mentors from both neighborhood and business communities.

**3 The Neighborhood Enrichment Program** inspires young adults ages 18 to 35 and adult volunteers over age 35, to “break the cycle of violence in the community” through peer outreach and organizing intergenerational events with youth involved in the Peer Motivation and Peer Mentor programs. The neighborhood circles formed provide peer to peer support in a value driven manner.

The quality of relationship between ethnically diverse youth and young adults is enriched in school and neighborhood settings through:

- Community Service Learning Projects
- Leadership Training and Summits
- Intergenerational Community Building Gatherings

By leading group interactions and teaching the values they have learned peer leaders develop the necessary soft skills important to be successful in life and work.

*Since 1973 Life Directions has impacted over 160,000 youth and their communities. Visit [Lifedirections.org](http://Lifedirections.org) and join our efforts in motivating young people.*



**LIFE DIRECTIONS**  
*peers inspiring peers*

*Spark of Hope*  
TRIBUTE GALA

**Saturday, May 19, 2018 | 6PM**  
**GM Wintergarden** | Renaissance Center

Honoring  
**Terrence B. Larkin**  
Lear Corporation

**Jack Aronson**  
Clean Planet Foods

**Event Highlights**

- Silent Auction
- Dinner
- Networking with Corporate, Community & Student Representatives
- Awards Presentation



For more information on sponsorships and attending, please visit  
[www.lifedirections.org/spark-of-hope-gala-2018](http://www.lifedirections.org/spark-of-hope-gala-2018) or call 313-420-0310