

SPONSORSHIP PROSPECTUS

JOIN OUR COMMUNITY AND SOW THE SEEDS
OF PEACEFUL CO-PARENTING RELATIONSHIPS



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DADS & MOMS
of Michigan "Kids Need Both Parents"

ABOUT US

Dads and Moms of Michigan is a non-profit dedicated to sowing the seeds of peaceful co-parenting relationships so that our children have access to all their loving parents.

We support Michigan Co-Parents as they establish and maintain equal parenting responsibilities and accountabilities after a divorce or similar domestic relations action including child support, parenting time, custody and resolution for high conflict relationships through live and virtual education programs and workshops. It is our hope that by providing these programs and services, we will in turn be helping parents create a "Conflict Free Zone" for their children.

While our efforts are focused in Michigan, we have a broad reach nationally and internationally. We are a children's rights organization passionate about driving positive change both locally and globally.

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Board of Directors

- John Langlois, Executive Director
- Bob Weide, CPA, Treasurer
- Cindy Tallent, RN, Secretary
- Dahlia Berkovitz, PhD, LMSW, LMFT
- Alexandra Laxmi Iyer
- Michael Keller
- Shelly Loomus, JD, MSW
- Julie Manning, Psy.S.

ABOUT OUR RALLIES

Dads and Moms of Michigan is committed to providing opportunities for learning and networking for parents, families and the professional members of the community.

Dads and Moms of Michigan rallies are already scheduled to take place in April (Oakland County) and in September (Ingham County) each year. With the generous support of our underwriters, we hope to have annual events covering every county in the State of Michigan.

Upcoming Rallies:

- September 14, 2016
- April 25, 2017



AUDIENCE

- Families
- Attorneys
- Social Services
- Mental Health
- Advocates
- Government Officials
- Educators
- Family Court Officials

BENEFITS OF SPONSORSHIP

The strength of our organization is directly dependent on our ability to maintain an organized and well-funded network which can effectively work to educate co-parents as they learn to improve their capacity for bi-nuclear parenting. When you sponsor a Dads and Moms of Michigan rally, you will be helping protect the rights of all Michigan children to a meaningful relationship and the love and guidance of both their fit parents. Never before have we had a better chance of having both parents establish and maintain equal parenting responsibilities and accountabilities after a divorce or separation. Additional benefits include:

- Gold Membership
- Tax-deductible cause marketing benefits
- Media exposure*

*** Our April 2016 rally delivered 2500+ media impressions.**

Gold Membership benefits include:

- The opportunity to advertise on the Dads and Moms of Michigan website
- Access to the on-line Michigan Co-Parenting Library.
- As a committed member of our organization you will also benefit from being associated with our team of child advocates.
- Logo recognition and / or mention in Dads and Moms of Michigan newsletters
- Gold members also receive copies of "Take Control Of Your Divorce". This book for the non-professional provides "Strategies To Stop Fighting & Start Co-Parenting".

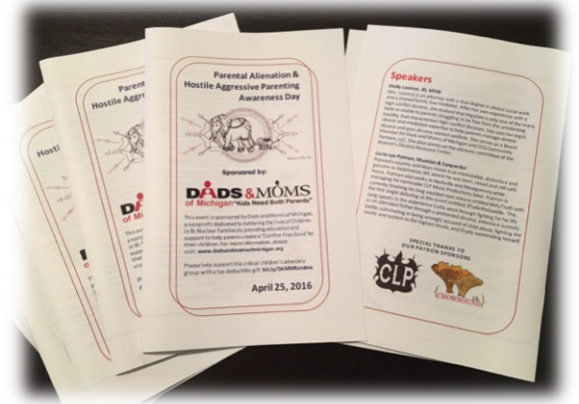


TITLE SPONSOR

- Limited Exclusivity. Only 2 Title Sponsorships will be offered.
- One (1) speaker nomination for a leadership placement on the agenda (i.e. introduction of keynote, moderator for judge's panel).
- Sponsor session will be recorded and/or transcribed and distributed post-event with the sponsor and speaker branding as part of the official event collateral. Sponsor will be provided with both the transcription & media file to repurpose as desired.
- Dominant on-stage and on-site corporate branding.
- One (1) hosted pre/post conference webinar to be promoted to Dads and Moms of Michigan membership.
- White paper or thought leadership literature upload to the documentation repository.
- Preferred corporate branding on all electronic and printed event marketing collateral.
- The opportunity to distribute promotional material to all attendees at the event.

Investment: \$12,750

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LEAD SPONSOR

- Limited Exclusivity. No more than 6 Lead Sponsorships will be offered.
- One (1) speaker nomination for placement on the agenda on a panel or breakout/workshop discussion.
- On-site corporate branding.
- White paper or thought leadership literature upload to the documentation repository.
- Corporate branding on all electronic and printed event marketing collateral.
- The opportunity to distribute promotional material to all attendees at the event.

Investment: \$9,500



RECEPTION SPONSOR

- Exclusive Sponsor of the cocktail reception to be held immediately following the event.
- Opportunity to kick off the reception with a toast with a signature drink.
- On-site corporate branding.
- Corporate branding on all electronic and printed event marketing collateral.
- The opportunity to distribute promotional material to all attendees at the event.

Investment: \$6,500



BESPOKE OPPORTUNITIES

The best way to achieve your strategic marketing objectives is through a customized sponsorship opportunity. Additional opportunities include:

Supporting & Associate Sponsorship

Highlights include on-site corporate branding, choice of networking event sponsorship, attendee benefits and more.

Uber Sponsorship

Highlights include preferred corporate branding on all event marketing collateral (brochure, web, emails, etc.) as the exclusive "Uber Sponsor," providing free rides to and from the event for all attendees and more,

Branding

Highlights include sponsorship of padfolios, powerbanks, lanyards and more.

Social

VIP Speaker Dinner, Musical Guest, Emcee and more.

NOTE: All sponsorships are tax-deductible after direct costs.

To learn more and customize your experience, please contact:
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