



## Birmingham Bloomfield Community Coalition

# 2017 Sponsorship Opportunities

### Supporting Youth & Families in Our Community

#### Sponsorship Levels

##### **PRESENTING Sponsor - \$10,000**

- Have an impact on ALL of the YAB Prevention Programs
- Company logo prominently placed on all promotional materials (both printed and online)
- At the event:
  - Company logo and information prominently placed and displayed
    - Sponsor will provide sign
    - Please use attached jpg logo for sign
  - Dedicated sponsor information table (when applicable)
  - "Live" mentions by event MC/Presenters/Announcers, with prominence and emphasis during announcements

##### **PREMIUM Sponsor-\$7,500**

- Have an impact on three of the YAB Prevention Programs
- Company logo placed on all promotional materials (both printed and online)
- Company logo displayed
- Sponsor information table at event (when applicable)
- "Live" mentions by MC/Presenters/Announcers

##### **FEATURED Sponsor-\$5,000**

- Have an impact on two of the YAB Prevention Programs
- Company logo placed on all promotional materials (both printed and online)
- Company logo displayed
- Sponsor information table at event (when applicable)
- "Live" mentions by MC/Presenters/Announcers

##### **SPOTLIGHT Sponsor-\$2,500**

- Have an impact on one of the YAB Prevention Programs
- Company logo placed on all promotional materials (both printed and online)
- Company logo displayed
- Sponsor information table at event (when applicable)
- "Live" mentions by MC/Presenters/Announcers

# **BBCC & YAB Prevention Programs** **2017 Sponsorship Package**

## **Sponsorship Levels Continued**

**IN-KIND Services - \$500 - \$2,000**

Provide range in services equivalent to value specified:

- Advertising
- Printed materials
- Photography, filming, video, sound production
- Food and/or beverages (non-alcoholic)
- Other
  - Company logo displayed
  - Ability to have informational material out on designated table
  - “Live” mentions by MC/Presenters/Announcers

**GOLD Sponsorship-\$1,500:**

- Company/logo or individual name on printed materials and online
- Company name/logo displayed
- “Live” mentions by MC/Presenters/Announcers
- Ability to have informational material out on designated table

**BRONZE Sponsor-\$750:**

- Company or individual name on printed materials and online
- Company name/logo displayed
- “Live” mentions by MC/Presenters/Announcers
- Ability to have informational material out on designated table (when applicable)

**FRIEND Sponsor – Company, Individual or Family**

Promote your company/organization or show your family, school or team spirit with a special message.

**\$200 - \$500**

- Company or individual name listed on screen and in program booklet (when applicable)
- Ability to have informational material out on designated table

**FRIEND Sponsor – Company, Individual or Family**

Promote your company/organization or show your family, school or team spirit with a special message.

**\$50 - \$175**

- Company or individual name listed on screen and in program booklet (when applicable)

***All contributions to the Birmingham Bloomfield Community Coalition,  
a 501(c)(3), non-profit organization are tax deductible***



# [BBCC & YAB Prevention Programs](#) [2017 Sponsorship Package](#)

## Background Information and Description of our Programs and Services

**The Birmingham Bloomfield Community Coalition (BBCC)**, a 501(c)(3), was founded in 1994, and incorporated in September 1995 by a group of Seaholm High School parents who recognized the need for a community wide approach to prevent the abuse of alcohol, tobacco and other drugs. Bloomfield Hills officially joined the Birmingham Coalition in September 2005 and was renamed the Birmingham Bloomfield Community Coalition.

The Coalition works with 12 sectors in the Birmingham Bloomfield Community including: Youth, parents, business, media, schools, youth-serving organizations, law enforcement, religious/fraternal organizations, civic/volunteer groups, healthcare professionals, state/local government, and other substance abuse organizations. The Coalition also collaborates with other area substance abuse prevention coalitions, including the Alliance of Coalitions for Healthy Communities (ACHC) and national organizations such as Community Anti-Drug Coalitions of America (CADCA).

**BBCC's service area** includes those who live, work, play, worship, and attend public and private schools within the boundaries of the Birmingham and Bloomfield School Districts. This includes the municipalities of Birmingham, Bloomfield Hills, Bloomfield Township, and Villages of Beverly Hills Bingham Farms, Franklin and portions of Orchard Lake, Southfield, Troy and West Bloomfield. BBCC's mission is to raise awareness and mobilize the entire community to prevent the abuse of alcohol, tobacco and other drugs, with a primary focus on our youth.

**BBCC strives to "Save Kids Lives"** through an expanded focus on the overall health and wellness of young people as well as:

- Envision the brightest drug-free future for our youth
- Celebrate kids who are doing the right thing
- Bring the right people and resources together
- Work collaboratively with 12 community sectors, local, state and national coalitions
- Weave sustainable prevention efforts into the fabric of our community
- Have a plan approved by our peers and the Executive Office of the President (of the United States), Office of National Drug Control Policy
- Achieve outcomes for reducing alcohol, marijuana and prescription drug use/abuse by teens in our community

**BBCC goals** are to increase community collaboration and reduce youth substance abuse using a research-driven, evidenced based approach tailored to our community's specific needs.

**Youth Action Board (YAB)** is an inclusive group of teen volunteers from 11 public and private high schools in the Birmingham and Bloomfield Hills community. YAB's goal is to provide youth with a positive voice and presence to peers and the broader community on issues important to teens with a focus on substance abuse prevention. The YAB meets on a regular basis to discuss substance abuse trends and other important issues teens face today. Based on this information, they plan and organize safe, fun, community-based events and leadership opportunities for teens.



## **BBCC & YAB Prevention Programs** **2017 Sponsorship Package**

**Bi-annual Teen Substance Use Survey** administered since 2005 on a bi-annual basis to 8th – 12th grade students in Birmingham and Bloomfield Hills’ 5 public high schools and 7 middle schools capturing data from over 7,000 students on alcohol, marijuana and prescription drugs as well as trends, access, influence, and other key points. In 2013, Detroit Country Day middle and high school were included in the survey. BBCC uses this information to plan/modify prevention strategies according to what is happening in our community. Our 2015 survey shows measurable decreases and favorable trends in a number of surveyed areas.

**Covey 7 Habits of Highly Effective Teens training** offered to high school students provides a step---by---step framework for boosting self---image, building friendships resisting peer pressure, achieving goals & much more.

**Alcohol, Marijuana, Prescription Drug, and Mental Health/Wellness Campaigns** developed by teens for teens.

**Community dialogues including, CHOICES: Youth Dialogue Day on March 22, 2017.** Students and parents, from the public and private high schools, witness “eye-opening,” live court cases, heard directly from Judge D’Agostini and selected speaker(s) whose story demonstrates the very real-life consequences that come with impulsive decisions teens make to use drugs and alcohol. Separate dialogue groups are held for teens and for parents.

**Keep them Healthy, Keep them Safe.** The BBCC works with the school districts, the Alliance of Coalitions for Healthy Communities (ACHC), and other community organizations to bring in the ACHC FAN program “Keep them Healthy, Keep them Safe” to provide both Parent and Youth speakers for student assemblies to relate their personal experience and tragedies as a result of substance abuse or share their expertise.

**Parent directed campaigns such as Parents Who Host, Lose the Most in March and April each year** provides parents of 11th - 12th graders, at our 11 public and private high schools, valuable information to help make teen parties safe and ensure parents know the local laws. We also include information on how to teen proof your home and how to properly dispose of unwanted medicines. Police chiefs from all five municipalities partner with us to send out information to approximately 4,500 high school families.

**Substance-free community opportunities and activities for teens, families and people of all ages include our Teen Talent Showcases and Band Jams** held in the winter and summer, respectively. BBCC also supports the Bloomfield Township Open House, Celebrate Birmingham Parade, and Birmingham Tree Lighting Ceremony, to name a few. **Friday, June 16, 2017 is our Summer Teen Concert.**

**Middle School Transitions Program for eighth graders focuses on the “Truths and Consequences of Substance Use”** through an interactive presentation. Data used is from BBCC’s Teen Drug and Alcohol Use Survey, along with important and compelling facts. When available, high school students participate by answering the 8th graders’ questions about the high school experience and the transition itself. In school year 2015-16, over 700 eighth graders from seven middle schools participated in this educational program.



# BBCC & YAB Prevention Programs 2017 Sponsorship Package

## Sponsorship Contacts

**Birmingham Bloomfield Community Coalition:** 248-203-4615

Carol Mastroianni, Executive Director: [cmastroianni@bbcoalition.org](mailto:cmastroianni@bbcoalition.org)

Kelly Michaud, Youth Program Coordinator: [kmichaud@bbcoalition.org](mailto:kmichaud@bbcoalition.org)

Website: [www.bbcoalition.org](http://www.bbcoalition.org)

## SPONSORSHIP CONTRACT

- Yes, I want to Sponsor the YAB Prevention Programs! I have selected \_\_\_\_\_ sponsorship level and would like to support the following programs:
- Community Dialogues and/or Choices Youth Dialogue Day
  - Middle School Transitions
  - Keep them Healthy, Keep them Safe
  - Bi-Annual Teen Survey
  - Parents Who Host Lose the Most
  - Teen Summer Kick-off Concert
  - 7 Habits of Highly Effective Teens Training
  - YAB Trainings and/or Messaging (Posters in Middle and High Schools)
- Enclosed is my check in the amount of \$\_\_\_\_\_.
- I will email my company name or logo in jpg format to:
- o [cmastroianni@bbcoalition.org](mailto:cmastroianni@bbcoalition.org)
  - o [kmichaud@bbcoalition.org](mailto:kmichaud@bbcoalition.org)

**PLEASE NOTE: Sponsorship payment is due in full with contract.**

Company/Organization Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_, City \_\_\_\_\_, State \_\_\_\_\_

Zip Code \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website address: \_\_\_\_\_

Please Make Checks Payable to:

**Birmingham Bloomfield Community Coalition**

1525 Covington Road

Bloomfield Hills, MI 48301

248-203-4615 (Phone)

248-203-4529 (Fax)

**OR \*\*\*Pay on-line at our web-site** via our PayPal option: [www.bbcoalition.org](http://www.bbcoalition.org)

*(\*\*\*10% online processing fee needs to be included)*



***Thank you for your support!***

