



First Step’s Second Annual Chill at the Joe takes place on October 10, 2010 at Joe Louis Arena. WXYZ’s Carolyn Clifford will serve as honorary chair of this family-friendly event that helps raise needed funds to support First Step and its mission to help women and families overcome domestic violence and sexual abuse.

The event features a variety of crafts, games, entertainment, all-you-can-eat “game day fare” as well as a once-in-a-lifetime opportunity to tour the Red Wings’ locker room. Guests can bring their own skates or rent a pair of skates to take a few laps on the ice at Joe Louis Arena and participate in hockey feats of skill.

The following pages include information on sponsorship packages available for Chill at the Joe. All proceeds from sponsorships will be donated to First Step to support the organization’s mission.

A FAMILY-FRIENDLY EVENT SUPPORTING FIRST STEP IN PROVIDING
ESSENTIAL SERVICES TO OUR COMMUNITY



Event Date: October 10, 2010

First Step is an agency dedicated to eliminating domestic and sexual violence in Wayne County, Michigan. First Step provides comprehensive services and support for victims of domestic violence, dating violence, sexual assault, elder abuse and stalking.

- 24-hour Help Line
- 24-hour on-call assault response team
- In-court victim advocacy
- Interim housing
- Safety planning
- Support groups
- Sexual Assault Nurse Examiner (SANE) forensic exams
- Counseling
- Legal, court, financial, medical and housing information
- Transitional supportive housing
- Community organizing
- Sexual assault awareness and education
- In-service trainings on domestic violence, sexual assault, elder abuse, workplace violence and more
- Violence prevention programs in schools
- Children's counseling & support groups
- Children's art expressions group

CONTACT

Theresa Bizoe
Associate Director
734.416.1111 x205
tbizoe@firststep-mi.org



24-Hour Help Line: 734-722-6800
24-Hour Toll-Free Help Line: 1-888-453-5900
Web Site: www.firststep-mi.org
We're on www.myspace.com/firststep4 and Facebook.

First Step offers free services for domestic violence and sexual assault.



Event Date: October 10, 2010

TITLE SPONSOR: \$10,000

- Designation as the Title Sponsor of the 2010 Chill at the Joe event in Metro Detroit
- Right to use the Chill at the Joe 2010 event logo for communications and promotional purposes
- Right to use images of Chill at the Joe for communications and promotional purposes of the event
- Right to run promotions linked to the 2010 Chill at the Joe event
- Opportunity to access First Step Representatives for press conferences about the event or for training for your company related to domestic and/or sexual violence
- Acknowledgment as Title Sponsor in all event marketing and promotional materials, including e-newsletter, flyer, advertisements, website and posters
- Full page advertisement in the Chill at the Joe 2010 program
- Primary logo visibility on and link from First Step's website
- Acknowledgment as Title Sponsor in all event-related public relations initiatives
- Opportunity to participate in news conferences with insert of corporate profile in press kit
- VIP hospitality, including access to VIP reception area
- 20 event tickets
- Premium signage, including logo on ad boards and TV monitors at the event at Joe Louis Arena
- Opportunity to set up kiosk or display

CONTACT

Theresa Bizoe
Associate Director
734.416.1111 x205
tbizoe@firststep-mi.org





Event Date: October 10, 2010

PRESENTING SPONSOR: \$5,000

- Designation as the Presenting Sponsor of the 2010 Chill at the Joe event in Metro Detroit
- Right to use the Chill at the Joe 2010 event logo for communications and promotional purposes
- Right to use images of Chill at the Joe for communication and promotional purposes of the event
- Right to run promotions linked to the 2010 Chill at the Joe event
- Acknowledgment as Presenting Sponsor in all event marketing and promotional materials, including e-newsletter, flyer, advertisements, web site and posters
- Half page advertisement in the Chill at the Joe 2010 program
- Logo visibility on and link from First Step's website
- Acknowledgment as Presenting Sponsor in all event-related public relations initiatives
- Opportunity to participate in news conferences with insert of corporate profile in press kit
- VIP hospitality, including access to VIP reception area
- 10 event tickets
- Signage, including logo on ad boards and TV monitors at the event at Joe Louis Arena
- Opportunity to set up kiosk or display

CONTACT

Theresa Bizoe
Associate Director
734.416.1111 x205
tbizoe@firststep-mi.org





Event Date: October 10, 2010

Gold: \$3,000

- Recognition in Chill at the Joe Program
- Logo visibility on and link from First Step's web site
- 8 event tickets
- Logo on sign
- Recognition as Gold Sponsor on TV monitors around the Joe

Silver: \$1,500

- Recognition in Chill at the Joe Program
- Logo visibility on and link from First Step's Website
- 6 event tickets
- Company name listed on sign

Bronze: \$1,000

- Recognition in Chill at the Joe Program
- Logo visibility on and link from First Step's Website
- 4 event tickets
- Company name listed on sign

Event Sponsor: \$500

- Recognition in Chill at the Joe Program
- Logo visibility on and link from First Step's Website
- 2 event tickets
- Company name listed on sign

Supporter Sponsor \$250

- Recognition in Chill at the Joe Program
- 2 event tickets
- Company name listed on sign

CONTACT

Theresa Bizoe
Associate Director
734.416.1111 x205
tbizoe@firststep-mi.org



Customized benefit packages will be developed for partners who may wish to donate goods and services.

CHILL AT THE JOE

Sunday, October 10, 2010 • 2 - 6 P.M. • Joe Louis Arena

Skate on the Ice, Tour the Wings' Locker Room and Participate in Activities such as: Crafts • Games • Hockey Feats of Skill Entertainment • All-You-Can-Eat Game Day Fare



Net proceeds from sponsorships and ticket sales will be donated to First Step. www.firststep-mi.org

First Step provides a safe place to stay, a 24-hour help line, counseling, advocacy, assault response, legal support, children's programs and other essential services designed to support victims of domestic and sexual violence and their families.

Individual tickets are \$30 for adults and \$20 for kids.

Individual tickets will be available at the door

SPONSORSHIP OPPORTUNITIES

- Title Sponsorship @ \$10,000** – 20 tickets, full-page ad in program, prominent signage at event, kiosk/display at event, VIP hospitality, logo/link on website & more
- Presenting Sponsor @ \$5,000** – 10 event tickets, half-page ad in program, signage at event, kiosk/display at event, VIP hospitality, logo/link on website & more
- Gold Sponsor @ \$3,000** – 8 event tickets, recognition in program, logo on event sign and First Step's web site
- Silver Sponsor @ \$1,500** – 6 event tickets, recognition in program, logo on event sign and First Step's web site
- Bronze Sponsor @ \$1,000** – 4 event tickets, recognition in program, logo on event sign and First Step's web site
- Event Sponsor @ \$500** – 2 event tickets, recognition in program, logo on event sign and First Step's web site
- Support Sponsor @ \$250** – 2 event tickets, recognition in program and on signage

Sponsorship Deadline is October 1, 2010

RESPONSE FORM

_____ **Total Number of Tickets**
_____ **# of Adult Tickets**
_____ **# of Child Tickets**
_____ **Total Cost \$** _____
_____ **Unable to attend. Donation of \$** _____

Make Checks Payable to First Step.

Company/Individual Name _____

Contact Person _____

Address _____

City _____

State _____ Zip _____ Phone _____

Email _____

Method of Payment Check Visa Mastercard

Card # _____

3-digit Security Code _____ Exp. Date _____

Amount of Charge _____

Signature _____



Mail or fax form to First Step at 44567 Pinetree Drive, Plymouth, MI 48170 or Fax: 734-416-5555.
Questions? Call 734-416-1111 or email tbizoe@firststep-mi.org.
First Step is designated as a 501(c)3 charitable organization under IRS regulations.