



TODAY'S PURPOSE - TOMORROW'S PROMISE.

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The logo for HEARTwork 2022 features a large, stylized red heart with radiating lines above the text "HEARTwork 2022" in a bold, black, sans-serif font. Below this, the tagline "Igniting the Future!" is written in a smaller, black, sans-serif font.

HEARTwork 2022

Igniting the Future!

March 11, 2022

RE: Sponsorship Opportunity

Dear Supporter of Education:

While the primary focus of Berrien RESA is aimed at maximizing every child's educational experience, we recognize that this success is built upon the hard work and dedication of the adults that surround the students in Berrien County. Each day of the 2021-2022 school year, and in every school building across Berrien County, there were reasons to celebrate. Even when the challenges seemed impossible, educators rose to meet the needs of their students.

In partnership with local districts, Berrien RESA is coordinating an event to celebrate all school personnel at the end of the school year with a special Learn by Heart Campaign event called HEARTwork 2022. **The event will be held on the campus of Lake Michigan College in Benton Harbor on Wednesday, May 11 from 5 - 8 p.m.** The first half of the event will feature activities and food trucks at the Mendel Center. Guests will then be invited to attend an uplifting educator appreciation celebration at the Mainstage with special guest speaker [Chase Mielke, author of The Burnout Cure](#). The event is for all school employees and one adult guest.

Every adult whose job intersects with a student will be welcomed to the event, with capacity at 1,500 people. With such a tremendous anticipated turnout, we are inviting all service agencies, community groups, and businesses to show their support of educators by becoming an event sponsor. **In order to receive all benefits listed, sponsors must submit their registration form and payment no later than April 25, 2022.**

Sponsorship levels are as follows:

Sponsorship Level	Amount	Amenities
Premier	\$1,000 and above	<ul style="list-style-type: none"> • Top billing on all marketing materials • Recognition as a Premier sponsor in all media advertising • Mainstage area or Speaker sponsor
Principal	\$750-\$999	<ul style="list-style-type: none"> • Priority logo positioning on all printed marketing materials • Recognition as a Principal sponsor in all media advertising • Grand Upton Stage or Entertainment sponsor
Major	\$500-\$749	<ul style="list-style-type: none"> • Priority logo positioning on all printed marketing materials • Food Truck sponsor
Contributing	\$250-\$499	<ul style="list-style-type: none"> • Sponsor logo included on all printed marketing materials • One priority event area named after the sponsor
Donating	Provide gift baskets to give away at the event (can include items with your company's logo). Baskets should be valued at no more than \$300	<ul style="list-style-type: none"> • Sponsor logo included on all printed marketing materials
Supporting	\$100 - \$249	<ul style="list-style-type: none"> • Sponsor logo included on all printed marketing materials
Volunteering	Lend your staff's help the day of the event – there are many ways to volunteer!	<ul style="list-style-type: none"> • Sponsor logo included on all printed marketing materials
<p><i>All sponsors will receive name recognition on specified materials (t-shirts, signage, brochures and in public service announcements) as well as formal recognition during the event.</i></p>		

It is Berrien RESA's goal, through the HEARTwork 2022 event, to help all educators in Berrien County feel appreciated. With your support, I am sure we can achieve that goal. Please help us celebrate their hard work!

Should you have any questions regarding the HEARTwork 2022 event, please feel free to contact Lisa Pattison at lisa.pattison@berrienresa.org. She would be glad to provide you with any assistance you may need.

Sincerely,



Eric Hoppstock
Superintendent

P.S.

Sponsorship opportunities are being extended to all entities in our community. We encourage you to share event information with your colleagues!

Yes! My organization would like to sponsor the HEARTwork 2022!

Name of Organization: _____

Address: _____

Contact person: _____

Email address: _____

Level of sponsorship:

- | | | |
|--|--|---|
| <input type="checkbox"/> Premier Sponsor | <input type="checkbox"/> Principal Sponsor | <input type="checkbox"/> Major Sponsor |
| <input type="checkbox"/> Contributing Sponsor | <input type="checkbox"/> Donating Sponsor | <input type="checkbox"/> Supporting Sponsor |
| <input type="checkbox"/> Volunteering Sponsor (please enter the number of volunteers attending): _____ | | |

Sponsorship amount: \$_____ (Sponsorship opportunities fall within a dollar range.)

Please return this portion of the letter along with your sponsorship check (payable to Berrien RESA) no later than April 25, 2022 to: Berrien RESA, Attn: Communications, P.O. Box 364, Berrien Springs, MI 49103.

Berrien RESA is not-for profit 501c4 agency. Tax ID: 38-1714920.