



# PARTNERSHIP PORTFOLIO



North Star Reach  
a seriousfun camp



### **Who We Are**

Located on 105 wooded acres in southeastern Michigan, North Star Reach provides life-changing camp experiences for children with serious health challenges and their families—free of charge.

As a member of SeriousFun Children’s Network, founded by actor and philanthropist Paul Newman nearly 30 years ago, we are part of one of the world’s largest family of camps and programs for children with serious illnesses. North Star Reach is the only camp in the Network dedicated to serving children and their families across the Great Lakes Region, and the only camp in the Network started by medical professionals.

We are a registered 501(c)(3) non-profit organization. 100% of our year-round operating budget of \$3 million is underwritten by gifts and grants from individuals, corporate partners and foundations.

### **The Need**

We offer camp free of charge to all families to relieve the financial pressure on parents already burdened with medical expenses and to ensure every kid can experience the powerful benefits of camp. As you might imagine, operating a year-round camp serving hundreds of kids who face serious health challenges and their families requires significant resources.

Expenses range from stocking the health center with medical supplies, maintaining climate-controlled cabins and preparing nutritious meals that accommodate special dietary needs. Factor in tens of thousands of hours donated by program and medical volunteers--totaling more than \$80,000 of in-kind medical services from partnering hospital physicians and nurses—and the tremendous resources needed to support camp come into focus.

### **The Engagement Opportunity**

Reach a community of patients, families, caregivers, medical professionals and partner hospitals who volunteer time, expertise, and resources to ensure that children facing serious health challenges will have the opportunity to enjoy the life-changing benefits of camp.

**“When I’m out fishing, I don’t even think about anything; not even about my condition.”**

-Chelsea, age 10



# Partnership Opportunities: At-A-Glance

**"To see kids come back from being really sick and watch them at camp connecting with other kids and living a normal life, gives me the strength to get through the rest of the year."**

-Dr. Jacob Bilhartz,  
Transplant Doctor &  
NSR Volunteer



## **Naming Opportunities**

Our state-of-the-art camp features a number of naming opportunities to honor significant contributions.

## **Signature Event Sponsorships**

**Under the Harvest Moon** will welcome an anticipated audience of 300+ of our biggest supporters to camp on Friday, September 14. This gala event will feature camp tours, a live auction, dinner and dancing.

**Fall Family Fest**, with an anticipated audience of families with young children numbering 400+ attendees, is scheduled for Sunday, October 21. This "friend-raising" event is billed as an affordable family outing with some fundraising opportunities. Details enclosed.

## **Direct Program Support**

These opportunities offer the chance to impact campers directly through the intentionally-designed programs and activities that constitute a session of camp. Choose from seven Family Weekend Camp sessions and six weeklong Summer Camp sessions. Details enclosed.

## **Planned Giving & Endowments**

Leave a legacy for the future by including North Star Reach in your estate plans or making an endowment donation.

## **SeriousFun Children's Network Corporate Partnership**

A partnership opportunity with SeriousFun Children's Network connects companies to a global community of camps and programs serving children with serious illnesses and their families and may include fundraising through merchandise sales and philanthropic events.

## **Gifts-in-Kind**

Donations of products, goods and services help us reduce overhead and make a significant contribution to meaningful results for our campers.

## **Matching Gift Opportunities**

Matching gifts may come in the form of challenge grants, employee gift and volunteer matching grants, and opportunities to "be the match" for an existing challenge.

## **Third-Party Events**

Events planned by individuals and community groups benefitting North Star Reach provide vital sources of annual operating funds.

Questions? Please contact our Development Office at 734-680-8744 for details.

# Direct Program Support

## Exclusive Opening Day Volunteer Experience \$30,000 per camp session

Limited to just six occasions in 2018, this sponsorship level offers rare opportunity for corporate supporters to send volunteers to interact directly with campers at camp. In addition to the benefits listed below, you will be invited to send 10 to 20 employees who will assist staff and program volunteers as we welcome campers to North Star Reach. Volunteers will be required to make a firm commitment to the volunteer opportunity and undergo a brief orientation and training session.\*

## Summer Camp Sessions

Transplant Camp/Camp Michitanki (Michigan Transplant Kids)  
 Teen Week  
 Cardiology Camp  
 Epilepsy Camp-SOLD  
 Sickle Cell/Hematology/Pain Management Camp  
 Sibling Camp

## Camperships

The cost to provide a child a weeklong session of camp (at no charge to their families) is \$2,500. Expenses range from stocking the health center with medical supplies, maintaining climate-controlled cabins and preparing nutritious meals that accommodate special dietary needs.

### A Cabin of Camperships, \$30,000 per session

Give up to a dozen campers the best week of their lives.

### Single Campership, \$2,500 per session

Funding one camper for a weeklong session offers them extraordinary, life-changing experiences.

## Program Activities

Each and every camp session offers a range of inclusive activities.

### Individual Activity, \$1,000 per session

Sponsor an individual activity:

Adventure	Closing Campfire	Music & Drama	Sports & Games
Archery	Fishing	Nature	Story Studio
Arts & Crafts	Kid's Kitchen	Opening Campfire	Swimming
Boating			

## Direct Program Sponsor Benefits

	Web Page Recognition	Annual Report Recognition	Photo Keepsake	Mention on Facebook	Volunteer Opportunity
Opening Day Experience - \$30,000/session	Prominent Logo	Listing	*	Session Photo Album	Exclusive
Cabin of Camperships - \$30,000/session	Prominent Logo	Listing	*	Cabin Photo Keepsake	
Single Campership - \$2,500/session	Listing	Listing			
Activities - \$1,000/activity/session	Listing	Listing			

# Under The Harvest Moon

Friday, September 14, 2018

## SPONSORSHIP PACKAGES

### **\$50,000–Celestial Sends 20 Kids to Camp**

- Presenting Sponsor
- 20 tickets to the event
- Prominent logo recognition on printed invitation (if confirmed by June 15, 2018)
- Prominent logo recognition on event webpage
- Prominent logo recognition in event emails
- Title recognition on Facebook event
- Special recognition during live program
- Full-page ad in printed program
- Co-branding with North Star Reach on Media Wall
- Prominent logo recognition on event signage
- Special thank you in guest follow-up communication
- Listing in annual report

### **\$25,000–Galaxy Sends 10 Kids to Camp**

- Underwrite one event component\*
- 20 tickets to the event
- Logo recognition on printed invitation (if confirmed by June 15, 2018)
- Logo recognition on event webpage
- Logo recognition in event emails
- Mention on Facebook calendar event
- Verbal recognition during live program
- Full-page ad in printed program
- Logo recognition on event signage
- Special thank you in guest follow-up communication
- Listing in annual report

### **\$10,000–Constellation Sends 4 Kids to Camp**

- Underwrite one event component\*
- 8 tickets to the event
- Listing on printed invitation (if confirmed by June 15, 2018)
- Listing on event webpage
- Listing in event emails
- Mention on Facebook calendar event
- Verbal recognition during formal program
- Half-page ad in printed program
- Listing on event signage
- Special thank you in guest follow-up communication
- Listing in annual report

### **\$5,000–Lunar Sends 2 Kids to Camp**

- 4 tickets to the event
- Listing on event webpage
- Mention on Facebook calendar event
- Quarter-page ad in printed program
- Listing in event signage
- Special thank you in guest follow-up communication
- Listing in annual report

### **\$2,500–Shooting Star Sends 1 Kid to Camp**

- 2 tickets to the event
- Listing on event webpage
- Mention on Facebook calendar event
- Listing in printed program
- Listing in event signage
- Special thank you in guest follow-up communication
- Listing in annual report

### **\$250–Individual Ticket**

\*See Partner Commitment Form for underwriting options. Visit [northstarreach.org/events](http://northstarreach.org/events) to purchase sponsorships or tickets online.

# Under The Harvest Moon

## Sponsor Benefits Summary

	<b>\$50,000 Celestial Presenting</b> Sends 20 Kids to Camp Tax deductible portion: \$48,500	<b>\$25,000 Galaxy Underwriting*</b> Sends 10 Kids to Camp Tax deductible portion: \$24,250	<b>\$10,000 Constellation Underwriting*</b> Sends 4 Kids to Camp Tax deductible portion: \$9,400	<b>\$5,000 Lunar</b> Sends 2 Kids to Camp Tax deductible portion: \$4,700	<b>\$2,500 Shooting Star</b> Sends 1 Kid to Camp Tax deductible portion: \$2,350
Number of Event Tickets	20	20	8	4	2
Print and Email Invitation	Prominent Logo	Logo	Listing		
Event Webpage	Prominent Logo	Logo	Listing	Listing	Listing
Title Recognition on Facebook Event	★				
Social Media Mention	★	★	★	★	★
Verbal Recognition at Event	★	★	★		
Printed Program Ad	Full Page	Full Page	1/2 Page	1/4 Page	Listing
Event Signage	Prominent Logo	Logo	Listing	Listing	Listing
Media Wall	★				
Post Event Thank You	★	★	★	★	★
Listing in Annual Report	★	★	★	★	★

\*See Partner Commitment Form for underwriting options.

# Fall Family Fest

## Sunday, October 21, 2018

### SPONSORSHIP PACKAGE INFORMATION

#### Full Moon—\$10,000 Sends 4 Kids to Camp

- Presenting Sponsor
- 20 tickets to the event
- Prominent logo recognition on event print materials (if confirmed by August 3, 2018)
- Prominent logo recognition on event webpage
- Prominent logo recognition in event emails
- Title recognition on Facebook calendar event
- Special recognition during live program
- Prominent logo recognition on event signage
- Special thank you in guest follow-up communication
- Listing in annual report

#### Pumpkin Patch—\$5,000 Sends 2 Kids to Camp

- Underwrite one event component\*
- 20 tickets to the event
- Logo recognition on event print materials (if confirmed by August 3, 2018)
- Logo recognition on event webpage
- Logo recognition in event emails
- Mention on Facebook calendar event
- Verbal recognition during live program
- Logo recognition on event signage
- Special thank you in guest follow-up communication
- Listing in annual report

#### Scarecrow—\$2,500 Sends 1 Kid to Camp

- Underwrite one event component\*
- 14 tickets to the event
- Listing on event print materials (if confirmed by August 3, 2018)
- Listing on event webpage
- Listing in event emails
- Mention on Facebook calendar event
- Verbal recognition during live program
- Listing on event signage
- Special thank you in guest follow-up communication
- Listing in annual report

#### Trick or Treat—\$1,000

- Transform one camper cabin into a trick or treat stop
- 10 tickets to the event
- Listing on event webpage
- Mention on Facebook calendar event
- Listing in event signage
- Special thank you in guest follow-up communication
- Listing in annual report

#### Bonfire—\$500

- 6 tickets to the event
- Listing on event webpage
- Mention on Facebook calendar event
- Listing in event signage
- Special thank you in guest follow-up communication
- Listing in annual report

#### Cauldron—\$250

- 2 tickets to the event
- Listing on event webpage
- Listing in event signage
- Mention on Facebook calendar event
- Special thank you in guest follow-up communication
- Listing in annual report

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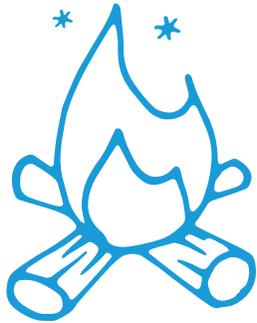
# Fall Family Fest

## Sponsor Benefits Summary

	<b>Full Moon \$10,000</b>	<b>Pumpkin Patch \$5,000</b>	<b>Scarecrow \$2,500</b>	<b>Trick or Treat Cabin \$1,000</b>	<b>Bonfire \$500</b>	<b>Cauldron \$250</b>
	<b>Presenting</b> Sends 4 Kids to Camp Tax deductible portion: \$9,700	<b>Underwriting*</b> Sends 2 Kids to Camp Tax deductible portion: \$4,700	<b>Underwriting*</b> Sends 1 Kid to Camp Tax deductible portion: \$2,290		Tax deductible portion: \$410	Tax deductible portion: \$220
Number of Event Tickets	20	20	14	10	6	2
Event Print Materials	Prominent Logo	Logo	Listing			
Event Webpage	Prominent Logo	Logo	Listing	Listing	Listing	Listing
Event Emails	Prominent Logo	Logo	Listing			
Facebook Event Title Recognition	★					
Verbal Recognition at Event	★	★	★			
Mention on Facebook Event	★	★	★	★	★	★
Event Signage	Prominent Logo	Logo	Listing	Listing	Listing	Listing
Post Event Thank You	★	★	★	★	★	★
Listing in Annual Report	★	★	★	★	★	★

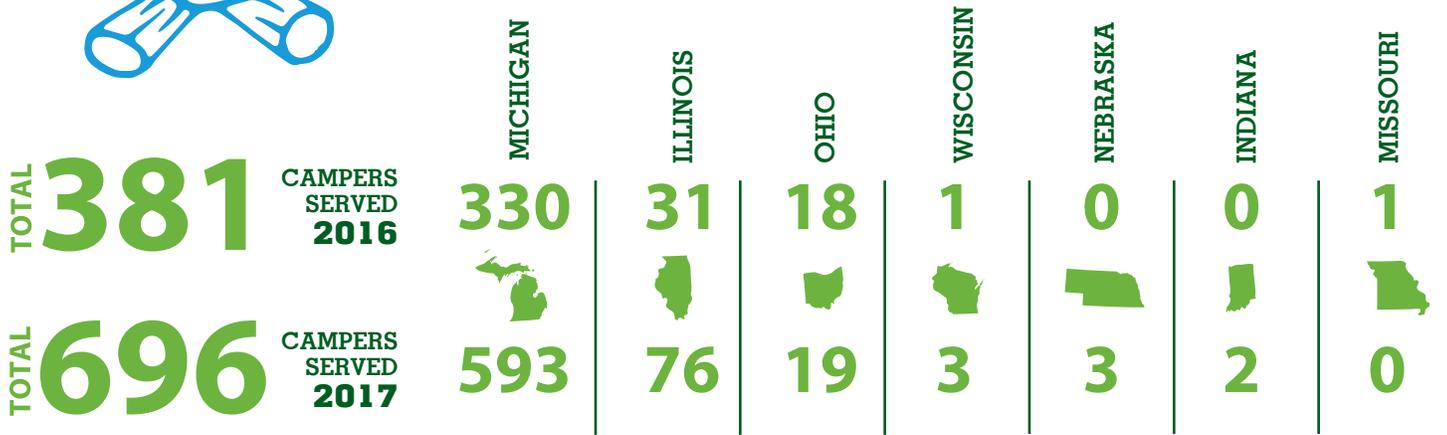
\*See Partner Commitment Form for underwriting options.

# Reach + Impact



## PROGRAM ENGAGEMENT

The need for a medically-supported camp is great. In 2017, we welcomed nearly 700 children with serious illnesses, and their families, to camp, nearly double our first season. We plan to welcome 1,500 children with serious health challenges and their family members by 2019.



## ONLINE ENGAGEMENT

Compelling photos, engaging videos, and powerful storytelling drive a growing online community.

3500+

700+

650+

## VOLUNTEER ENGAGEMENT

In our first two seasons, 829 enthusiastic volunteers from all walks of life have fueled our camp programs and events, ranging in age from 19-year-old college students to 74-year-old retirees and hailing from 12 states, plus Canada, France, and the U.K.



4000+

ACTIVE AND ENGAGED SUBSCRIBERS TO OUR MONTHLY EMAIL NEWSLETTER



	NSR	Non-Profit industry average
Email Open Rate	33.4%	18.8%
Email Click-Through Rate	23.9%	7.89%

# Reach + Impact

## PARTNER HOSPITALS



## REFERRING HOSPITALS

Advocate Children's Hospital  
 Ann & Robert H. Lurie Children's Hospital of Chicago  
 Children's Hospital of Wisconsin  
 Cincinnati Children's Hospital Medical Center  
 La Rabida Children's Hospital  
 UI Health (University of Illinois)



## ACCREDITATION



## PRIMARY HEALTH CHALLENGES

Blood Disorders  
 Congenital Heart Disease  
 Sickle Cell Disease  
 Solid Organ Transplant  
 Pain Management  
 Palliative Care  
 Neuro-oncology

## SECONDARY HEALTH CHALLENGES

Asthma  
 Arthritis  
 Cancer  
 Gastrointestinal Disorders  
 Hemophilia  
 Lymphoma



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