



70 OVER SEVENTY CENTENNIAL & AWARDS BRUNCH

Saturday, October 3, 2026
Brunch & Program | 11 AM - 2 PM

ATHENEUM SUITE HOTEL
1000 Brush St, Detroit, MI 48226

SPONSORSHIP OPPORTUNITIES

Celebrating More Than 100 Years of Impact

**CAUSE: SUPPORTING PROGRAMS THAT UPLIFT OLDER
ADULTS ACROSS METRO DETROIT**

Audience: Up to 650 business, civic,
philanthropic, and individual leaders

To secure your sponsorship, please contact:

Madonna Draughn
Executive Assistant

mtdraughn@hannan.org | 313.833.1300 x 16

www.hannan.org/70overseventy



SPONSORSHIP OPPORTUNITIES

IMPACT IS AGELESS

Why Sponsor?

- **High-Profile Visibility:** Align with one of Detroit's oldest and most respected aging-focused organizations
- **Community Investment:** Demonstrate leadership in supporting aging populations and healthy communities
- **Meaningful Engagement:** Volunteer opportunities, speaking roles, and curated recognition experiences

Legacy Sponsor

(\$25,000)

One Available

- Exclusive speaking role during program
- Premier branding across all event materials
- Custom video spotlight during program
- VIP seating for ten guests
- Recognition plaque presented during the event
- Featured full-page premium placement ad in event program
- Dedicated press release highlighting sponsorship
- Hannan-led media outreach for interviews and news coverage

Gold Sponsor

(\$12,500)

Three Available

- Premium ad placement in event program
- Logo visibility on invitations, press releases, websites, and social media
- VIP seating for ten guests
- Cocktail reception access
- Employee volunteer engagement opportunity
- Recognition in post-event slideshow
- Thank you email to attendees

Silver Sponsor

(\$10,000)

Five Available

- Full-page color ad in program book
- Logo recognition on event signage
- VIP seating for ten guests
- Cocktail reception access
- Employee volunteer engagement opportunity
- Verbal recognition during gala, on website, and event video loop.



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Bronze Sponsor

(\$7,500)

- Ten VIP gala tickets
- Full-page ad in program book
- Cocktail reception access
- Logo on event signage
- Verbal recognition during gala, on website, and event video loop.

VIP Table

(\$3,000)

- Ten premier gala tickets
- Cocktail reception access
- Logo on event signage
- Name listed in program book
- Thank you souvenir bag with goodies

Half Table

(\$2,000)

- Logo on event signage
- Five general seating gala tickets

Additional Sponsorship Opportunities

Video Advertising

(\$1,500)

- Recognition in event video loop
- Full-page color advertisement in event program book (5"x 8")
- High resolution file required by print deadline

Full-page Ad

(\$1,000)

- Full-page color advertisement in event program book (5"x 8")
- High resolution file required by print deadline

Half-page Ad

(\$500)

- Half-page color advertisement in event program book (2"x 8")
- High resolution file required by print deadline

Your Support Fuels:

- Creative Aging Programs
- Caregiver Respite Services
- Wellness and Enrichment Workshops

Let us build a future that honors the past and empowers every generation to age with dignity.

70 Over Seventy, The Next Chapter Awards is produced by Hannan Center, which operates the programs and services of the Luella Hannan Memorial Foundation and has served older adults in the Detroit metro area for over 100 years.

All sponsorships and donations are tax deductible to the fullest extent of IRS guidelines.