



Benefiting New Day, where hope begins for families fighting cancer.

Who We Are:

BSP Law believes in giving back. Meaningful ongoing contributions to our communities are a distinguishing BSP Law value and part of the firm's character since its founding. For example:

- BSP Law is proud to have a long-standing relationship with New Day Foundation for Families through support of their events
- Patrick Seyferth is a member of New Day's Advisory Board
- BSP Law is excited to partner with New Day for its 2020 Golf & Tennis Classic with all proceeds from the event going to support families affected by cancer related financial toxicity

More about New Day:

New Day Foundation for Families is a 501(c)(3) nonprofit co-founded by **Michael and Gina (Kell) Spehn**, in memory of their late spouses, **Matt Kell and Cathy Spehn**, who each lost a valiant battle with cancer. The mission of New Day is to improve treatment outcomes by alleviating the financial burden of cancer.

Through a growing network of hospitals across Michigan, New Day works with social workers and financial navigators to effectively qualify families and begin providing vital financial and emotional resources. New Day has successfully helped hundreds of patients maintain medical compliance and improve treatment outcomes.

The origins of New Day are told in Michael and Gina's ***New York Times* bestselling memoir, *The Color of Rain***, which also became a **Hallmark Original movie** in 2014.

About the Day:

After a long day in the sun playing golf and tennis our guests will gather in BCC's elegant ballroom for drinks and dinner while the program, featuring WJBK Fox 2 and WWJ NewsRadio News Anchor, **Jackie Paige**, gets underway. All 300+ guests sit on the edge of their seats in hopes of winning amazing silent auction items that were displayed throughout the day. In addition to the silent auction, the live auction hosts an array of high-end items that make for a very entertaining bidding war – all for a GREAT cause.

We need you in order to reach our goal of \$60,000 in 2020

By Donating, You Will Be...

- Making a direct impact on families fighting cancer (i.e. food/clothing, housing, medical insurance, auto expenses, utilities).
- Increasing positive outcomes and survivorship of New Day families affected by a cancer diagnosis.
- Gaining exposure to a new audience of potential customers and clients.
- In front of 130+ attorneys, Judges, executives, business owners, local celebrities, and more!

Sponsorship and Participation Opportunities

Golf & Tennis Sponsorships

Title Sponsor - \$15,000

- Pays household expenses for up to 15 families
- Golf and tennis title sponsor
- Presentation of trophies and recognition at reception
- Sponsorship signage at the golf and tennis tournament
- Logo prominently placed on all advertising materials
- Corporate brochures on display
- 2 golf foursomes
- 8 tennis players
- 8 additional tickets to reception

Platinum Sponsor - \$10,000

- Provides food & fuel assistance for 50 families
- Secondary tennis title sponsor
- Recognition at the reception
- Sponsorship signage at the golf and tennis tournament
- Logo prominently placed on all advertising materials
- 2 golf foursomes
- 4 tennis players
- 8 additional tickets to reception

Gold Sponsors - \$7,500

- Pays household expenses for up to 5 families
- Exclusive sponsor of one of the following: Afterglow Reception, Cart, or Beverage Station
- Sponsorship signage at the tournament
- Logo placed on all advertising materials
- 1 golf foursome
- 4 additional tickets to reception

Silver Sponsors - \$4,000

- Pays 3 months of bills for a single mom who lost income while caring for her sick child
- Sponsorship signage at the tournament
- Logo placed on all advertising materials
- 1 golf foursome
- 4 additional tickets to reception

Foursome - \$2,500

- Pays household expenses for a family
- 1 round of golf for 4 players
- Day includes a grilled lunch, drinks, plated dinner in the ballroom and the BSP Signature Cigar Afterglow

Hole Sponsors - \$1500

- Gives hope and help to cancer patients and their families
- Signage at sponsor hole
- 2 tickets to reception

Tennis Sponsorships

U.S. Open Sponsor - \$5,000

- Pays household expenses for up to 4 families
- 8 complimentary tennis/reception tickets
- Recognition in the dinner program
- Logo recognition on signage at tennis courts
- Logo on signage at the post golf/tennis happy hour
- Logo placed on all advertising materials

Wimbledon Sponsors - \$2,500

- Pays 2 months of bills for a single mom who lost income while caring for her sick child
- 4 complimentary tennis/reception tickets
- Exclusive refreshment stand sponsor
- Recognition in the dinner program
- Logo recognition on signage at tennis courts
- Logo placed on all advertising materials

French Open Sponsors - \$1,500

- Gives hope and help to cancer patients and their families
- 2 complimentary tennis/reception tickets
- Recognition in the dinner program
- Logo recognition on signage at tennis courts
- Logo placed on all advertising materials



Registration Form

Golf and/or Tennis Reservations

- 1
- | | |
|---|--|
| <input type="checkbox"/> Title Sponsor: \$15,000 | <input type="checkbox"/> U.S. Open Sponsor: \$5,000 |
| <input type="checkbox"/> Platinum Sponsor: \$10,000 | <input type="checkbox"/> Wimbledon Sponsor: \$2,500 |
| <input type="checkbox"/> Gold Sponsor: \$7,500 | <input type="checkbox"/> French Open Sponsor: \$1,500 |
| <input type="checkbox"/> Silver Sponsor: \$4,000 | <input type="checkbox"/> Individual Tennis Player: \$250 |
| <input type="checkbox"/> Foursome: \$2,500 | <input type="checkbox"/> Single Golfer: \$625 |
| <input type="checkbox"/> Hole Sponsor: \$1,500 | <input type="checkbox"/> Reception Ticket: \$200 |

Golfers and/or Tennis Players' names:

Reception (dinner/afterglow) Reservations

- 2
- I will/will NOT (circle one) be using my complimentary dinner reservation included with my golf/tennis reservation
- I will/will NOT (circle one) be using my complimentary **additional** dinner reservations included with my sponsorship package (Title, Platinum, Gold, Silver, or Hole packages ONLY)
- One additional reception ticket (with or without a golfer): \$200 _____ Quantity

Please list any dietary concerns:

Payment Information

- 3
- Enclosed find a check made payable to "BSP Charity Classic"

Contact Information

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Name: _____
Company Name: _____
Address: _____
Email: _____

Please mail completed form to:
BSP Law Offices ATTN: GOLF
100 W. Big Beaver, Ste. 400 Troy, MI 48084

You may also email your completed form to:
Katie Bryk, bryk@bsplaw.com, 248.822.7848