



Gail Urso, Cofounder  
Interim Executive Director

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Dear Kevin's Song Supporter,

As an organization dedicated to helping prevent the loss of lives to suicide, we are hopeful that you will join the fight against this increasingly deadly public health crisis by becoming a Sponsor of our annual "Starry, Starry Night" fundraiser. This event is expected to bring together hundreds of suicide loss survivors, community leaders, and Kevin's Song supporters. Your sponsorship will highlight your business to these attendees, and will provide critical help in Kevin's Song's mission to prevent suicide and offer hope and healing to loss survivors.

In the ten short years since Kevin's Song was founded, we have grown to become a leader in the suicide education and prevention effort in Michigan and beyond. We have accomplished so much to fight this crisis:

- Our annual Three-Day Conference on Suicide brings together over 400 local and national experts, clinicians, survivors, and others dedicated to ending suicide.
- Our annual School Summit spreads suicide awareness and prevention to educators, social workers, parents and students, from schools throughout Michigan.
- We collaborated with Detroit Public TV and The Children's Foundation in the creation and airing of a three-part series "Preventing Suicide".
- The film "We Need to Talk" was created, premiering during our School Summit and made available for free to schools throughout Michigan.
- We created a new initiative, "With One Voice", bringing together various nonprofits, hospitals, schools and businesses to effect legislative changes in suicide prevention.
- We host a Survivors of Suicide Loss Group, which meets in-person and virtually each month.
- Our founder, Gail Urso, was awarded the 2023 Loss Survivor Award from the American Association of Suicidology for her tireless efforts in suicide prevention.
- And so much more - - For more information about our organization and our work, please visit our web site at [www.kevinssong.org](http://www.kevinssong.org)

Kevin's Song is proud of what we have accomplished, but your support is vitally needed to carry on our efforts. Sponsorship levels are outlined in the attached flyer. We truly thank you for your consideration in supporting our organization and our vitally important mission of ending suicide.

Sincerely,  
Starry, Starry Night 2023 Planning Committee  
SSNFundraiser@kevinssong.org



## ***STARRY, STARRY NIGHT***

*Thursday, September 21, 2023 | Roostertail | Detroit, MI*

### **\$20,000 - North Star Sponsorship**

- All benefits of a Platinum Sponsorship, plus:
- Additional table of 10 at the *Starry, Starry Night* fundraiser

### **\$10,000 - Platinum Sponsorship**

- All benefits of a Gold Sponsorship, plus:
- Full page ad in the Event Program for the *Starry, Starry Night* fundraiser
- Business listing on *Thank you to Our Donors* page in the 2024 Kevin's Song Conference program
- 2 additional registrations at the 2024 Kevin's Song Conference (4 total registrations)

### **\$6,000 - Gold Sponsorship**

- All benefits of a Silver Sponsorship, plus:
- Half page ad in the Event Program for *Starry, Starry Night* fundraiser
- 2 registrations at the 2024 Kevin's Song Conference

### **\$3,000 - Silver Sponsorship**

- 1 table of 10 at the *Starry, Starry Night* fundraiser
- Logo on invitation (deadline for inclusion is July 7<sup>th</sup>)
- Logo on online bidding site
- Recognition on social media
- Recognition at the event of your Sponsorship level
- Picture/message in honor of a loved one in the Event Program for *Starry, Starry Night* fundraiser

### **\$815 - Memorial Sponsorship** *This sponsorship level is in honor of Kevin Urso's birthday on August 15*

- 2 tickets to the *Starry, Starry Night* fundraiser
- Picture/message in honor of a loved one in the Event Program for *Starry, Starry Night* fundraiser



## **STARRY, STARRY NIGHT**

Thursday, September 21, 2023 | Roostertail | Detroit, MI

# **SPONSORSHIP FORM**

<b>North Star Sponsor</b>	<b>\$20,000</b>
<b>Platinum Sponsor</b>	<b>\$10,000</b>
<b>Gold Sponsor</b>	<b>\$6,000</b>
<b>Silver Sponsor</b>	<b>\$3000</b>
<b>Memorial Sponsor</b>	<b>\$815</b>

Please send picture and/or memorial message to [SSNFundraiser@kevinssong.org](mailto:SSNFundraiser@kevinssong.org)

Company Name (as to appear on promotions)

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Contact Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

**Questions? Please contact Kevin's Song at**  
[SSNFundraiser@kevinssong.org](mailto:SSNFundraiser@kevinssong.org)  
Or visit [www.kevinssong.org](http://www.kevinssong.org)

**Please send check to:**  
**Kevin's Song**  
**21 Kercheval Ave., Suite #345**  
**Grosse Pointe Farms, MI 48236**

**Send Hi-Res logo to [SSNFundraiser@kevinssong.org](mailto:SSNFundraiser@kevinssong.org)**