



ASHER

LEGACY GROUP

in Full Bloom
WATERCOLORS

SPONSORSHIP PACKET

FRIDAY, SATURDAY & SUNDAY

JULY 28-30, 2023





ASHER

LEGACY GROUP

Dear Friends,

It's that time of year for us to reach out and share the Watercolors activities for 2023. The Asher Legacy Group (www.asherlegacygroup.org) is proud to make the announcement of Watercolors 6 entitled "In Full Bloom"

The Asher Legacy Group's mission is to educate, support, and transform our youth, adults, and seniors by helping them acquire the confidence, knowledge, resources, and skill sets needed to help them reach their full potential and live their best lives. Through life-enhancing programming/workshops, services, experiences, and events, Asher Legacy Group will help teach, develop, and implement practical, value-driven solutions that will translate into sustainable success and opportunity. Our main programming involves helping women and children with hair loss and working with them to rebuild their confidence and providing health and wellness activities for women over 50 who may be experiencing loss of job, divorce, and illnesses that compromise their healthcare affordability.

Watercolors 6 "In Full Bloom" is scheduled for the weekend of **July 28-30**. We invite you to visit our Watercolors www.watercolorsgroup.com to learn more about this multiculturally, diverse celebration of community partners within the city of Grand Rapids. A collective collaboration of engagement, with mutual alliances and focused, intentional community commitments. As a result, over a period of five years we've contributed over \$35,000 to local nonprofits as proof of our efforts.

This year's lineup includes the Watercolors Charity Golf Outing Event, returning for its fifth year, and will take place **Friday**, July 29 at **The Meadows** in Allendale, Michigan. Later that **Friday evening** we will kick off the Watercolors 6 weekend with our much anticipated, and back for its third year, the Jazz and More at the Circle (**Ah Nab Awen Park**) in partnership with the City of Grand Rapids. The celebration continues on **Saturday** evening at the Premier Convention Center **Devos Place** with an immersive experience on the RiverFront, a new location for the Main Event and a **Sunday** Brunch.

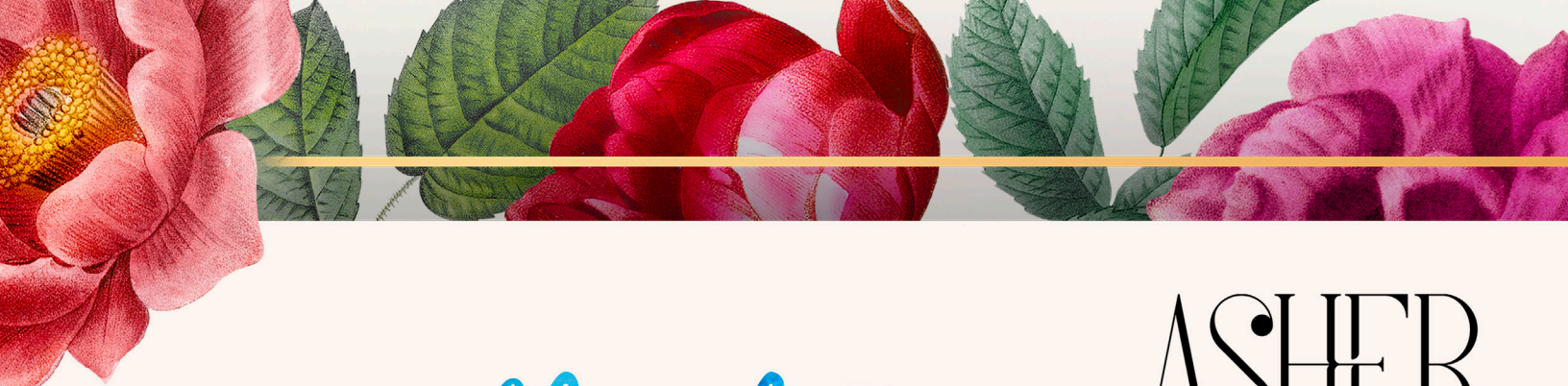
This year's theme, In Full Bloom is reminiscent of a beautiful butterfly and its metamorphosis process from an egg to adult. We are celebrating six years and we started just as an idea; and in six years we have gone through the process of forming, to storming to coming into our own and knowing exactly where we belong. Beyond the music, the dance, and the parade of fashions, Asher Legacy Group transforms lives. Our philanthropic thrust comes in a variety of vehicles and we could not do this without our wonderful sponsors and we thank you in advance.

It is time to light up Grand Rapids! Please join us by being a part of this amazing experience.

Sincerely,

Renee Johnson
President & Founder Asher Legacy Group





ASHER
LEGACY GROUP

in Full Bloom
WATERCOLORS



A FUNDRAISING WEEKEND OF EVENTS

SAVE THE DATE

6



FRIDAY JULY 28TH, 2023

GOLF OUTING
JAZZ & MORE EVENT *(evening)*

SATURDAY JULY 29TH, 2023

THE MAIN EVENT *(evening)*

SUNDAY JULY 30TH, 2023

ROOFTOP BRUNCH





WATERCOLORS 6: GOLF OUTING

FRIDAY, JULY 28, 2023

TITLE SPONSOR \$5000

Company's logo on all our golfing materials and 4 golfers play for free.

LUNCH SPONSOR \$2,500

Company's logo will sit atop the table where lunch is served and 2 golfers play for free.

PREMIUM HOLE SPONSOR \$750

Printed signage placed near tee box, and 2 golfers play for free.

HOLE SPONSOR \$500

Printed signage placed near tee box.

Contact Name: _____ Title: _____

Organization (as it should be recognized): _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Cell Phone: _____

Email Address: _____

Alt. Contact Person: _____ Phone: _____

PAYMENT INFORMATION

Amount \$ _____

- Check (payable to ASHER LEGACY GROUP)
- Credit Card (American Express, Mastercard or Visa)

Name as it appears on card: _____

Card No. : _____ Expiration Date: _____ CVV: _____

Billing Address: _____

Signature: _____



WATERCOLORS 6: JAZZ & MORE @ THE CIRCLE SPONSORSHIP

FRIDAY, JULY 28, 2023

PLATINUM LEVEL - FOR THE PEOPLE \$15,000

Company name recognition as Headline Sponsor. Your Company's logo will be displayed on all Watercolors promotional material, including a banner. 1 Vendor booth and VIP seating (10 tickets) will be available at the event. You will have an opportunity to speak at the podium and welcome guests (5 minutes).

GOLD LEVEL - FOR THE CULTURE \$7,500

Your Company's logo will be displayed on all promotional material 1 Vendor booth and VIP (6 tickets) seating will be available at the event. You will have an opportunity to speak at the podium (2 minutes).

SILVER LEVEL - FOR LEGACY \$5000

Your Company's logo will be displayed on all promotional material. 1 Vendor booths and VIP seating (4 tickets) will be available at the event, with name recognition at the podium.

BRONZE LEVEL - FOR REFLECTION \$2,500

Your Company's logo will be displayed on all promotional material Name recognition at the podium, and VIP seating (2 tickets).

Contact Name: _____ Title: _____

Organization (as it should be recognized): _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Cell Phone: _____

Email Address: _____

Alt. Contact Person: _____ Phone: _____

PAYMENT INFORMATION

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Signature: _____



WATERCOLORS 6: THE MAIN EVENT

SATURDAY, JULY 29, 2023

PREMIER LEVEL \$10,000

Allotted time to speak at the main Program (5 minutes), Pre event recognition (featured in Social Media Marketing &TV), Podium recognition, Name on Banner, and 1 VIP table for the Main Event.

FIREWORK DISPLAY \$7500

1 VIP Table. Announcement of fireworks at dusk, (pre-event recognition social media & TV) promotion and name on banner.

SIGNATURE LEVEL \$5,000

Pre-event recognition, (featured in Social Media Marketing & TV), Podium, name on Banner and 6 VIP Tickets for the Main Event.

PORTRAIT LEVEL \$2,500

Company recognition at Podium, Company name on Banner and 4 VIP tickets for the Main Event.

Contact Name: _____ Title: _____

Organization (as it should be recognized): _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Cell Phone: _____

Email Address: _____

Alt. Contact Person: _____ Phone: _____

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