



Wednesday, September 8, 2021

The Reserve  
325 S Eton St  
Birmingham, Michigan 48009

*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 2021 An Evening for a New Day event 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, a nonprofit **leader in the cancer support community**, is dedicated to creating a world where no family faces the financial and emotional burden of cancer alone. **Cancer is a health crisis followed by a financial crisis.** Like first responders, New Day works swiftly with families hit hardest by a cancer diagnosis providing comprehensive non-medical resources – financial assistance, mental health counseling, grocery assistance, auto and home repairs, and credit recovery. In partnership with Michigan hospitals/cancer centers, who apply for assistance on behalf of patient's, New Day customizes a **financial treatment plan** to help families find stability in crisis, live without unnecessary stress, and **stay focused on what matters most... treatment and healing.**

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 Event:

Our guests will gather at The Reserve for drinks and hors d'oeuvres and hear a brief message about New Day while gathering with friends. Guests will have the opportunity to bid on amazing silent auction items. In addition, guests can partake in the wine pull that hosts an array of wines that make for a very exciting drawing – all for a GREAT cause.

**We need you in order to reach our goal of \$40,000 in 2021**

### 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 100+ attorneys, Judges, executives, business owners, local celebrities, and more!

## Sponsorship and Participation Opportunities

### Title Sponsor – \$10,000 (One Available)

- Pays household expenses for up to 15 families
- 10 tickets to the event
- Title sponsor
- Presentation of awards during program
- Recognition at reception
- Prominent logo placement on on-site signage
- Logo prominently placed on all advertising materials
- Social media and website recognition
- Branded giveaway
- Corporate brochures on display

### Platinum Sponsor – \$7,500 (Two Available)

- Pays household expenses for up to 10 families
- 8 tickets to the event
- Exclusive sponsor of one of the following:
  - Venue Tent
  - Valet Parking
- Recognition at the reception
- Prominent logo placement on on-site signage
- Logo prominently placed on all advertising materials
- Social media and website recognition
- Branded giveaway

### Gold Sponsor – \$5,000 (Five Available)

- Provides food & fuel assistance for 50 families
- 6 tickets to the event
- Exclusive sponsor of one of the following:
  - Primary Bar
  - ~~□ Attendee Nametags~~
  - Cigar Selection Station
  - ~~□ Acoustic Trio Entertainment~~
  - Bourbon Bar
- Recognition at the reception
- Prominent logo placement on on-site signage
- Logo prominently placed on all advertising materials
- Social media and website recognition

### Silver Sponsor – \$2,500

- Pays household expenses for up to 5 families
- 4 tickets to the event
- Prominent logo placement on on-site signage
- Logo placed on all advertising materials
- Social media and website recognition

### Bronze Sponsor – \$1,000

- Pays 3 months of bills for a single mom who lost income while caring for her sick child
- 2 tickets to the event
- Logo placed on all advertising materials
- Social media and website recognition

### Individual Ticket – \$300

# Registration Form

## Reservations

1

- Title Sponsor: \$10,000
- Platinum Sponsor: \$7,500
- Gold Sponsor: \$5,000
- Silver Sponsor: \$2,500
- Bronze Sponsor: \$1,000
- Individual Ticket: \$300

***Names of Attendees:***

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## Ticket Reservations

- I will/will NOT (circle one) be using my complimentary tickets included with my sponsorship
- One additional event ticket: \$300 \_\_\_\_\_ Quantity

2

***Names of Attendees:***

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3

## Payment Information

- Enclosed find a check made payable to "BSP Law Charitable Foundation"

## Contact Information

4

Name: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Email: \_\_\_\_\_

**Please mail completed form to:**  
BSP Law Offices ATTN: Katie Bryk  
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