



---

**Yatooma's Foundation For The Kids**

**Fifth Annual Champions For The  
Kids VIP Dinner/Auction & Golf  
Tournament**

Sunday, June 6, 2010 at The Townsend Hotel  
Monday, June 7, 2010 at Oakland Hills Country Club

**Sponsorship Proposal**  
Presented to:  
**National City**

## Table of Contents

---

Sponsorship Overview	p.3
Yatooma's Foundation For The Kids Overview	p.4
Fifth Annual Champions Event Overview	p.5
Sponsorships: The Fastest Growing Marketing Medium	p.6
Demographics	p.7
Media Exposure	p.8
Platinum Sponsorship Package	p.9
Sponsorship Summary	p.10
Sponsorship Commitment Form	p.11

**“Losing a parent is one of the most devastating and heartbreaking experiences that a child can endure. Because I lost my father to a tragic murder and because 1 in every 20 children in the U.S. will lose a parent before they graduate high school, I invite National City to partner with me for Yatooma’s Foundation For The Kids and its Fifth Annual Champions For The Kids VIP Dinner/Auction & Golf Tournament to support families of kids who have lost a parent.”**



**Norman A. Yatooma, Founder & President, and family pictured above with a beneficiary family at a Foundation bowling party held in August 2009**

Yatooma’s Foundation For The Kids invites National City to become a Platinum Sponsor of our Fifth Annual Champions For The Kids VIP Dinner/Auction & Golf Tournament on Sunday, June 6, 2010 at The Townsend Hotel and Monday, June 7, 2010 at Oakland Hills Country Club.

**Highlights of our VIP Dinner/Auction** include a reception filled with conviviality, celebrity sightings, fabulous silent/super silent auctions, cocktails and music by Simone Vitale. Dinner, dancing and a brief program featuring a video and presentation of awards follow – a most inspirational and moving part of the evening. Paul W. Smith, morning host on News/Talk WJR 760, will serve as Master of Ceremonies. Our live auction is then held featuring fabulous one-of-a-kind items. Music, merriment and dancing continue til midnight.

**Highlights of our Golf Tournament** include breakfast with News/Talk 760 WJR during their onsite broadcast from Oakland Hills Country Club. At registration golfers receive a fantastic welcome gift. Golfers then enjoy some practice at the driving range, participation in our putting contest, round of 18 and lunch followed by cocktails on the veranda and a strolling dinner. Simone Vitale provides music for the afternoon, and chair massages are available throughout the day. Our awards ceremony features Paul W. Smith as Master of Ceremonies, trophy presentations to our First, Second and Third Place winners of both South and North courses and prizes will be awarded to winners of our many other contests.

This spectacular two-day event that brings together sponsors, supporters, community leaders, local/national celebrities, volunteers and friends of the Foundation in a fun, feel-good atmosphere **provides an exceptional sponsorship environment** conducive to helping companies promote and sell their products and services. An outstanding benefit package is described on page nine of this proposal. **At Yatooma’s Foundation For The Kids, we are confident that these benefits provide National City with a valuable return on investment as a Platinum Sponsor of our Fifth Annual Champions event.**

### OUR MISSION

The mission of Yatooma's Foundation For The Kids is to bring tenderness to tragedy and turn tragedy into triumph for the families of kids who have lost a parent by providing practical, professional and personal assistance at each stage of the grieving and recovery process.

### OUR HISTORY

Yatooma's Foundation For The Kids is a non-profit organization founded on Father's Day in 2003 by Norman A. Yatooma in memory of his father, Manuel S. Yatooma, who was tragically murdered on March 11, 1993. Inspired by the tremendous hardship that Norman and his family endured as a result of their loss, this Foundation has been created to help bring emotional, educational and financial stability to the lives of this special group of kids and families.

### WHAT WE DO

Yatooma's Foundation For The Kids helps families of kids who have lost a parent through programs that include grief counseling; needs-based financial assistance that provides help with food, utilities, rent/mortgage payments, transportation and other basic needs; mentorship; educational summer camp experiences for kids; tuition assistance and job placement; family togetherness experiences and much more.



Each family's situation is considered and a customized plan for support is developed to ensure that the most vital services are offered to help bring emotional, educational and financial stability to the family.

### NEED FOR OUR PROGRAMS AND SERVICES

**Nationally, the U.S. Census Bureau estimates that 1 in 20 children will experience the death of a parent by the time they graduate from high school.** The death of a parent oftentimes leaves children emotionally devastated and forces them to prematurely assume the burden of adult responsibility. The surviving parent also endures significant emotional stress and is typically left without key resources necessary for raising the surviving children in a stable home.

Your sponsorship support will enable the life-changing work of Yatooma's Foundation For The Kids to continue bringing emotional, financial, social, educational and employment stability to these kids and their families. **Your support will literally help rebuild the lives of families of kids who have suffered the devastating loss of a parent.**

### TO LEARN MORE

Phone 888.987.KIDS or visit [www.forthekidsfoundation.org](http://www.forthekidsfoundation.org) to learn more about Yatooma's Foundation For The Kids and how you can become more involved in our efforts to help kids who have lost a parent.

## Fifth Annual Champions Event Overview

---

Event: Fifth Annual Champions For The Kids VIP Dinner/Auction & Golf Tournament  
Benefiting: Yatooma's Foundation For The Kids

Dates: Sunday, June 6, 2010 at The Townsend Hotel  
Monday, June 7, 2010 at Oakland Hills Country Club

Dinner Tables/Tickets: Benefactor table with preferred seating for ten: \$3,500  
Patron table with seating for ten: \$2,500  
Patron tickets: \$250 each

Golf Foursomes/  
Individual Golfer Spots: South Course: \$7,000 / \$1,750  
North Course: \$3,500 / \$875

Attendance: Dinner: Sell-out of 350 guests  
Golf: Sell-out of 36 foursomes on South and North Courses

Locations: Dinner: The Townsend Hotel, Birmingham, MI ([www.townsendhotel.com](http://www.townsendhotel.com))  
Golf: Oakland Hills Country Club, Bloomfield Hills, MI ([www.oaklandhillsc.com](http://www.oaklandhillsc.com))

Dinner Highlights: Cocktail reception, silent /super silent/live auctions, dinner, brief program featuring video and awards ceremony, music by Simone Vitale and dancing til midnight

*Photo to the right: Norman Yatooma, Mrs. Joanne Lindsay and Mr. Ted Lindsay, NHL Hall of Famer, at The Townsend Hotel for 4<sup>th</sup> Annual Champions event in June 2009.*



Golf Highlights: Breakfast with WJR during onsite broadcast, registration w/welcome gift, practice at driving range, putting contest, round of 18 featuring closest-to-the-pin/longest drive contests, lunch, cocktails, strolling dinner and brief program/awards ceremony

*Photo to the right: Mr. Tom Carroll, Vice President, CBS Outdoor, and Paul W. Smith, morning host on WJR, having fun at Oakland Hills Country Club at 4<sup>th</sup> Annual Champions event in June 2009.*



### Celebrities Expected

In Attendance: **Mr. George Blaha**, Voice of the Detroit Pistons; **Mr. Lomas Brown**, Former Detroit Lion; **Mr. Luther Elliss**, Former Detroit Lion; **Mr. James P. Hoffa**, General President, International Brotherhood of Teamsters; **Mr. Tom Izzo**, Head Coach, MSU Mens Basketball Team; **Mr. Ted Lindsay**, NFL Hall of Famer

# Sponsorships: The Fastest Growing Marketing Medium

---

## Why Sponsorships?

Changes in the economy, demographic shifts and the fragmentation of media have all contributed to sponsorship's growth. Some of the largest factors behind sponsorship's rise include:

- **Decreasing efficiency of measured media:** Costs for traditional advertising continue to increase while ratings and readership decline. On top of that is an even more basic problem: Consumers are not paying attention to ads. Sponsorship, on the other hand, provides opportunities for embedded advertising, a fail-safe delivery system where messages are incorporated right into the action.
- **Changing social priorities:** As issues such as poverty and homelessness loom larger, there is a growing realization that the needs of society and the interests of business overlap. Buyers are demanding to know where a company stands before they purchase its products. Making the world a more livable place is prerequisite to achieving consumer affinity. Sponsorship, which allies companies with community responsibility and improved quality of life, is precisely the kind of statement consumers will respond to. When a company sponsors, it is providing something for its customers – not making a media conglomerate richer, but, for instance, it is helping families of kids who have lost a parent avoid poverty and homelessness.
- **Shifting personal values:** Conspicuous consumption has been replaced by cashing out. Shopping for shopping's sake has become déclassé. Tapping into today's consumers' elusive will to spend requires tuning the buying experience into something larger than just acquisition. Sponsorship provides companies this opportunity. It says to the potential client: "Buy this product/service not to indulge yourself but to help make the world a better place."
- **Increasing need for two-way communication:** In response to fragmentation of the mass market and mass media, companies are looking for alternative methods to communicate sales messages. The idea is to find delivery systems that allow companies to deepen their relationships with clients.
- **High consumer acceptance:** While traditional media is less effective than ever, much of the new media alienates consumers. For example, 75 percent of Americans view phone solicitation as an invasion of privacy. And, 69 percent of consumers who buy or rent movies on video are annoyed by advertising before the film according to a Gallup survey conducted for Advertising Age. On the other hand, public response to sponsorship has been overwhelmingly positive. Sponsorship is viewed favorably because it is seen as a form of marketing that gives something back – something that benefits someone else in addition to the marketer.

## Marketing, PR, Sales and Media Benefits Available Through Your Sponsorship

Following is a menu of specific marketing, PR and sales benefits that are available to National City through sponsorship of our Fifth Annual Champions event:

- |  |                          |
|--|--------------------------|
| ❖ Direct Marketing                       | ❖ Public Relations       |
| ❖ Advertising                            | ❖ Event Participation    |
| ❖ Media Coverage                         | ❖ Hospitality            |
| ❖ Product/Service Sampling and Promotion | ❖ Experiential Marketing |

Specific details and tactics used to accomplish marketing and sales objectives through the above marketing mediums are described in the Platinum Sponsorship benefit package on page nine of this proposal.

**A robust marketing and sales strategy has many components – from building name recognition and brand loyalty to reaching new clients and selling your products and services – and your sponsorship of our Fifth Annual Champions event will provide for a strong partnership in achieving these results.**

*Sponsorship information and statistics noted above acquired from IEG: The Worldwide Authority on Sponsorship.*

Through this sponsorship, National City will receive marketing benefits that help the company capture the attention of a very attractive group of event attendees and millions more people throughout Michigan via comprehensive marketing efforts and extraordinary media exposure garnered for this event.

## ATTENDEE DEMOGRAPHICS

### VIP Dinner/Auction

A sold-out crowd of 350 guests is expected for our VIP Dinner/Auction at The Townsend Hotel. Your corporate logo/name on printed materials distributed prior to and at the event, signage, verbal recognition and on-site interactive marketing opportunities are a few high-impact ways you will be garnering the attention of these attendees. Following are estimated demographics based on past attendees of our VIP Dinner/Auction:

Number of Attendees/2009:	Sold-out crowd of 350 guests
Number of Attendees/2008:	Sold-out crowd of 350 guests
Percentage of women:	60%
Percentage of men:	40%
Geographic Region:	95% from the Metropolitan Detroit area
Age Range:	35-50% between ages of 20-50
Average age:	40
Education:	90% have college degree or higher
Household Income:	90% with HHI of \$100,000+
Repeat Attendees:	70% likely to attend in following year



### Golf Tournament

A sold-out tournament of 288 golfers is expected for our Golf Tournament at Oakland Hills Country Club. Your corporate logo/name on printed materials distributed prior to and at the event, signage, verbal recognition and on-site interactive marketing opportunities are a few high-impact ways you will be garnering the attention of these attendees. Following are estimated demographics based on past attendees of our Golf Tournament:

Approximate Number of Attendees/2009:	220*
Approximate Number of Attendees/2008:	275*
Percentage of women:	20%
Percentage of men:	80%
Geographic Region:	95% from the Metropolitan Detroit area
Age Range:	60-70% between ages of 30-50
Average age:	45
Education:	90% have college degree or higher
Household Income:	95% with HHI of \$100,000+
Repeat Visitors:	60% likely to return in following year



*\*Includes golfers and strolling dinner attendees.*

## OTHER DEMOGRAPHICS FOR KEY GROUPS REACHED

Through the recognition/marketing/media benefits received through sponsorship, National City can market and sell to desirable audiences that include:

- ❖ 10,000+ supporters/friends of the Foundation via mailings for our save-the-date card and invitation
- ❖ 5,000+ supporters/friends of the Foundation via e-newsletters promoting the event
- ❖ Millions of people throughout Metropolitan Detroit and the State of Michigan through media coverage/public service announcements on News/Talk 760 WJR, Comcast, WWJ Newsradio 950, WXYZ Channel 7, WDIV Channel 4, Fox 2 News and many others (see page 8 for full listing of expected/confirmed media coverage)

Sponsorship of this event provides companies with the opportunity to **reach millions of people** throughout Michigan through extraordinary media exposure garnered from the event.

### **MEDIA EXPOSURE: FOURTH ANNUAL CHAMPIONS FOR THE KIDS EVENT IN JUNE 2009**

Following please find coverage garnered for our Champions event in 2009 along with notations on coverage we are working to secure for 2010:

#### **Television Coverage:**

- **Comcast Spotlight:** Public Service Announcement aired March – June 2009 promoting Champions event. This coverage has been confirmed for 2010 and may be aired earlier than March 2010.
- **WXYZ Channel 7:** Interview on morning show on Sunday, May 31, 2009 with Norman Yatooma and Andrea Thompson, beneficiary mother, discussing how Yatooma’s Foundation For The Kids has helped The Thompson Family and promotion of Champions event. Similar coverage likely to be confirmed for 2010.
- **WDIV Channel 4:** Coverage for 2010 will be sought and likely confirmed for 2010.
- **Fox 2 News:** Coverage for 2010 will be sought and likely confirmed for 2010.

#### **Radio Coverage:**

- **News/Talk 760 WJR:** Public Service Announcement (PSA) aired January – June 2009 promoting Champions event; approximately 200 aired. PSAs aired include those recorded by George Blaha; L. Brooks Patterson and Robert Ficano (recorded together); Jeff Feltrin, Vice President, Prototype Systems, Title Sponsor; and Norman Yatooma, Founder/President. In addition, interviews in the weeks/months leading up to the event were aired on The Paul W. Smith Show and The Frank Beckmann Show featuring Jeff Feltrin and Norman Yatooma. This coverage has been confirmed for 2010.
- **WWJ Newsradio 950:** PSA aired January – June 2009 promoting Champions event; approximately 200 aired. Similar coverage likely to be confirmed for 2010.
- **WMUZ Christian Radio:** Several interviews with Norman Yatooma aired in the months leading up to the event. Similar coverage likely to be confirmed for 2010.

#### **Print Coverage:**

- **Ambassador Magazine:** Champions post-event coverage featuring event photos in fourth-quarter 2009 edition (this coverage not published as of the time of submittal of this proposal).
- **C&G Newspapers:** Editorial/event listings covering event published in eighteen community papers including Birmingham-Bloomfield Eagle, Sterling Heights Sentry and Warren Weekly; total circulation of over 600,000
- **Crain’s Detroit Business “Givers and Shakers”:** Post-event coverage provided on June 11, 2009 featuring an editorial and 14-page photo spread.
- **Detroit Free Press:** Champions post-event article on June 9, 2009 featuring Tom Izzo’s involvement and support.
- **HOUR Magazine:** Event listing in HOUR TOWN in May 2009 printed edition and post-event photos in June 7, 2009 HOUR PARTY PICTURES online edition.
- **MOTION Magazine, A Detroit Legal News publication:** Post-event photos featured in Summer 2009 edition.
- **The Oakland Press:** Article published on May 28, 2009 featuring Oakland County businesses supporting the event. In addition, we received post-event coverage on June 9, 2009 featuring photo of Martin J. “Hoot” McNerney and Norman Yatooma with accompanying article.
- **Observer & Eccentric:** Event promotion in May 24, 2009 edition.

*Similar coverage likely to be confirmed for 2010 for all print coverage noted above.*



## Platinum Sponsorship

National City will receive the following benefits as a Platinum Sponsor:

### Marketing and Public Relations Benefits

- Recognition as Platinum Sponsor of Fifth Annual Champions For The Kids VIP Dinner/Auction & Golf Tournament via all marketing mediums and press release(s)
- Prime placement of corporate logo/name on event materials including save-the-date card, invitation and commemorative program
- Prime placement of corporate logo/name on signage at VIP Dinner/Auction and Golf Tournament
- Recognition by Paul W. Smith, morning host on News/Talk WJR 760 and Master of Ceremonies, at VIP Dinner/Auction and Golf Tournament
- Recognition in Foundation's monthly e-newsletter(s)
- Full-page ad in commemorative program book
- Recognition in 2010 Annual Report
- Website recognition/link on Foundation website ([www.forthekidsfoundation.org](http://www.forthekidsfoundation.org))
- Website recognition/link on News/Talk 760 WJR website ([www.wjr.com](http://www.wjr.com))



### Event Participation and Hospitality Benefits

- One benefactor table with preferred seating (10 seats) at our VIP Dinner/Auction
- Luxury overnight accommodations at The Townsend Hotel for one couple/individual
- Four South Course foursomes at our Golf Tournament
- Two reserved breakfast tables with preferred seating for our Golf Tournament

### Media Benefits

- National City mention during The Paul W. Smith Show and The Frank Beckmann Show leading up to the event
- Mention in pre-event and post-event press release
- Special preference for media opportunities including potential TV/radio interviews prior to and/or at event
- Special preference for print media opportunities in outlets that may include but are not limited to The Detroit News; The Detroit Free Press; Oakland Press; C & G Newspapers including the Birmingham/Bloomfield Eagle; Daily Tribune; HOUR Detroit Magazine; Ambassador Magazine; and Crain's Detroit Business

### Post-Event Sponsorship Report

National City will receive a post-analysis report on its sponsorship providing a detailed summary of event highlights and sponsorship outcomes.

**PLATINUM SPONSORSHIP INVESTMENT: \$50,000**

**NUMBER AVAILABLE: FIVE**

**MULTI-YEAR DISCOUNTS: \$45,000/2 or \$40,000/3**

*Please note that many Platinum Sponsorship benefits are subject to various deadlines, which can be discussed in greater detail by contacting Jennifer Viano, Executive Director, at 888.987.KIDS or [viano@forthekidsfoundation.org](mailto:viano@forthekidsfoundation.org). Your commitment by November 1, 2009 is encouraged to ensure maximization of all Platinum Sponsorship benefits.*

## Sponsorship Summary

---

In an effort to collaborate with National City in a mutually beneficial partnership that will benefit our respective organizations, we invite you to join us as a Platinum Sponsor of our Fifth Annual Champions For The Kids VIP Dinner/Auction & Golf Tournament.

We look forward to having your support and know that your sponsorship of this event will prove to be a rewarding experience giving you the opportunity to achieve marketing/sales/PR objectives that will result in a positive return on your investment.

Your sponsorship support will enable the life-changing work of Yatooma's Foundation For The Kids to continue bringing emotional, financial, social, educational and employment stability to these kids and their families. Your support will literally help rebuild the lives of families of kids who have suffered the devastating loss of a parent.

**The following page of this proposal is a Sponsorship Commitment Form to complete and send back to Yatooma's Foundation For The Kids with your commitment and sponsorship fee.**

We also welcome the opportunity to discuss this sponsorship in greater detail. Please contact Jennifer A. Viano, Executive Director, at 888.987.KIDS or via email at [viano@forthekidsfoundation.org](mailto:viano@forthekidsfoundation.org) for personal assistance.

Thank you in advance for the opportunity to collaborate with you. Together, through this sponsorship, we have the opportunity to advance our respective missions bringing added prosperity and quality of life to those we serve.



## Fifth Annual Champions For The Kids VIP Dinner/Auction & Golf Tournament Sponsorship Commitment Form

---

\_\_\_\_ Yes! National City will become a Platinum Sponsor of Yatooma's Foundation For The Kids' Fifth Annual Champions For The Kids VIP Dinner/Auction & Golf Tournament.

### PAYMENT INFORMATION

\_\_\_\_ Enclosed please find a check made payable to Yatooma's Foundation For The Kids for the Platinum Sponsorship fee of \$50,000.

\_\_\_\_ Because our commitment is being provided by November 1, 2009 enclosed please find a check in the amount of \$45,000 reflecting a 10% discount.

\_\_\_\_ Please contact me to discuss making a multi-year commitment, payment arrangements and/or other details.

Upon receipt of this form/payment, we will be in touch to fulfill all of the valuable benefits you will receive through your participation in and support of our Fifth Annual Champions event.

### YOUR CONTACT INFORMATION:

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

Company Name: \_\_\_\_\_

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

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

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

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

---

**Please submit this form via mail to:**

Yatooma's Foundation For The Kids  
219 Elm Street, Birmingham, MI 48009

Please submit this form via fax to 248.642.3601 or via email to [viano@forthekidsfoundation.org](mailto:viano@forthekidsfoundation.org).

Phone us at 888.987.KIDS for assistance anytime.

**Thank you very much for your support!**