

AN EVENING IN BLOOM

WITH J SCHWANKE



2025 SPONSORSHIP OPPORTUNITIES

THURSDAY, JUNE 12, 2025
5:15PM TO 8:30PM

L. WILLIAM SEIDMAN CENTER

50 Front Ave SW, Grand Rapids, MI 49504

WGVU
Public Media

A SERVICE OF GRAND VALLEY STATE UNIVERSITY





JUNE 12, 2025
5:15 pm - 8:30 pm

SEIDMAN CENTER
50 Front Ave SW,
Grand Rapids,
MI 49504

TICKETS
\$125 per person

REGISTRATION
wgvu.org/eveninginbloom

J Schwanke's
Life In
Bloom[™]

AN EVENING IN BLOOM

ABOUT THE EVENT:

Join WGVU Public Media on Thursday, June 12, 2025, for an enchanting evening featuring J Schwanke, host of **J Schwanke's Life in Bloom**. Held at the Seidman Center in downtown Grand Rapids, this exclusive event will include live flower craft demonstrations, interactive flower projects, delicious refreshments, and signed copies of J's book, **Fun With Flowers**.

Funds raised from this event provide critical support to WGVU Public Media, the region's primary source for world class and dynamic children's education programming, and vital community engagement.

Target Audience:
Flower Enthusiasts

SPONSORSHIP OPPORTUNITIES



AN EVENING IN BLOOM WITH J SCHWANKE PRESENTING SPONSOR \$10,000 (x1)

Marketing & Event Benefits – Advance Promotion, with Recognition as Title Sponsor Includes:

- TV promotional messages on WGUV PBS
- Radio promotional messages on WGUV NPR
- Logo with link on WGUV's An Evening in Bloom with J Schwanke webpage
- Mention in WGUV e-newsletters and e-blasts (to 50,000+ subscribers)
- Mention in posts on WGUV's social media platforms
- Opportunity for interview on WGUV NPR's **The Shelley Irwin Show**
- Any additional promotion, including advertising outside of WGUV
- Recognition from stage by J during the event
- Opportunity to address attendees during the event's opening remarks
- Six (6) complimentary event reservations, including signed copies of **Fun With Flowers**

AN EVENING IN BLOOM WITH J SCHWANKE FLOWER POWER SPONSOR \$1,000 (x20)

Marketing & Event Benefits – Advance Promotion, with Recognition as Entertainment Sponsor Includes:

- Logo with link on WGUV's An Evening in Bloom with J Schwanke webpage
- Mention in WGUV e-newsletters and e-blasts (to 50,000+ subscribers)
- WGUV social media platforms
- Recognition as a Supporting Sponsor in event materials, including: In-person recognition at the event
- Mention in five (5) posts on WGUV's social media platforms and mention in all email communications
- Logo placement on the event website
- Two (2) complimentary event reservations, including signed copies of **Fun With Flowers**

AN EVENING IN BLOOM WITH J SCHWANKE FOOD & BEVERAGE SPONSOR \$2,500 (x1)

Marketing & Event Benefits – Advance Promotion, with Recognition as F & E Sponsor Includes:

- TV promotional messages on WGUV PBS
- Radio promotional messages on WGUV NPR
- Logo with link on WGUV's An Evening in Bloom with J Schwanke webpage
- Mention in WGUV e-newsletters and e-blasts (to 50,000+ subscribers)
- Mention in posts on WGUV's social media platforms
- Placement of logo on all advertising materials/media promotions for event, including logo on signage for refreshments.
- Four (4) complimentary event reservations, including signed copies of **Fun With Flowers**

AN EVENING IN BLOOM WITH J SCHWANKE COMMUNITY PARTNER SPONSOR \$500 (Unlimited)

Marketing & Event Benefits – Advance Promotion, with Recognition as Mascot Sponsor Includes:

- TV promotional messages on WGUV PBS
- Radio promotional messages on WGUV NPR
- Logo with link on WGUV's An Evening in Bloom with J Schwanke webpage
- Mention in WGUV e-newsletters and e-blasts (to 50,000+ subscribers)
- One (1) complimentary event reservation, including signed copy of **Fun With Flowers**

SPONSORSHIP FORM

Presenting Sponsor - \$10,000

Food & Beverage Sponsor - \$2,500

Flower Power Sponsor - \$1,000

Community Partner Sponsor - \$500

We are not able to sponsor the WGUV **An Evening In Bloom with J Schwanke**, but would like to make a fully tax-deductible contribution of \$_____ to WGUV.

Your sponsorship supports WGUV Public Media's commitment to education, storytelling, and community engagement. Proceeds from this event help fund programs that connect, inspire, and empower individuals across West Michigan.

PLEASE MAKE CHECK OUT TO:

WGUV Public Media
P.O. Box 1668
Grand Rapids, MI 49501

For more info or to get involved, please contact:

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Please print desired name as you would like it to appear on all printed materials.

Company Name

Contact Person

Title

Street Address

City, State, Zip

Phone Number

Email Address

Total Sponsorship \$

I have read the terms of the sponsorship proposal and agree to them in full.

Company Representative

Date