



Eaton Community Health (ECH)

PO Box 307, Charlotte, MI 48813 ▶ (517) 652-3228 Kalli@ech-eaton.org
<https://ech-eaton.org>



Sponsorship Opportunity: **Upstream with a Paddle**

Collaborating for Thriving Communities in Eaton County

Crandell Park / Crandell Lake

Friday, August 8, 2025

5:00 PM – 8:00 PM

Eaton Community Health (ECH) invites you to sponsor our **Upstream with a Paddle** benefit event, which will be held on **Friday, August 8, 2025** at Crandell Lake.

Music, food, and a sparkling lake will welcome everyone to the 3rd annual Upstream With a Paddle event. Attendees may relax and watch, or choose to participate in a wide variety of family-friendly activities, from kayak relay races to shoreline games or lakeside demonstrations. There will be swim tips for youth, water safety demonstrations, and shoreline fun.



ECH works with residents and organizations throughout Eaton County. Together, we create greater health and vitality where people live, work, and play. Guided by the Seven Vital Conditions for health and well-being, we co-create sustainable programs in neighborhoods and communities so individuals and families may thrive.

Your support of this year's Upstream with a Paddle will help us to continue supporting resident-led neighborhood improvement + easier access to human services + greater access to affordable, healthy food.

Please contact us with any questions you have. Thank you for your support.

Sincerely,

Kalli Dempsey, Executive Director



Eaton Community Health (ECH) is a 501(c)(3) nonprofit organization founded in 2016, located in Charlotte, MI and focused on collaboration to create thriving communities in Eaton County.

2025 Upstream with a Paddle Sponsorship Levels:

SKIPPER Level \$5,000	STARBOARD Level \$2,000	HULL Level \$750	KNOTS Level \$250
Category Exclusivity	Up to 3 sponsors	Up to 5 sponsors	Up to 6 sponsors
Opportunity for your representatives to address attendees with microphone at event			
Free entry for up to 6 people to represent you during the event. Photos taken of your team and with featured guests. Photos provided after event.	Free entry for up to 4 people to represent you during the event. Photo taken of your team with photos provided after event.	Free entry for 2 people to represent you during the event	Free entry for 2 people to represent you during the event
Multiple recognitions during the event, by the event DJ	Specific recognition during the event, by the event DJ	Mentioned by DJ in the list of sponsors	Mentioned by DJ in the list of sponsors
VIP Booth Space , sign and table space for your representatives throughout the event	Booth Space, sign , for your representatives throughout the event	Space for your representatives throughout the event	Space for your table throughout the event
Sponsor name and logo most prominently displayed on all promotional materials including flyers, postcards, emails and social media, and on signs at event.	Sponsor name and logo displayed on promotional materials including flyers, postcards, emails and social media posts about event	Sponsor name and logo included in promotional emails and social media	Sponsor name included in promotional emails
Targeted, sponsored social media ads featuring you as a Skipper Sponsor beginning as soon as we secure your sponsorship and running through August, 2024	Targeted, sponsored social media ads featuring you as a Starboard sponsor	Social media shout-outs leading up to event	
Sponsor name, logo, and profile with link on the Upstream with a Paddle page on our website. Sponsorship profile lasts on ECH website for one year	Sponsor name with link and logo on the Upstream with a Paddle page on our website	Sponsor name with link and logo on the Upstream with a Paddle page on our website	Sponsor name and logo on Upstream with a Paddle page on our website
Your logo in the largest and most prominent location on event t-shirt	Your logo in prominent location on event t-shirt *	Small logo included on event t-shirt *	Name included on event t-shirt *

** to be included on event shirt, sponsorship must be paid on or before July 19, 2025*

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UPSTREAM With a Paddle 2025 Sponsorship Proposal

About Our Organization: Eaton Community Health (ECH) is a 501(c)(3) nonprofit focused on health and vitality in Eaton County. We serve as a convener, catalyst, and capacity builder for long-range programs and projects with the ultimate goal of creating communities where residents thrive. Sometimes we are **patients**, when we need health care. Sometimes, we are **clients**, when we need services from community organizations. At home, we are **neighbors** taking care of ourselves, our families, and our neighborhood. ECH has three long-range, initiatives that help bring together our roles as patients, clients, and neighbors, so we can thrive as people in our own way.

About the Event: UPSTREAM With a Paddle is an annual fundraising event that supports our three initiatives in Eaton County. It is a family-friendly, early evening event, taking place at Crandell Lake in between Charlotte and Eaton Rapids and drawing from the county and beyond. The event features a special performances and/or presentations by expert water-based athletes (such as rowing teams, scuba divers, kayakers, etc). There are also booths and tents, plus food and beverages music, drawings for prizes, and special recognitions.



Opportunity for Partnership: We invite **your company or organization** to join us as a **SPONSOR** for the event, to join us in our mission to create local communities where individuals and families may thrive.

Sponsorship Benefits:

1. **Brand Exposure:** Your logo will be prominently displayed on all promotional materials, including event signage, digital marketing campaigns, and social media posts, reaching community members and stakeholders.
2. **Recognition and Acknowledgment:** As a valued sponsor, your organization will be recognized at various ECH events, meetings, and community outreach initiatives, providing exposure to a diverse audience of supporters, volunteers, and beneficiaries.
3. **Corporate Social Responsibility:** Demonstrate your company's commitment to social impact and community engagement by supporting programs that address critical issues such as resident-led neighborhood, food insecurity, and equitable access to community services.
4. **Employee Engagement Opportunities:** Engage your employees in meaningful volunteer opportunities, team-building activities, and corporate service projects, fostering a sense of pride and camaraderie among your staff while giving back to the local community.

Sponsorship Levels: We offer customizable sponsorship packages tailored to meet your organization's philanthropic goals and budgetary considerations. (Please see next page for Sponsorship Form).

Sponsorship levels include:

- Skipper Sponsor \$5,000
- Starboard Sponsor \$2,000
- Hull Sponsor \$600
- Knots Sponsor \$250



Next Steps: We are happy to answer questions or discuss how your organization can partner with ECH, to make a positive impact in Eaton County. Please contact Kalli Brady, Executive Director, at Kalli@ech-eaton.org or 517-652-3228.



SPONSORSHIP FOR UPSTREAM WITH A PADDLE 2025

Please return this form with your donation as soon possible. Our team will follow up with you, to receive your logo and to confirm your sponsorship elements. We will begin to promote your sponsorship as soon as we receive your donation and logo file.

THANK YOU for your contribution toward promoting health and vitality in Eaton County!

Sponsor: _____

Our sponsorship is a: Business
 Nonprofit
 Individual or Family

Address: _____

Contact Name: _____

Contact Email: _____

OUR SPONSORSHIP LEVEL (check one):

- Skipper Sponsor \$5,000 (one available)**
- Starboard Sponsor \$2,000 (three available)
- Hull Sponsor \$750 (five available)
- Knots Sponsor \$250 (six available)

Please return this signed form **at your earliest convenience** so that we can include you in promotional materials, and **by June 21, 2025** to lock in your sponsorship level. We will contact you to obtain your logo or other promotional materials.

SPONSOR SIGNATURE:

Authorized Representative and Title

Date

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Executive Director:
Kalli Brady – kalli@ech-eaton.org – 517-652-3228

Eaton Community Health (ECH) is a 501(c)(3) nonprofit organization founded in 2016, located in Charlotte, MI and focused on building healthier communities in Eaton County. Your donation may be tax-deductible to the extent allowed by law.