



baldwinsociety.org

WE CAN DO BETTER

SUPPORT OLDER ADULTS IN NEED

We are seeking sponsors to join the Baldwin Society Supporting Older Adults 2025 fund-raising campaign. The Baldwin Society invests in both community outreach and aging research to help seniors in need today and create a better tomorrow.

We have raised more than **\$3 million** over the last 15 years, thanks to the generosity of our Baldwin House Senior Living staff, residents, families, vendors and supporters.

It's allowed us to serve thousands of low-income seniors in need. But we can do better! This year, we need sponsors like you to support two main events that will touch the lives of approximately **1,300 older adults** and veterans:



Celebration of Dignity & Hope Oktoberfest

Date: Thursday, September 18, 2025

Time: 4 to 7 p.m.

**Birmingham Country Club,
1750 Saxon Drive,
Birmingham, MI 48009**

This signature fall-themed event will be held at the Birmingham Country Club. We will feature authentic cuisine, beer and live entertainment. The event includes several surprises. Sponsorship packages include tickets to attend the event.



Holiday Hope Care Packages

Pack Date: Friday, December 5, 2025

Time: 9 a.m. to 3 p.m.

**Pack Location:
777 E. Woodward Heights Blvd.,
Hazel Park, MI 48030**

Delivery Dates: Friday, December 5 -
Thursday, December 25, 2025

A great company team-building experience. Volunteers pack and deliver care packages throughout S.E. and W. Michigan. Each care package includes 15-20 essential items (and some fun items too).



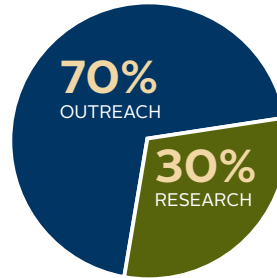
baldwinsociety.org

SUPPORT OLDER ADULTS IN NEED

70% of proceeds distributed provides micro-grants to help seniors in need today.

These grants can make the difference in keeping an older adult safe and independent. We support items including:

- Ramps and railings for safe access to the home
- Home safety repairs and accessibility modifications
- Eyeglasses and dental repairs (and/or dentures)
- Pressure mattresses
- Mental health co-pays and deductibles
- Refrigerators/stoves/washers/dryers
- Pest infestation eradication and furniture replacement
- Electric chairs, lifts & health equipment















30% of proceeds distributed support research for a better tomorrow.

Most of our research has been focused on the important work being done at Wayne State University Institute of Gerontology to raise awareness and prevent fraud and financial abuse. Fraud and

financial exploitation is the most common form of abuse suffered by seniors.

Together we are training thousands of professionals, families and older adults each year. Learn more at olderadultnestegg.com.

SPONSORSHIP OPPORTUNITIES

BENEFITS	Octoberfest Sponsor \$3,500	Care Package Sponsor \$5,000	Presenting Sponsor (for both events) \$8,500
# of VIP event tickets	2 	6 	12  
Recognition on social media			 
Logo placement on baldwinsociety.org website (1 year)			 
Recognition in press release & other S.E. MI media (Mort Meisner Associates)			 
Recognition on day of event			 
Recognition in Holiday Hope gift bags (distribution 1,000 – 1,200)			 
Your corporate team photo on website (1 year)			 
Special media promotions during the holiday season – including promotion of your company during the packing and delivering			 

 Dignity & Hope Octoberfest

 Holiday Hope Care Packages



baldwinsociety.org

SPONSORSHIP AGREEMENT

Thank you for your kind and generous support of the work we do to help low-income seniors and veterans.

Presenting Sponsor | \$8,500

Holiday Hope Sponsor | \$5,000

Celebration of Dignity & Hope Sponsor | \$3,500

Sponsor's Name

Address

City

State

Zip Code

Phone

Email

Contact Person (If different from above)

Phone

Email

Visa

American Express

Master Card

Check Enclosed

Credit Card Number

Exp Date

CVC Code

Zip Code

Signature

Date

The Baldwin Society does not support the residents of Baldwin House Senior Living. Baldwin Society Supporting Older Adults is a 501(c)3 non-profit organization.

For more information contact: Tina Abbate Marzolf, President
Email: tmarzolf@baldwinhouseseniors.com or call/text (248) 933-2069
777 E. Woodward Heights Blvd. | Hazel Park, MI 48030