



info@ecic4kids.org

ecic4kids.org/ecic-foundation

April 9, 2026

*"There can be no keener revelation of a society's soul than the way in which it treats its children."
Nelson Mandela*

For more than two decades, the Early Childhood Investment Corporation has worked alongside families, educators, communities, and policymakers to strengthen Michigan's early childhood system.

We are excited to take the next step in that journey with the launch of the ECIC Foundation, a new nonprofit arm designed to expand the impact of this work and unlock new opportunities for innovation and advocacy on behalf of young children.

To celebrate this milestone, we are pleased to announce the inaugural ECIC Foundation fundraiser, ***First Steps, Bright Futures***, scheduled for **September 16, 2026 at 5:30 p.m. in Lansing**. The evening will bring together leaders from business, philanthropy, government, and early childhood to celebrate progress, share a vision for the future, and raise money to strengthen early childhood efforts across Michigan. We invite you to join us for the event as well as consider sponsoring to be a part of what promises to be a nostalgic, magical evening.

Investing in early childhood is one of the most powerful ways to strengthen communities and grow Michigan's future. Yet families with young children across the state continue to face significant challenges to having their needs met, and the early childhood industry remains under-resourced.

Your support of the ECIC Foundation will help address these challenges by unlocking new funding, supporting innovation, advocating for families and strengthening partnerships. As a sponsor, your organization can play a foundational role in launching the ECIC Foundation while demonstrating a strong commitment to Michigan families, young children, and the workforce of tomorrow. We have created a range of sponsorship opportunities, from \$1,500 to \$30,000, each designed to showcase partners who believe in the importance of early childhood.

Sponsors will receive recognition throughout the event and promotional materials, along with opportunities to engage with leaders from across the state. All sponsorship levels and benefits are outlined in the enclosed sponsorship package. Your support will help lay the foundation for the first steps toward bright futures for Michigan's children, families, and communities.

Thank you for considering this opportunity to invest in Michigan's youngest residents.

Sincerely,

Alicia S. Guevara
President & CEO
ECIC Foundation
Early Childhood Investment Corporation





First Steps, *Bright Futures*

WEDNESDAY, SEPTEMBER 16, 2026

Grewal Hall at 224, 224 S Washington Square, Lansing, MI 48933

Each sponsorship level represents a milestone on the journey from first steps to bright futures for Michigan's youngest learners. Your investment fuels the next generation of changemakers.

	Bright Futures Visionary \$30,000	Early Impact Leader \$20,000	Strong Start Builder \$15,000	Milestone Champion \$10,000	First Steps Partner \$5,000	Rising Star Sponsor \$2,500	Little Steps Supporter \$1,500
Recognition & Speaking							
Introductory remarks	★						
Verbal recognition	★	★					
Press & media spotlight	★	★	★				
Admissions & Parking							
Attendee admissions	8	8	6	6	4	3	2
Paid parking spots	3	2	1				
Logo & Signage							
Premier logo placement	★	★					
Event signage	★	★	★	★	★	★	★
Logo in program	★	★	★	★	★	★	
Name in program							★
Program ad size	Back cover	Full page	½ page	¼ page			
Digital & Social							
Social media highlight	★	★	★	★			
Website recognition	★	★	★	★	★	★	★
Exclusive Experiences							
Featured 'First Steps' entryway sponsor	★						
Featured 'Nostalgia Corner' sponsor		★					
Featured food or cocktail station sponsor			★				

Sponsorship *Benefits*

An investment in ECIC's mission at all sponsorship levels has the power to advance community-based and statewide initiatives, public policy, and positive outcomes to ensure that all young children and families in Michigan thrive. Your contribution will support ECIC's collaborative advocacy, innovation that creates change and builds knowledge, and leadership that centers the voices of families and early childhood professionals to ensure that every child in Michigan has the strong start they deserve.

Bright Futures Visionary

\$30,000

Sponsor Benefits:

- Introductory keynote remarks
- Featured sponsor and signage at the "First Steps" event entryway
- Verbal recognition and premier logo placement at event and in printed program
- Admission for eight attendees and three paid parking spots
- Full page back cover program ad with logo
- Featured sponsor spotlight in press and marketing materials, including a social media highlight and website logo acknowledgment

Early Impact Leader

\$20,000

Sponsor Benefits:

- Featured sponsor and signage at an interactive station
- Verbal recognition and premier logo placement at event and in printed program
- Admission for eight attendees and two paid parking spots
- Full page inside cover program ad with logo
- Featured sponsor spotlight in press and marketing materials, including a social media highlight and website logo acknowledgment

Strong Start Builder

\$15,000

Sponsor Benefits:

- Featured sponsor and signage at an event food or cocktail station
- Admission for six attendees and one paid parking spot
- Half-page program ad with logo
- Featured sponsor spotlight in press and marketing materials, including a social media highlight and website logo acknowledgment



Milestone Champion

\$10,000

Sponsor Benefits:

- Admission for six attendees
- Quarter-page program ad with logo
- Featured sponsor spotlight in social and digital marketing materials, and website logo acknowledgment

First Steps Partner

\$5,000

Sponsor Benefits:

- Admission for four attendees
- Logo in program and on the website
- Prominent event signage

Rising Star Supporter

\$2,500

Sponsor Benefits:

- Admission for three attendees
- Logo in program and on the website
- Prominent event signage

Little Steps Supporter

\$1,500

Sponsor Benefits:

- Admission for two attendees
- Name recognition in program and on the website
- Prominent event signage

Custom Investment Opportunities

We welcome tailored partnerships aligned to your organization's objectives.

Email us at info@ecic4kids.org to secure your sponsorship today.



Your gift lays the foundation for those first steps into bright futures.