

# 2024 Giving Opportunities

*Net proceeds from the Annual Awards Gala support the Outstanding Business Leaders Endowed Scholarship fund at Northwood University.*

## **PRESIDENT'S LEVEL - \$50,000**

Payment in excess of \$4,000 is tax deductible

- \$20,000 benefits OBL Endowed Scholarship Fund and Northwood University students
- Two VIP tables at the gala - 20 tickets
- Four students at the gala
- An invitation for you and your guests to the Keystone Luncheon
- Full screen recognition on video screen during gala
- Recognition at the President's Level on all event-related correspondence, materials and printed items

## **TRUSTEE'S LEVEL - \$25,000**

Payment in excess of \$4,000 is tax deductible

- Two tables at the gala, one VIP and one adjacent - 20 tickets
- An invitation for you and your guests to the Keystone Luncheon
- Recognition at the Trustee's Level on all event-related correspondence, materials and printed items
- Recognition on video screen during gala

## **OFFICER'S LEVEL - \$15,000**

Payment in excess of \$2,000 is tax deductible

- One VIP table at the gala - 10 tickets
- An invitation for you and your guests to the Keystone Luncheon
- Recognition at the Officer's Level on all event-related correspondence, materials and printed items
- Recognition on video screen during gala

## **DIRECTOR'S LEVEL - \$10,000**

Payment in excess of \$2,000 is tax deductible

- One table at the gala - 10 tickets
- An invitation for you and your guests to the Keystone Luncheon
- Recognition at the Director's Level on all event-related correspondence, materials and printed items

## **EXECUTIVE'S LEVEL - \$6,000**

Payment in excess of \$1,700 is tax deductible

- One table at the gala - 10 tickets
- An invitation for four to the Keystone Luncheon
- Recognition at the Executive's Level in gala program

## **SHAREHOLDER'S LEVEL - \$3,000**

Payment in excess of \$800 is tax deductible

- Four tickets to the gala
- An invitation for four to the Keystone Luncheon
- Recognition at the Shareholder's Level in gala program

## **AMBASSADOR'S LEVEL - \$1,500**

Full payment is tax deductible

- Supports travel expense and gala tickets for four current or prospective Northwood University students
- Recognition at Ambassador's Level in gala program

## **INNOVATOR'S LEVEL - \$500**

Full payment is tax deductible

- Supports travel expense and gala tickets for two current or prospective Northwood University students

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## **TICKET LEVELS:**

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**Saturday, April 6, 2024**

### **INDIVIDUAL GALA TICKET - \$250**

Payment in excess of \$150 is tax deductible

- Includes admission to Keystone Luncheon

### **STUDENT/PARENT GALA TICKET - \$200**

- Includes two tickets to Gala and admission to Keystone Luncheon

### **NORTHWOOD ALUMNUS GALA TICKET - \$175**

Payment in excess of \$150 is tax deductible

### **INDIVIDUAL KEYSTONE LUNCHEON TICKET - \$75**

Payment in excess of \$50 is tax deductible

\* Sponsorship deadline to be included in event materials is March 20, 2024.



**F**or over 40 years, Northwood University has honored business leaders for their contributions to our nation and the world. Honoring these business leaders inspires students to use Northwood's unique philosophy to make a difference in their lives and their communities.

Northwood University is excited to announce the **44th annual Outstanding Business Leader Awards** celebration on April 6, 2024, at The Henry Ford Museum in Dearborn, Michigan.

Northwood University honors innovators who embody the entrepreneurial spirit. More than 300 men and women represent the values of Northwood University as Outstanding Business Leader award recipients.

Many of the honorees are recognizable names charged with leading well-known household brands, while others represent small businesses and privately held companies in industries that are critical to the success of any economy.

Whether from publicly-traded, family-owned, or privately-held companies, every honoree has shared his or her own unique story as real-life inspirations for Northwood students. Some have provided mentorship and employment opportunities to Northwood's young men and women, and many have utilized their unique resources to help aid in the growth of Northwood University.

On April 6th of 2024, Northwood University will recognize its next class of Outstanding Business Leaders. This includes the **Richard DeVos Young Entrepreneur Award**. This special honor recognizes a young entrepreneur who embodies the spirit of The Northwood Idea and the late Richard DeVos.

Northwood University students, alumni, staff and faculty are excited to meet the 2024 class of business leaders. They will be in the presence of honorees from years past who will also be recognized. Please join Northwood University's Board of Trustees, President Kent MacDonald, and First Lady Dr. Mary-Ellen MacPhee to help support free-enterprise leaders who drive global economic and social progress.

## ONLINE REGISTRATION AND EVENT INFORMATION

[www.northwood.edu/obl](http://www.northwood.edu/obl)

### Purchase a sponsorship, tickets, view this year's honorees, or event details

I would like to help sponsor the 2024 Outstanding Business Leaders Endowed Scholarship Awards at the following level:

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> \$50,000 - President's Level | <input type="checkbox"/> \$6,000 - Executive's Level   | <input type="checkbox"/> I regret I am unable to attend, but please accept my contribution of \$ _____. |
| <input type="checkbox"/> \$25,000 - Trustee's Level   | <input type="checkbox"/> \$3,000 - Shareholder's Level |   |
| <input type="checkbox"/> \$15,000 - Officer's Level   | <input type="checkbox"/> \$1,500 - Ambassador's Level  |   |
| <input type="checkbox"/> \$25,000 - Director's Level  | <input type="checkbox"/> \$500 - Innovator's Level     |   |

**Saturday, April 6, 2024 - Individual Gala Ticket (featuring 2024 OBL Class) \$250** per person  
I would like to order \_\_\_\_\_ Gala Ticket(s) for a total of \$ \_\_\_\_\_. (Payment in excess of \$150 per ticket is tax deductible)

**Student/Parent Gala Ticket (includes two tickets) - \$200**  
I would like to order \_\_\_\_\_ Student/Parent Package(s) for a total of \$ \_\_\_\_\_.

**Northwood Alumnus Gala Ticket - \$175**  
I would like to order \_\_\_\_\_ Alumni ticket(s) for a total of \$ \_\_\_\_\_. (Payment in excess of \$150 per ticket is tax deductible)

**Individual Keystone Luncheon Ticket - \$75**  
I would like to order \_\_\_\_\_ Keystone Luncheon ticket(s) for a total of \$ \_\_\_\_\_. (Payment in excess of \$50 per ticket is tax deductible)

Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

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

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

- I have enclosed my check payable to Northwood University.  
 I prefer to use a credit card for my gift. Please charge my gift of \$ \_\_\_\_\_ to my:  
 Visa     MasterCard     American Express     Discover

Name as it appears on card: \_\_\_\_\_

Account number: \_\_\_\_\_ Expires: \_\_\_\_\_ CVC code: \_\_\_\_\_

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



\*If you are unable to attend the event, Northwood University's policy requires written notification be received no later than March 20, 2024 to claim a charitable contribution for the entire value of the OBL Awards Gala admission price. Net proceeds from the event will benefit the Outstanding Business Leader Endowed Scholarship at Northwood University. Formal invitations will be mailed in February. Please contact Jen Carpenter at 989.837.4465 or carpenterj@northwood.edu for more information or you may also go to northwood.edu/obl.