



Saturday, July 26, 2025
Belle Isle State Park
Detroit, Michigan

**2025
Sponsorship
Opportunities**

www.dmfdetroit.org

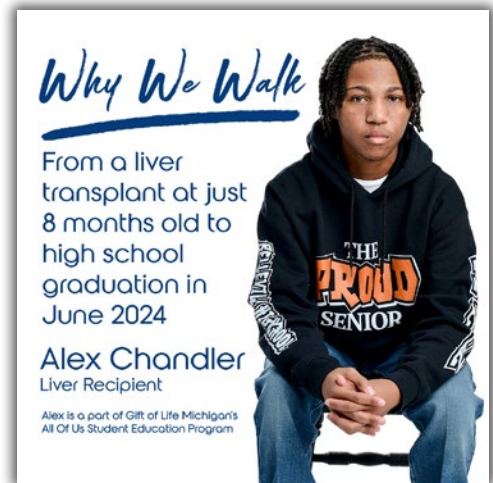




Dear Lifesaving Partner,

Last year was a testament to what we can achieve when we work together to help others. Due to the generosity of organ donors, in 2024, over 46,000 life-saving organ transplants were performed including nearly 40,000 deceased donor transplants.

For 33 years, the Minority Organ Tissue Transplant Education Program (MOTTEP) has been dedicated to saving and enhancing lives through organ and tissue donation and prevention of disease to reduce the need for transplants among ethnic minority Americans. We have been a trusted resource for black and brown families, offering education and support throughout the organ donation process.



Although minorities make up only 25% of the population, they represent over 60% of those waiting for organ transplants. Many may wait years for a deceased donor kidney transplant due to the chronic shortage of organs. This reality is a challenge, but one we are ready to meet.

Our vision is to improve health and well-being through disease prevention, organ donation, and education. In 2025, MOTTEP is planning another exciting year of activities, including four of our signature events that have become beloved community traditions. Your company can be part of this impact by becoming a sponsor. With various levels of support and customizable options, your company will be acknowledged in print, signage, and digital and social media. By supporting MOTTEP, your business will be instrumental in building healthier communities and saving lives through organ donation.

Our 27th annual LIFE Walk/Run event in July 2024 reached over 2200 people and raised awareness for our cause. With your sponsorship, we can reach even more people and celebrate 28 years of saving lives, one step at a time.

As a corporate leader, you know the importance of making a meaningful impact on the community. Your sponsorship will demonstrate your organization's commitment to serving individuals and families in their most vulnerable moments and will highlight your dedication to improving the lives of those in our community. The need for organ and tissue donations endures and your support is essential. Please consider the attached sponsorship information and join us in celebrating 28 years of exceptional educational service.

Yours in Service,

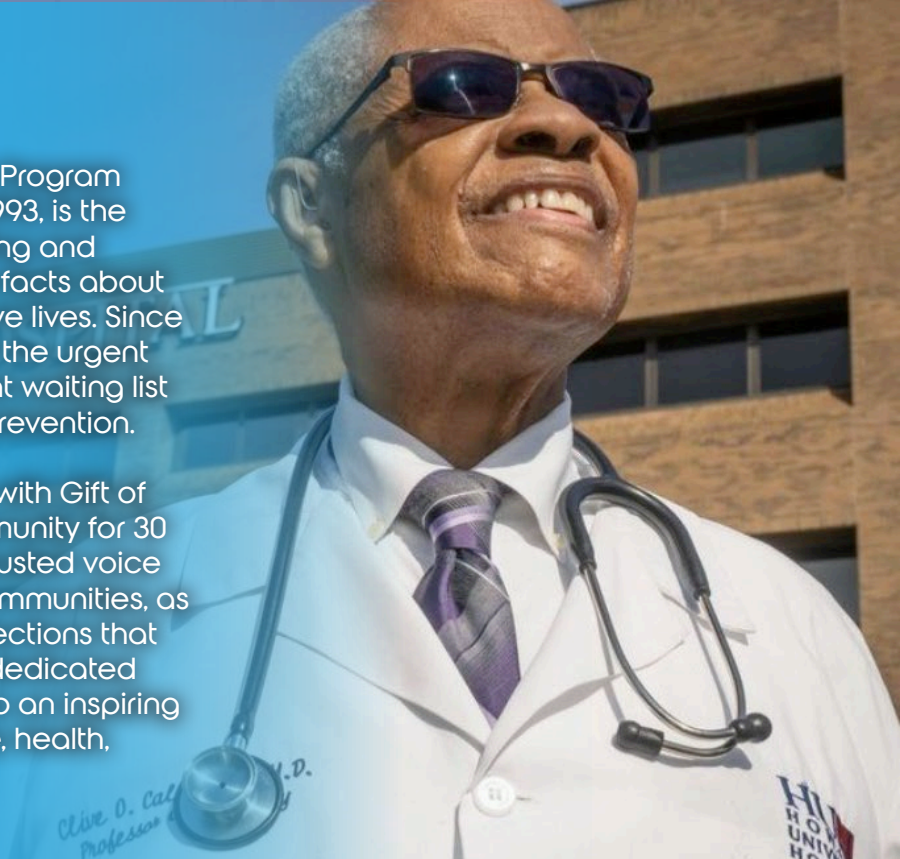
A handwritten signature in black ink that reads "Silas P. Norman".

Silas P. Norman
Detroit MOTTEP Foundation Board President

WHAT IS MOTTEP?

The Minority Organ Tissue Transplant Education Program (MOTTEP), founded by Dr. Clive O. Callender in 1993, is the first national organization dedicated to educating and empowering multicultural communities with the facts about organ and tissue donation and the power to save lives. Since 1993, MOTTEP has been on a mission to address the urgent need for minority donors, reducing the transplant waiting list and transforming lives through education and prevention.

Detroit MOTTEP, launched in 1995 in partnership with Gift of Life Michigan, and has proudly served our community for 30 years. During this time, we have grown to be a trusted voice for organ and tissue donation in multicultural communities, as well as championing health and fostering connections that bridge cultures. Our impact is clear—thanks to dedicated outreach, donation rates have risen from 10.8% to an inspiring 40%. Together, we are building a legacy of hope, health, healing, and unity across our communities.



OUR GOALS

Establish cooperative relationships and/or acquire sponsorship from public and private organizations to assist in the educational campaigns for multicultural populations within the community.

Educate ethnic multicultural populations on facts regarding organ/tissue donation and transplantation and about the specific behaviors and the resulting decreases that lead to the need for organ/tissue transplantation, e.g., Diabetes, Hypertension, Heart Disease, Obesity, Substance Abuse, and increase the number organ/tissue donor registries signed by minorities.

Empower specific ethnic multicultural populations to develop and implement Action Plans that will increase awareness levels within their own communities.

Detroit MOTTEP Foundation

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Director of Detroit MOTTEP Foundation

LIFE Walk/Run is the signature event of The Detroit MOTTEP Foundation. In partnership with Gift of Life Michigan, our sponsors, and countless passionate supporters of nearly three decades, this event has brought together the organ and tissue transplantation communities to save lives. Since its humble beginning in 1997 to promote National Minority Donor Awareness Day, this annual event has been held at the beautiful Belle Isle State Park in Detroit. To date, with over 1.3 million participants, domestic and international, and thousands of lives being directly impacted, this annual gathering has become Michigan's largest and longest-running event of its kind and is more than a walk or run—it's a celebration of hope, healing, and life.



Starting the morning bright and early, participants are welcomed at check-in, and then it's over to a light breakfast in our signature LIFE Walk Café, where walkers, runners, and supporters connect and enjoy a morning meet-and-greet before the race. As the runners kick off the course, walkers gather for an energizing warm-up session, readying themselves to make an impact one step at a time. Back at the event campus, the celebration continues with lunch, our expansive health fair offering free health screenings, our Circle of Life Garden, which commemorates and celebrates the lives and generosity of donors, a lively kids' corner, vendor booths, and an atmosphere filled with music, dancing, and all-around fun.

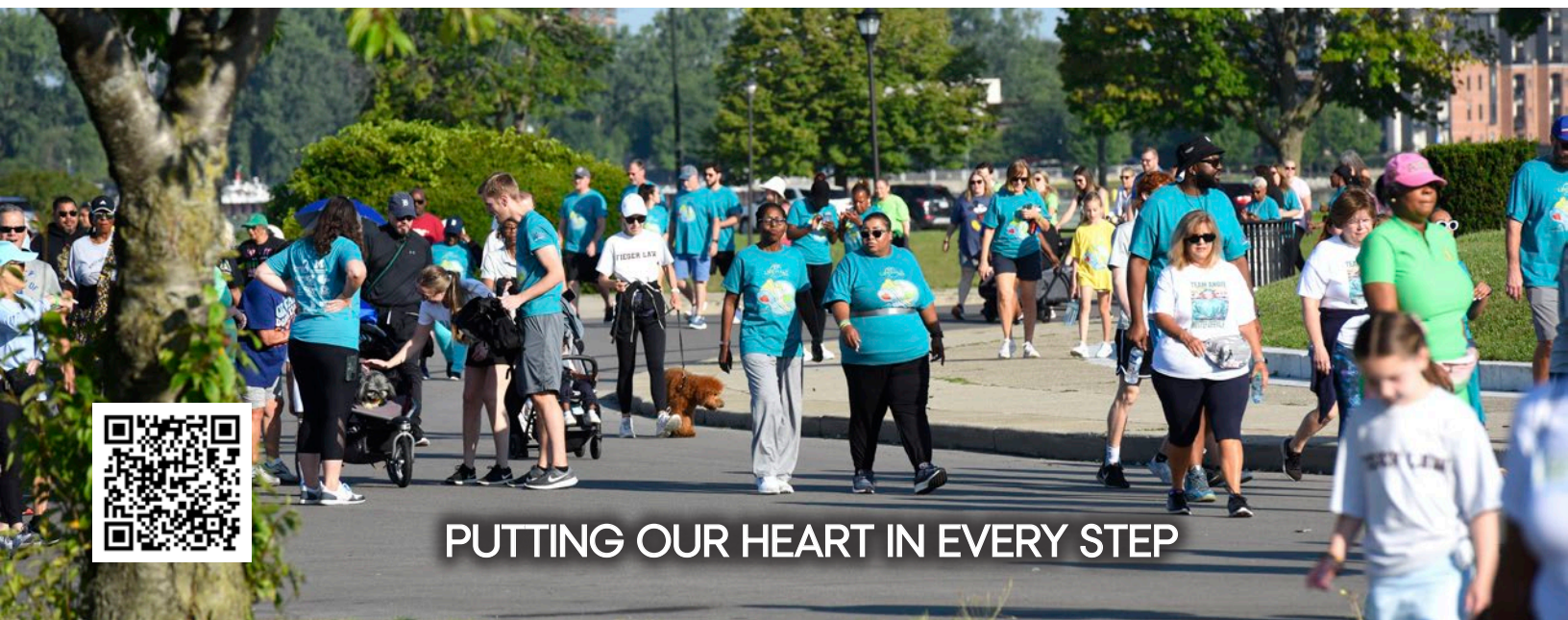
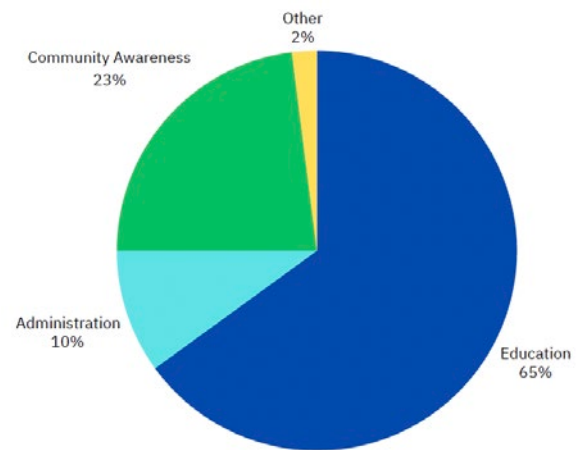
LIFE Walk/Run isn't just our largest annual fundraiser; it's a lifeline that supports our mission to expand our reach into multicultural communities, increasing awareness and fostering compassion. By uniting supporters, donors, donor families, recipients and volunteers, this event continues to fuel our vision of a healthier, more connected, and informed community. Together, we Meet The Moments and are making an impact that spans generations.

Why become a sponsor?

Make A Difference, Amplify Your Impact.

Supporting MOTTEP means standing with an organization that is there for our community. Partnering with the Detroit MOTTEP Foundation aligns your organization with a mission to empower health and wellness in our community. Your sponsorship demonstrates a commitment to lifting those who rely on MOTTEP for support, education, and compassion. Join us in driving transformative change for individuals and families when it matters most. Please review our sponsorship opportunities to determine the level that best reflects your company's commitment to this cause and our community; you're investing in a healthier, more resilient future for our community.

Where do the dollars go?



PUTTING OUR HEART IN EVERY STEP

WHAT YOU GET WITH YOUR SPONSORSHIP

Recognition of Brand Partnership

Get your logo on our printed promotional materials broadly distributed throughout the community!



Get your logo on our event t-shirts & complementary registrations w/t-shirt (depending on sponsorship level)

E-Newsletter announcement to our subscribers with your logo and link to your web page.



A Sign of Support with logo recognition along our Walk /Run Route



Speaking Opportunity for you organization during opening ceremony at event.



Your organization opportunity to setup a vendor table in sponsor tent at event.



ORGAN DONATION STATISTICS

2023: A RECORD YEAR



103,000+

Men, women, and children are on the national transplant waiting list.



46,000+

Transplants were performed in 2023



Every donor can save 8 lives and enhance over 75 more.

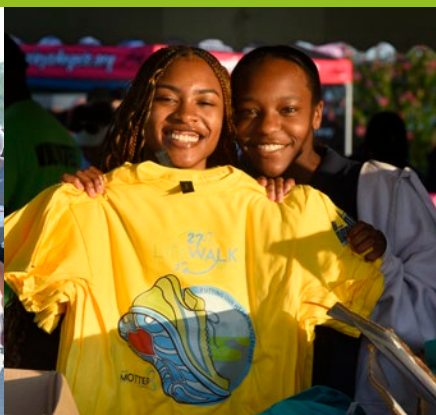
Every 8 minutes another person is added to the transplant waiting list.

17 people die each day waiting for an organ transplant.

2025 LIFE Walk/Run Sponsorship Levels

	Champion Sponsor \$25,000	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500	Friend of MOTTEP \$1,500
Premium branding and visibility opportunities:						
<ul style="list-style-type: none"> LIFE Walk/Run team event registrations and commemorative t-shirts 	100	50	25	10	7	3
<ul style="list-style-type: none"> Your organization's vendor table at the event 	SPEAKING OPPORTUNITY • AT OPENING CEREMONY	•	•	•	•	•
<ul style="list-style-type: none"> Your organization's logo on the LIFE Walk/Run t-shirts 	EXTRA LARGE •	•	•	•	•	
<ul style="list-style-type: none"> Your organization's logo on all printed and marketing materials 	EXTRA LARGE •	•	•	•		
<ul style="list-style-type: none"> Your organization's name included on press releases and PSAs 	•	•	•	•		
<ul style="list-style-type: none"> Your organization's video on Detroit MOTTEP Website/ Social Media posts 	Social Media Exclusive Recognition •	•	•			
<ul style="list-style-type: none"> Lifesavers Leadership Breakfast VIP Table(s) 	3 VIP Tables	2 VIP Tables	1 VIP Table	1 Table with preferred seating		
<ul style="list-style-type: none"> Your organization's ad in our 30th Anniversary Commemorative Book 	Full Page	Full Page	Half Page	Half Page	Logo listed MOTTEP Sponsors	Name listed MOTTEP Supporters

Customized sponsorships available. Contact Taneisha Carswell at (313) 247-1989 or tcarswell@golm.org





2025 LIFE Walk/Run Sponsorship Commitment

www.dmfddetroit.org

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Sponsorship Commitment

- Champion Sponsor - \$25,000
- Silver Sponsor - 5,000
- Platinum Sponsor - \$15,000
- Bronze Sponsor - \$2,500
- Gold Sponsor - \$10,000
- Friend of MOTTEP - \$1,500
- General Donation: \$ _____

Logo Deadline for Printed Materials: April 11, 2025

Payment Method: Check Enclosed Money Order Enclosed Credit/Debit Card Invoice (at address below)

**Please make check/money order payable to: Detroit MOTTEP Foundation
Mail payment to: 736 Lothrop Road, Detroit, MI 48202**

Credit/Debit Card Payment Details:



Charge Amount \$ _____ Card Type: MasterCard Visa American Express

Card No. _____ Exp. _____ CVC _____

Billing Address _____

City _____ State _____ Zip _____

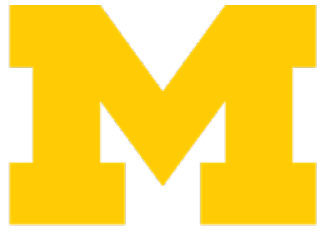
Phone _____ Alt. Phone _____

Cardholder _____ Signature _____

For sponsorship questions, contact: Taneisha Carswell at (313) 247-1989 or tcarswell@golm.org
All proceeds benefit Detroit MOTTEP Foundation, a 501(c)(3) nonprofit organization. Tax ID: 20-3640869

YOU'RE IN GOOD COMPANY

2024 LIFE Walk/Run SPONSORS



MICHIGAN MEDICINE
UNIVERSITY OF MICHIGAN



HENRY FORD HEALTH
Transplant



2025 Schedule of Events

March 19, 2025

Kountz/Callender/Drew Transplant Symposium

University of Michigan, Ann Arbor, MI

This symposium is designed to promote an exchange of ideas on healthcare disparities and their impact on organ and tissue donation. National and local experts highlight ways to engage physicians, health professionals and community leaders to become champions in saving lives.

May 01, 2025

Lifesavers Leadership Breakfast

Detroit Golf Club, Detroit MI

The Lifesavers Leadership Breakfast acknowledges community and corporate partners who support the Detroit MOTTEP Foundation's annual educational programs and events. MOTTEP is committed to providing culturally competent programs that engage ethnically diverse communities regarding the importance of organ and tissue donation. This is also a time to honor our volunteers, donor families, organ recipients, and community champions.

30 Year Celebration

In 2025, Detroit MOTTEP Foundation proudly celebrates 30 years of life-saving impact in our communities. Since 1995, we have empowered individuals through health education, increased organ and tissue donation awareness, and promoted wellness in multicultural communities across Detroit. We will have forthcoming opportunities for you to partner with us as we honor three decades of hope, health, and transformation, culminating in a weekend of special events, including our formal Gala, Community Health Event, and Sounds of Saving Lives Concert. Together, we continue creating moments that matter, building a legacy of health and life for generations to come.

➤ **FRIDAY | November 07, 2025**
Detroit MOTTEP Foundation 30th Anniversary Gala

➤ **SATURDAY | November 08, 2025**
Community Health Event

➤ **SUNDAY | November 09, 2025**
Sounds of Saving Lives Concert

To inquire about the 30th Celebration events sponsorship opportunities contact
Remonia Chapman
rchapman@golm.org



Detroit MOTTEP Foundation
736 Lothrop Road
Detroit, Michigan 48202
(313) 875-9055

contact@dmfdetroit.org
www.dmfddetroit.org
www.motteplifewalk.org



Kountz | Callender | Drew Transplant Symposium



Lifesavers Leadership Breakfast



Silver Night Gala
Dr. Norman Silas - U of M Health
Dr. Eddie L. Greene - Mayo Clinic

“Meet The Moment: Empowering Multicultural Communities for Health, Wellness, and Readiness”.

Our Mission

To decrease the number and rate of ethnic minority Americans needing organ and tissue transplants.

Our Vision

To be the trusted voice creating healthy communities through disease prevention, education, and organ donation awareness.

Community Initiative




“Meet The Moment” is grounded in the principles of awareness, education, and empowerment. Striving to create a sustained impact by raising awareness, providing essential resources, and fostering a culture of proactive health management, empowering individuals, and families to make informed decisions about their health and well-being. All while seeking to reduce the need for transplants and encouraging greater participation in organ and tissue donation, ultimately saving lives within these vibrant communities.






Through a community-based approach, by collaborating with local leaders, healthcare professionals, community advocates, volunteers, and other nonprofit partners, “Meet The Moment” brings together culturally sensitive messengers who understand the unique challenges faced by minority populations, delivering programs and services that are tailored to the specific needs and contexts of each situation. We believe that every moment is an opportunity to make a positive difference in someone’s health and well-being.



MOTTEP Men Initiative
90 Days
IMPACT



In our 90-day campaign, we dove deep into the analytics of our MOTTEP social media accounts to gauge the impact of our outreach efforts. The numbers we’re presenting in this report represent the engagement, reach, and conversion exclusively from our official channels. It’s important to note that these metrics do not encompass the contributions of our invaluable peer educators and followers who shared our materials.

	CONTENT VIEWS 25,926
	CONTENT IMPRESSIONS 21,523
	CONTENT LIKES 417
	CONTENT SHARES 128
	CONTENT REACH 18,387

Everyone Has The Power To Save Lives

2600+

People of All Races/Ethnicities on the Michigan Transplant Waiting List

30%+

Waiting in Michigan for a transplant are African American

Join **The Organ Donor Registry TODAY!**



www.dmfdetroit.org