

 **JAMIE DANIELS**
FOUNDATION

A fund at the Children's Foundation of Michigan



THE JAMIE DANIELS FOUNDATION

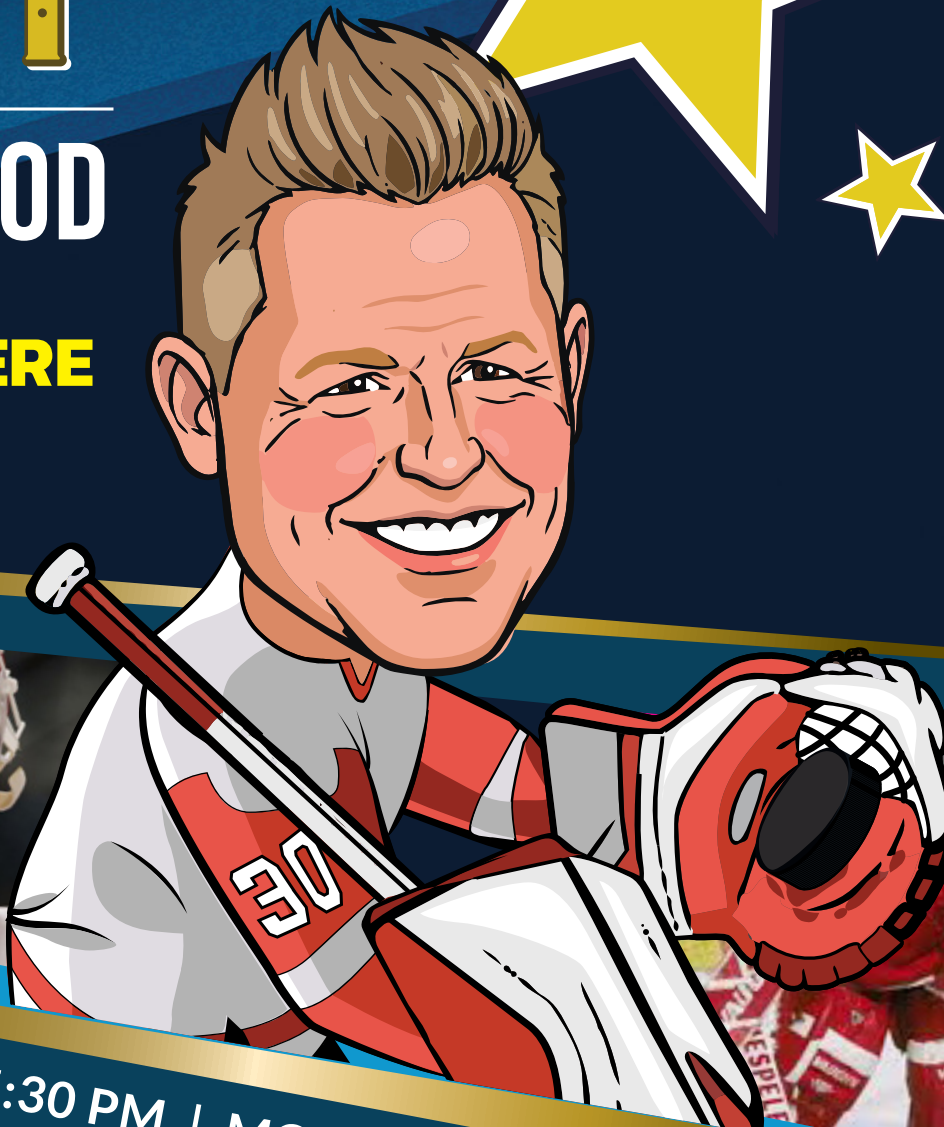
ROAST

OF

CHRIS OSGOOD

PRESENTING SPONSOR

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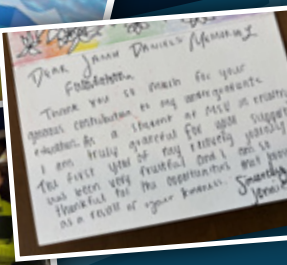
SATURDAY, AUGUST 29 | 5:30 PM | MOTORCITY CASINO HOTEL



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Jamie Daniels



STANDING TOGETHER FOR THE NEXT GENERATION

Adolescence is a critical window in shaping lifelong health, yet it is also when many young people first encounter substances that can change the course of their lives. Across Michigan and beyond, youth are facing rising mental health and substance use challenges, often fueled by stress, isolation, anxiety, and increased access to dangerous substances like fentanyl and high-potency cannabis.

The Jamie Daniels Foundation works with families, schools, and communities to respond with prevention, education, recovery support, and youth-focused care—while continuing to reduce the stigma that too often keeps people from seeking help.

This event turns commitment into action.

As the Foundation's leading annual fundraiser, the Celebrity Roast brings together business leaders, sports fans, families, and advocates around a shared commitment to protecting the next generation. Support from this event helps expand prevention programming, strengthen recovery resources, and increase access to specialized care for young people and families across Michigan.

IN MICHIGAN,

11% of 8th graders, 20% of 10th graders, and 31% of 12th graders reported illegal drug use in the past year

90%

of those in recovery or struggling with substance use disorder started engaging with drugs/alcohol before their 18th birthday

In Michigan, an average of

3,000 PEOPLE

die from an overdose each year

In Michigan,

160,000

(14.7%) youth between the ages of 18-25 years old stated having a substance use disorder in the past year





Jamie Daniels

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ABOUT THE JAMIE DANIELS FOUNDATION

The Jamie Daniels Foundation was established by Lisa Daniels-Goldman and Ken Daniels in memory of their son, Jamie, who lost his life to an overdose at the age of 23. In the face of unimaginable loss, they chose action and committed to changing the path for other young people and families navigating substance use disorder.

The Jamie Daniels Foundation focuses on preventing substance use disorder, supporting recovery, and reducing stigma. Our work is informed by both lived experience and evidence-based practices. We invest in programs that build healthy coping skills early, strengthen recovery supports for students, and expand access to compassionate, clinically informed care for adolescents.

Across Michigan, we support collegiate recovery programs, prevention initiatives and coping skills training in elementary schools, peer to peer prevention efforts in high schools, and parent education resources that help families recognize warning signs and start difficult conversations. We have also committed significant funding to establish and sustain the Adolescent Addiction Recovery Center at Children's Hospital of Michigan in Troy, expanding access to specialized treatment for youth in crisis.

At the heart of our work is a simple belief: early support matters, recovery is possible, and no family should face this journey alone.



11 COLLEGIATE RECOVERY PROGRAMS

serving campuses with more than 197,000 students



12+ HIGH SCHOOLS

implementing prevention programming, with continued expansion planned

10,000+ ELEMENTARY STUDENTS

trained in mindfulness and healthy coping skills

59 SCHOLARSHIPS AWARDED

to college students in recovery



175+ ADOLESCENTS TREATED

through specialized outpatient care in Troy

YOUR LOGO HERE



Chris Osgood
 Three-time Red Wing Stanley Cup Champion



John Keating

Longtime Detroit sports broadcaster and one of the most recognizable voices and faces in Detroit sports.

ROAST MC



ROASTERS



Kris Draper
 Former Red Wing great and four-time Stanley Cup champion



Darren Pang
 TNT/Chicago Black Hawks analyst



Neil Little
 Former NHL/AHL Philadelphia goaltender



Jim Ralph
 Comedian, media personality and retired professional hockey player



EVENT DETAILS:

SATURDAY, AUGUST 29

MOTORCITY CASINO HOTEL
 DETROIT, MI 48201

SCHEDULE:

5:30 PM - Cocktails, Hors d'Oeuvres & Silent Auction

7:00 PM - Dinner & Live Auction

8:30 PM - Roast Event



2026 SPONSORSHIP LEVELS

PRESENTING SPONSOR • 1 AVAILABLE • \$50,000

As Presenting Sponsor, your company will be woven into every aspect of the evening, with exclusive naming rights and prominent visibility from promotion through stage recognition. This partnership aligns your brand with one of Michigan's most visible youth substance use prevention efforts and one of Detroit's premier philanthropic events.

- Exclusive naming rights to the event
- On-air mentions by Ken Daniels during Detroit Red Wings broadcasts
- On-air mentions by Chris Osgood and John Keating during the Ozzie & Keats podcast
- Two premium tables (20 tickets) with preferred seating
- Celebrity guest (if desired) seated at sponsor tables
- Recognition and top positioning as Presenting Sponsor in press releases and across all event promotional materials
- Opportunity to air a company-produced video (up to :60) or have a company representative deliver remarks during the event
- Prominent logo recognition on digital displays throughout the event
- Full-page ad in the digital event program
- Featured recognition on the Jamie Daniels Foundation website
- Logo recognition in JDF e-newsletter communications
- Featured social media recognition across JDF platforms and Ken Daniels' accounts
- Four (4) club seats to a Detroit Red Wings game, plus an exclusive Meet & Greet with Ken Daniels and Mickey Redmond in their broadcast gondola

Your partnership does more than power an unforgettable night – it fuels prevention programming, supports students in recovery, and helps families access compassionate care.



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2026 SPONSORSHIP LEVELS

AUCTION SPONSOR 1 AVAILABLE	DINNER SPONSOR 1 AVAILABLE	HAT TRICK SPONSOR	POWER PLAY SPONSOR
\$25,000	\$20,000	\$10,000	\$5,000
<ul style="list-style-type: none"> Two premium tables (20 tickets) with preferred seating Celebrity guest (if desired) seated at sponsor tables Exclusive recognition as "Auction presented by [Company Name]" and positioning as Auction Sponsor across all auction promotional materials Logo featured prominently on auction screens and bidding platform Featured mention by auctioneer throughout the auction portion of the event Logo recognition at the event Recognition in the digital event program Featured recognition on the Jamie Daniels Foundation website Logo recognition in JDF e-newsletter communications Featured social media recognition across JDF platforms and Ken Daniels' accounts 	<ul style="list-style-type: none"> Two premium tables (20 tickets) with preferred seating Celebrity guest (if desired) seated at sponsor tables Recognition as "Dinner provided by [Company Name]" and positioning as Dinner Sponsor across all promotional materials On-stage acknowledgment prior to dinner service Logo recognition at the venue Recognition in the digital event program Featured recognition on the Jamie Daniels Foundation website Logo recognition in JDF e-newsletter communications Featured social media recognition across JDF platforms and Ken Daniels' accounts 	<ul style="list-style-type: none"> One VIP table (10 guests) Premium seating Logo recognition on event signage Logo listing on website Recognition in event program Logo recognition on the Jamie Daniels Foundation website Social media acknowledgment 	<ul style="list-style-type: none"> One table (10 guests) Logo recognition in event program Logo listing on website Recognition on sponsor screen during event

Your partnership strengthens prevention and recovery programs that serve children, young adults, and families across Michigan. Together, we can ensure more young people have access to the support they need.

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COMMITMENT FORM

COMMITMENT FORM DEADLINE: August 21, 2026

Dr. Mr. Mrs. Ms.

Company/Name _____

Company/Name as you would like it to appear in print/digital recognition:

Dr. Mr. Mrs. Ms.

Contact/Name & Title _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

SPONSORSHIP OPPORTUNITIES

PRESENTING - \$50,000 AUCTION - \$25,000 DINNER - \$20,000 HAT TRICK - \$10,000 POWER PLAY - \$5,000

ADDITIONAL OPPORTUNITIES

Donation in the amount of \$ _____ **TOTAL AMOUNT: \$** _____

PAYMENT METHOD

Payment enclosed, check payable to Jamie Daniels Foundation (Federal Tax ID: 32-0087353)

Please charge my credit card: American Express Discover MasterCard Visa

Name on card _____

Card Number _____ Exp. Date _____ CVV _____

Billing Address _____

City _____ State _____ Zip _____

Please send me an invoice to the address below.

BILLING CONTACT Dr. Mr. Mrs. Ms. Name & Title _____

Address _____

City _____ State _____ Zip _____

Email _____

Signature _____ Date _____

Please return this form & **high-res EPS logos** to: Chris Perry - Chris@JamieDanielsFoundation.org

ALL SPONSORSHIP COMMITMENTS MUST BE PAID, IN FULL, PRIOR TO August 25, 2026

Please send checks to: 3011 West Grand Boulevard Suite 218 Detroit MI 48202