

CRIME STOPPERS OF MICHIGAN

9<sup>th</sup> Annual

*Christmas Party*



**SATURDAY, DECEMBER 6, 2025**  
**12N-4PM**



**THE PARADE COMPANY**

9500 MT. ELLIOTT, STUDIO A DETROIT, MI 48211

*BY INVITATION ONLY*

**CRIME STOPPERS**  
**1•800•SPEAK UP**  
ANONYMOUS CASH REWARDS

**CRIME STOPPERS**  
CENTER FOR CRIME PREVENTION  
EDUCATION PREVENTION CONFLICT RESOLUTION

# CRIME STOPPERS OF MICHIGAN

## 2025 9<sup>th</sup> Annual Children's Christmas Party

Dear Friend of Crime Stoppers,

It's just frustrating. After more than thirty two years of serving southeast Michigan as the leading Crime Stoppers organization in the Midwest and the only organization in southeast Michigan that advocates for crime victims and their families, it's just frustrating that the question we hear most is still, "What does Crime Stoppers of Michigan do?" Let me help you with that question.

Imagine you're in a small 12x15 room. Against one wall is a large backdrop with the Crime Stoppers logo and the logos of a dozen corporations that support our work across seven counties of southeast Michigan. In front of that backdrop are a half dozen chairs. Seated on those chairs are family and friends of a human being whose life has been needlessly snuffed out by a heinously criminal act. The family members stare into a television camera, painfully recounting memories of their lost loved one, tearfully sharing their grief, and passionately appealing to "anyone who has information that could lead to an arrest and bring this family some closure" to call the Crime Stoppers 1-800 phone line to speak up.

Now look again. Seated on the laps of the oldest persons sitting on those chairs are children. They say nothing. They don't cry. They have no youthful spark in their eyes. They are the sons and daughters of persons whose lives were taken. They will never again ride on their father's shoulders. Their mothers will never tuck them into bed again. Their lives will never be the same. Will they ever smile again?

Now, imagine standing in the cavernous facility where the Detroit Parade Company warehouses their floats, life-sized bobble heads and other parade paraphernalia. The room reverberates with the gleeful voices of nearly 150 children who are hanging out with Santa and Mrs. Claus, elves, and Crime Stoppers staffers and volunteers who have come together to give these children a reason to smile again.

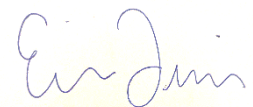
These children laid flowers at their mother's graves. These children sleep with pictures of their father's under their pillows. They are the same children who sat, sad and motionless at press conferences where other family members pleaded for someone to step up and speak up. And yes. They are smiling again.

They are smiling because the *aftercare* Crime Stoppers provides them and their families is essential for their healing. They are smiling because the work of staff and volunteers to collect, organize, and prepare toys, clothing, and other gifts to be distributed to these children at this event is impactful. They are smiling because the cumulative effects of the resources, encouragement, and coping resources provided during the year through our Family Support groups is potent and significant.

"What does Crime Stoppers of Michigan do?" We put smiles on the faces of children who have experienced immeasurable loss at a tender age. And we cannot keep putting smiles on these children's faces without your financial support. So please, help us as we help the children smile again.



President / CEO, Crime Stoppers of Michigan



News Anchor, Fox 2 News



# The Children's Christmas Party Includes

The party for the children will include a tour of the Thanksgiving Day Parade floats, lunch, a holiday atmosphere, games, entertainment for the whole family, a VIP area for sponsors, gifts passed out by Santa and his elves, and much more. Hundreds of families will be receiving bags of toys for their children. P  
SEP

Our Christmas Party helps to bring a little joy, happiness and put smiles on these children's faces who have been through so much sadness. The feeling of being a victim of a crime or losing someone is beyond words. For the victims, constant feelings of shock, numbness, denial, disbelief, and anger may chase them for life. Losing someone means there will be no more birthday parties, backyard gatherings, or other family activities to share with them. The laughter, hugs, guidance, sense of security and those opportunities to say "I love you" are forever gone. For children dealing with the death of a loved one as a result of a deliberate and often violent act committed by another human being, the pain of loss is intensified, making their grief often more complicated. Holidays approaching represent great challenges for these families. Not only is dealing with the pain of not being with their loved one difficult, but also some families have financial difficulties after the crime.



Tour of the  
Thanksgiving  
Day Parade  
Floats

Entertainment

Music

Games

Santa Claus &  
Ms. Claus

Balloons by  
Elf Rick

Frosty's Sweet  
Shoppe with  
Candy

Gift bags with  
toys for all the  
children

Face Painting

VIP area for  
Sponsors

Christmas  
Floats

Special Guests

# 2025 Children's Christmas Party Sponsorship Opportunities

## SPONSORSHIP BENEFITS



Santa

Ms. Claus

Rudolph

Elf

\$25,000

\$15,000

\$10,000

\$7,500

Invitation to VIP reception (two guests)



Featured Sponsor event and PR announcements to Press & Media



Opportunity to place/distribute literature at event



Company Ad displayed digitally/electronically at event



Acknowledgement in the Crime Stoppers Information Packet



Exclusive Interview with company representative



Acknowledgement in the Crime Stoppers Sponsorship Packet



Signage throughout the event



Thank You billboards showing partnership with Crime Stoppers



6



4



2



1

Acknowledgement in program at event



Full  
Page



Full  
Page



Half  
Page



Half  
Page

Acknowledgement in bi-monthly newsletter



Acknowledgement on Crime Stoppers social media



Acknowledgement on Crime Stoppers website



Rights to use Crime Stoppers logo and affiliation in the company's 2025 publications & community outreach activities



# 2025 Children's Christmas Party Sponsorship Opportunities

## SPONSORSHIP BENEFITS



Frosty



Candy Cane



Angel

\$5,000

\$2,500

\$1,000

Invitation to VIP reception (two guests)



Featured Sponsor event PR announcements to Press & Media

Opportunity to place/distribute literature at event

Company Ad displayed digitally/electronically at event

Acknowledgement in the Crime Stoppers Information Packet

Exclusive Interview with company representative

Acknowledgement in the Crime Stoppers Sponsorship Packet

Signage throughout the event

Thank You billboards showing partnership with Crime Stoppers

Acknowledgement in the program at event



Acknowledgement in bi-monthly newsletter



Acknowledgement on Crime Stoppers social media



Acknowledgement on Crime Stoppers website



Rights to use Crime Stoppers logo and affiliation in the company's 2025 publications & community outreach activities



# Christmas Party Sponsorship Form

Date: Saturday, December 6, 2025 SEP

Venue: The Parade Company, 9500 Mt. Elliott, Studio A Detroit, MI



\*To fill out our Christmas Party Form Online, please go to [www.1800speakup.org](http://www.1800speakup.org) under Upcoming Events

☐ **YES, we will attend the Children's Christmas Party and are pleased to sponsor at the following level:**  
(for details on Sponsor benefits, please see previous pages) (Two attendees per sponsorship)

- |                                            |                                          |
|--------------------------------------------|------------------------------------------|
| <input type="radio"/> SANTA CLAUS \$25,000 | <input type="radio"/> FROSTY \$5,000     |
| <input type="radio"/> MRS. CLAUS \$15,000  | <input type="radio"/> CANDY CANE \$2,500 |
| <input type="radio"/> RUDOLPH \$10,000     | <input type="radio"/> ANGEL \$1,000      |
| <input type="radio"/> ELF \$7,500          |                                          |

☐ **Sadly, we cannot attend, but are happy to donate \$\_\_\_\_\_**

(Donors of \$1,000 or more will be included in a listing of supporters that will be shown electronically during the event )

## For sponsors:

\_\_\_\_\_  
Name written exactly as it will appear in printed materials

\_\_\_\_\_  
Organization Name

\_\_\_\_\_  
Mailing Address

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

\_\_\_\_\_  
Contact Person Email Address

\_\_\_\_\_  
Daytime Telephone # Fax #

Sponsors, please include a high resolution corporate logo and/or program ad (see specs).

Email ads/logos to: [shirley@michiganalliance.org](mailto:shirley@michiganalliance.org) no later than Dec 1, 2025

## PAYMENT METHODS

- ☐ CHECK ☐ CREDIT CARD   
- ☐ Visa ☐ Mastercard ☐ Amex

## RECEIVE INVOICE VIA

- ☐ E-mail  
☐ Mail  
☐ Fax  
☐ No invoice requested

Please make checks payable to:  
Crime Stoppers of Michigan  
Mail to:

Crime Stoppers of Michigan  
18000 West 9 Mile Road, Ste 500  
Southfield, MI 48075

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Security Code

I hereby authorize \$\_\_\_\_\_ to be charged to my above credit card

Please complete form and email to [supporter@michiganalliance.org](mailto:supporter@michiganalliance.org)

\_\_\_\_\_  
Authorized signature

For additional information, please contact Crime Stoppers at 313-922-5000, ext. 114.

**Crime Stoppers of Michigan is a 501(c)(3) organization. All contributions are tax deductible in compliance with the law.**

# 2025 Advertising Specifications

All advertisements/logos will be displayed electronically and in full color. Ads must be submitted no later than December 1, 2025

Acceptable ad formats: vectored EPS (preferred), JPEG, TIF or PDF

Color palette: RGB

Size: 300 dpi to size - see chart below

Please refer to the chart below for ad specifications:

| Ad Size  | Full page                              | Half page                                | Quarter page                             |
|----------|----------------------------------------|------------------------------------------|------------------------------------------|
| Ad Specs | 7"(w) X 5.25"(h)<br>300 dpi full color | 3.5"(w) X 5.25"(h)<br>300 dpi full color | 3.33"(w) X 2.5"(h)<br>300 dpi full color |



# About Crime Stoppers of Michigan

Over the last 30 years, our mission within the seven counties of Southeast Michigan that we serve is to provide an anonymous tip line for the reporting of vital information to help solve crime as well as the delivery of educational safety programs and information through our Center for Crime Prevention.

## 1-800-Speak-Up

The anonymous tip line has been a valuable tool to over 200 law enforcement agencies in Southeast Michigan. Providing help either to the victim, their family and/or the investigating agency, Crime Stoppers of Michigan reaches out to the public through television, posters, door hangers, press releases and a number of social media platforms. Over the last 30 years, tens of thousands of tips have been received and processed to the appropriate investigative agency. A number of these tips have provided crucial information leading to the arrest and conviction of the person(s) responsible. Tipsters are provided a five digit confidential code to be used in the event a reward is awarded.

Once a case has been “worked” by law enforcement with no resolution, the only option to move it forward is to seek information from the public. Often, Crime Stoppers provides the only viable option left for law enforcement, the victim, and/or their family.



|                                                                                         |                                                                                                   |                                                                                                                        |
|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| <b>CRIME STOPPERS</b><br><b>1•800•SPEAK UP</b><br><small>ANONYMOUS CASH REWARDS</small> | <b>COMMUNITY<br/>IMPACT</b>                                                                       | <b>CRIME STOPPERS</b><br><b>CENTER FOR CRIME PREVENTION</b><br><small>EDUCATION PREVENTION CONFLICT RESOLUTION</small> |
| Over 3 million dollars in recoveries in the last 10 years                               | Participate and Educate the public about the Crime Stoppers program at 100's of events every year |                                                                                                                        |
| 80% of tips received from suburbs                                                       | Supports over 200 local, state and federal law enforcement agencies.                              |                                                                                                                        |
| Have 10 community outreach programs                                                     | Assisting 1000's of families and victims                                                          |                                                                                                                        |
| Serving Seven Counties of southeast Michigan                                            |                                                                                                   |                                                                                                                        |



Supporting over 200 federal, state, county and local law enforcement agencies, this program has assisted in the arrest of a number of criminals who prey on the general public making our neighborhoods safer. So far in 2024, because of the arrests made due to tips, \$324,463 of recoveries were reported by law enforcement. This total includes guns taken off the streets, vehicles and cash recovered, and street value of drugs seized.





## The Center For Crime Prevention

In addition to working with the public on solving crime, Crime Stoppers of Michigan works with community groups throughout Southeast Michigan providing programs and presentations focused on helping to identify potential crime risks and how to avoid becoming a victim.

The objective of the Center is to promote personal safety through education and resource information that includes topics such as prevention and detection of identity theft, senior scams, and sexual crimes. These articles are separated into subject matter for both students and parents.

The Crime Stoppers' YouTube channel delivers Crime Prevention information through presentations and educational videos to help ensure one's personal safety.

The speaker's bureau provides a variety of subject matter with experts available to neighborhood organizations, students groups, church groups, and community social groups addressing topics that include senior scams, active shooter, neighborhood watch, 1-800-Speak Up, human trafficking, and internet phishing scams.



Presentations also include Crime Stoppers of Michigan interviews on television and radio programs which air in the Southeast Michigan area.

Through the Center, information is shared using brochures and other written information highlighting safe behavior.

The Center for Crime Prevention supports other community based and law enforcement organizations throughout the State of Michigan and provides vital crime prevention information to citizens in Michigan.

A family support program is provided through the Center in partnership with Ascension Open Arms. Victims and/or their families gather together bi-monthly to support each other which includes presentations from mental health professionals providing coping and healing recommendations.

Crime Prevention research continues to be developed to further educate citizens in Southeast Michigan on how best to stay safe.

## Crime Stoppers Program is a vital community partnership

- A partnership with over 200 law enforcement agencies
- A partnership with many activist programs
- A partnership with neighborhood and community group safety programs
- A partnership with the press and media
- A partnership with our faith based community
- A partnership with corporate leaders who have a vested interest in the safety of their loved ones and their employees

Collectively, these partnerships result in promoting safer communities throughout our region

# Thank You To The Sponsors Of Our 2024 8<sup>th</sup> Annual Children's Christmas Party!

OPERATING  
ENGINEERS



**KAJY LAW FIRM**

877-KAJY-CARES



**Kenwal**



DALLO LAW

**HUDSON  
WEBBER  
FOUNDATION**

**Motor City  
Peacekeepers**

**HOLLYWOOD  
Casino**  
— at GREEKTOWN —  
A PENN Play Destination



## Our Board of Directors

### Executive Committee

Chairman  
Mark Aiello  
Partner  
Foley & Lardner LLP

President  
Daniel DiBardino  
President & CEO  
Crime Stoppers of Michigan

Vice Chairman/Golf Committee Chair  
Greg Avsharian  
President  
GEA Holdings, LLC

Treasurer/Governance/Nominating  
Committee Chair  
Keith Mazur  
Senior Vice President  
Citizens Bank

Secretary  
Lashinda Stair  
Senior Consultant, Public Safety  
Motorola Solutions

### Other Board Members

Elvin Barren  
Chief  
Southfield Police Department

Christopher Barrett  
Vice President  
Merrill Lynch

Karen Belans  
Chief Financial Officer  
Detroit Regional Chamber

Tony Castiglione  
President  
Integrated Manufacturing Group

Charles Fitzgerald  
Assistant Chief  
Detroit Police Department

Paul Graf  
GrafTec & Associates

Andrea Isom  
Co-Owner  
OHmeoMI Productions

Consuela Barber-Lopez  
Co-Director and Founder  
BombaRica

Barbara McQuade  
Professor from Practice  
University of Michigan Law School

Barbara McQuade  
Professor from Practice  
University of Michigan Law School

Pastor Darren Penson  
Greater Quinn A.M.E. Church

Latresa Rice  
Chief Executive Officer  
Royal Charity View, LLC.

Lieutenant Lizabeth Rich  
Division Commander  
Michigan State Police

Matthew Schneider  
Co-Leader  
Honigman LLP

Elliot Shafer  
Vice President  
Middle Market Banking  
The Huntington National Bank

Rob Simon  
Simon Partners, LLC.

Douglas Stockwell  
Business Manager & General  
Vice President  
Operating Engineers 324

Tina Benvenuti Sullivan  
President & Chief Operating Officer  
Franco Public Relations

Anthony Wickersham  
Sheriff  
Macomb County Sheriff's Office

Megan Williams  
SVP Human Resources  
AAA

Jeffery A. Yorkey  
Prosecuting Attorney  
Monroe County

### Ex-Officio

Lou Schmidt Jr.  
President  
Honey - Baked Ham Company

Daniel F. Ponder  
Chief Executive Officer  
Franco Public Relations Group