

Celebration of Hope 2024

2024 SPONSORSHIP OPPORTUNITIES



Exposure and interaction with approximately 175 local community supporters of mental health and comprehensive crisis intervention.



Common Ground
helping people move from crisis to hope

Presenting Sponsor



- Unique brand activation experience of your choice
- Sponsor logo will be co-branded in all event collateral, communications, and advertising/media as event “presented by COMPANY NAME.”
- Sponsor prominently recognized on signage through event, including at podium, in registration area, and throughout event.
- Recognition from podium during program and pre and post event activities, as well as announcements throughout event and all event activities.
- Two premium gala tables (tickets to the event and reserved seating).
- Concierge registration.
- Opportunity to include full page in event program.
- Prominent logo placement on invitations, event program, communications, and event website, as well as all other event collateral.
- Social media feature and recognition, as well as recognition on Corporate Partner page of Common Ground website, blog story highlighting company support, and spotlight article in quarterly e-newsletter highlighting organization’s impact at Common Ground.
- Ability to drive periods of corporate promotions, contests, and special offers that benefit Common Ground.
- Inclusion in pre-event VIP Reception, exclusive Benefactor Brunch with Common Ground President and CEO Heather Rae, and opportunity for private tour.
- Recognition in advertising.
- Co-creation of custom integration

Presenting Sponsor



Common Ground

\$25,000

Presenting Sponsor Activations

Presenting Sponsor



Toast to Tonight

Share a message and raise a glass in honor of the supporters and celebration guests.



Surprise & Delight

Bring the WOW factor to the Celebration with an interactive or display station unique to your company.



Technology Titan

Include your branding on our event auction and donation sites at both the Celebration of Hope Gala and Birmingham Street Art Fair in September.

Or choose any activation from the Platinum or Gold Sponsor levels!

\$25,000



Common Ground

Platinum Sponsor



Platinum Sponsorship

- Unique brand activation experience of your choice
- One premium Gala table for eight-ten with reserved seating
- Opportunity to include a half-page ad in event program
- Logo recognition on event signage
- Logo recognition on event program and event website
- Social media feature and recognition
- Inclusion in pre-event VIP Reception and exclusive Benefactor Brunch with Common Ground President and CEO, Heather Rae.



Double Dollars

Match every dollar raised during a designated time - up to a certain amount - doubling funds raised for Common Ground!



Parting Gifts

Provide your branded dessert or favor given to guests as they depart.



Bar None

Host our bar during the Gala celebration as guests mingle and celebrate!



Cheering Section

Sponsor the cheering section and noisemakers for guests to use throughout the event.

Or choose any activation from the Gold Sponsor levels!



Common Ground

\$15,000

Gold Sponsor

\$10,000

- Unique , customized brand activation experience
- One gala table for up to ten guests with preferred seating
- Opportunity to include quarter-page ad in event program.
- Logo recognition on event signage, event program & event website
- Social media feature and recognition
- Inclusion in pre-event VIP reception
- Invitation to Benefactor Brunch with President & CEO, Heather Rae

Silver Sponsor

\$7,500

- One gala table for up to ten guests with preferred seating
- Logo recognition on event signage, event program & event website
- Social media feature and recognition
- Inclusion in pre-event VIP reception

Bronze Sponsor

\$5,000

- One gala table for up to ten guests with preferred seating
- Name recognition on event signage, event program & event website
- Inclusion in pre-event VIP reception



Standout Sponsorships



Common Ground
helping people move from crisis to hope

Art & Auctions

\$10,000

- Your logo prominently displayed on our silent auction and donation websites.
- Exposure is doubled as your logo will be featured at both the Celebration of Hope Gala AND the Birmingham Street Art Fair (September 28-29th) bidding sites.
- One gala table for up to 10 guests with preferred seating.



Video Squad

\$7,500

- Sponsor the official Celebration of Hope video to be shown in media and event promotions, as well as being featured during the gala presentation - a truly long-lasting and visible brand opportunity!
- Includes logo co-branding throughout official event video and logo recognition on signage and materials.
- Four tickets to the gala.



Path to Hope

\$7,500

- Help celebrate the Path to Hope - a mission focused display honoring Common Ground advocates who bring hope and support for those facing crisis and seeking recovery
- Four tickets to the gala.



\$5,000

Red Carpet Sponsor

- Make sure guests arrive in style as the sponsor of the Red Carpet! Your company's logo will be co-branded as part of the backdrop where guests stop for a photo as they enter The Community House.
- Signage along the red carpet path.
- Four tickets to the gala.



\$5,000

VIP Reception

- Premier sponsorship of the pre-event VIP Reception: 6-6:30pm.
- Intimate and private reception for invited guests, including the President & CEO of Common Ground.
- Logo signage and exclusive recognition during the reception.
- Four tickets to the gala.



\$3,500

Concierge Check-In

- Your logo prominently displayed as guests arrive and check-in for the evening.
- Logo recognition on signage.
- Two tickets to the gala.



Light The Way Home

When attendees depart, your branded gift will be hand delivered to all guests, leaving a memorable impression.



\$3,500

- Includes logo signage at valet station.
- Two tickets to the gala.

Libation Station

Host our bar during the Gala celebration as guests mingle and celebrate hope!



\$2,500

- Includes logo signage at both bars.
- Two tickets to the gala.

Photo Stop

Be a part of Gala memoires by sponsoring the Photo Stop and have your logo present in every shot.



\$2,500

- Co-branded picture frame
- Logo signage
- The opportunity to provide photo booth style props.
- Two tickets to the gala.



Make the 2024 Celebration of Hope come alive with an Event Essentials Sponsorship!

Each opportunity includes recognition in sponsorship area, two tickets to the Celebration of Hope, and name recognition in event program and website.

SOLD



Entertainment Sponsor

SOLD



Champagne Sponsor

SOLD



Decor & Favors Sponsor


SOLD



Valet Service Sponsor


\$1,500 each

\$1,500



Purchase a Gala Table

\$500



Purchase a Premier Ticket

One Gala Ticket
Mission donation of \$350
Invitation to VIP Reception
Name in Program

\$150



Cost of General Admission Ticket

2024 Celebration of Hope Sponsorship Commitment

___ Presenting Sponsor - \$25,000

___ Platinum Sponsor - \$15,000

___ Gold Sponsor - \$10,000

___ Silver Sponsor - \$7,500

___ Bronze Sponsor - \$5,000

___ Art & Auctions - \$10,000

___ Video Squad - \$7,500

___ Path to Hope - \$7,500

___ Red Carpet - \$5,000

___ VIP Reception - \$5,000

___ Concierge Check-In - \$3,500

___ Light the Way Home - \$3,500

___ Libation Station - \$2,500

___ Photo Stop - \$2,500

___ Event Essential - \$1,500:

___ Purchase a Table - \$1,500

We are unable to sponsor at the time but wish to make a donation of:

\$ _____

Company: _____

Contact: _____

Street Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

___ Check Enclosed ___ Send Invoice ___ Charge Card below

Name of Card: _____

Credit Card #: _____

Security Code: _____ Exp. Date: _____ Billing Zip: _____

Signature: _____

Return Sponsorship Commitment Form with payment to:

Common Ground Attn: CoH - Development
30200 Telegraph Road | Suite 300 | Bingham Farms, MI 48025
or email: Development1@commongroundhelps.org

