

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 benefits include:



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



Common Ground

\$25,000

Presenting Sponsor Activations



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 benefits include:

- 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.



Platinum Sponsorship



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 benefits include:

- Unique brand activation experience of your choice (below)
- One premium gala table for eight-ten with reserved seating
- Opportunity to include quarter-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



Gold Sponsorship



Video Squad

Sponsor the official Celebration of Hope video to be used in media, promotions and during the event



Let's Celebrate!

Display your logo at the highly visible Gala registration table



Music Maker

Support the festivities with your company's logo displayed in proximity to the evening's musical entertainment.



Common Ground

\$10,000

Path to Hope

Help celebrate the Path to Hope - a designated space to honor some of the people that bring light and support to those in the midst of their recovery journey. Four Gala tickets included.

\$7,500



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 venue. You'll also receive signage along the red carpet path as well as four tickets to the Celebration of Hope Gala.

\$5,000



VIP Reception

Premier sponsorship of the pre-event VIP Reception: 6-6:30pm

This opportunity provides an intimate private reception for invited VIP guests, four tickets to the Celebration of Hope Gala, logo signage, and exclusive recognition during the reception.

\$5,000



Common Ground

Light The Way Home

When attendees depart, your branded gift will be hand delivered to all guests, leaving a memorable impression. Includes logo signage at valet station and two tickets to the Celebration of Hope Gala.

\$3,500



Libation Station

Host our bar during the Gala celebration as guests mingle and celebrate hope! Includes logo signage at both bars and two tickets to the Celebration of Hope Gala.

\$2,500



Photo Stop

Be a part of Gala memories by sponsoring the Photo Stop.

Includes two tickets to the Celebration of Hope Gala, the opportunity to provide photo booth style props, a co-branded picture frame and your logo signage.

\$2,500



Common Ground

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.



Entertainment
Sponsor



Champagne
Sponsor



Decor & Favors
Sponsor



Valet Service
Sponsor

\$1,500 each



Purchase a
Gala Table



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



Cost of General
Admission Ticket



Common Ground

2024 Celebration of Hope Sponsorship Commitment

Commitment Form

☐ Presenting Sponsor - \$25,000 ☐ Light the Way Home - \$3,500
☐ Platinum Sponsor - \$15,000 ☐ Libation Station - \$2,500
☐ Gold Sponsor - \$10,000 ☐ Photo Stop - \$2,500
☐ Path to Hope - \$7,500 ☐ Event Essential - \$1,500:
☐ Red Carpet - \$5,000 _____
☐ VIP Reception - \$5,000 ☐ 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