

# Celebration of Hope

GALA 2025

**SPONSORSHIP  
OPPORTUNITIES**



Where hope shines brightly

# PRESENTING SPONSOR

\$25,000

## Gala tickets

Two reserved tables  
(20 tickets) with  
premium placement



## VIP Reception

Invited to pre-event  
VIP Reception  
including concierge  
registration

## Advertising

Opportunity to be  
featured in Gala  
Program (full page  
advertisement on  
back cover or inside  
front cover)



- Sponsor logo will be co-branded in all event collateral, communications, and advertising/media as event "presented by [YOUR COMPANY NAME]."
- Recognition from podium during program and pre and post event activities, as well as announcements throughout event and all event activities
- Unique brand activation experience of your choice: co-creation of customized sponsorship benefits (i.e. specialty cocktail, enhanced online acknowledgement, educational event at your business, etc)
- Sponsor prominently recognized on signage through event, including at podium, in registration area, and throughout event
- 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 all pre-event and post-event activities, including exclusive opportunity for private tour of the Resource and Crisis Center





## DIAMOND SPONSORSHIP

**\$15,000**

### Gala tickets

Two reserved tables (20 tickets) with premium placement

### VIP Reception

Invited to pre-event VIP Reception including concierge registration

### Advertising

Opportunity to be featured in Gala Program (full page advertisement on back cover or inside front cover)

- Unique brand activation experience of your choice
- Co-Chair Status & agreement to help host key guests or contributors of your choice in reserved event seating
- Opportunity to include full page in souvenir event program.
- Logo recognition on event signage, program, website, and communications
- Social media feature and recognition
- Inclusion in all pre-event and post-event activities, including exclusive VIP Reception and concierge registration.



## RUBY SPONSORSHIP

**\$10,000**

### Gala tickets

One table (10 tickets) with reserved seating

### VIP Reception

Invited to pre-event VIP Reception including concierge registration

### Advertising

Opportunity to be featured in Gala Program (half page advertisement)

- Unique brand activation experience of your choice
- Opportunity to include half page advertisement in souvenir event program.
- Logo recognition on event signage, program, website, and communications
- Social media feature and recognition
- Inclusion in all pre-event and post-event activities, including exclusive VIP Reception and concierge registration.





## EMERALD SPONSORSHIP

**\$7,500**

### Gala tickets

One table (10 tickets) with reserved seating

### VIP Reception

Invited to pre-event VIP Reception including concierge registration

### Advertising

Opportunity to be featured in Gala Program (quarter page advertisement)

- Opportunity to include quarter page advertisement in souvenir event program.
- Logo recognition on event signage, program, website, and communications
- Social media feature and recognition
- Inclusion in all pre-event and post-event activities, including exclusive VIP Reception and concierge registration.



## SAPPHIRE SPONSORSHIP

**\$5,000**

### Gala tickets

One table (10 tickets) with reserved seating

### VIP Reception

Invited to pre-event VIP Reception including concierge registration

### Advertising

Opportunity to purchase quarter page ad in Gala Program for \$500

- Opportunity to purchase quarter page advertisement in souvenir event program.
- Name recognition on event signage, program, website, and communications
- Social media feature and recognition
- Inclusion in all pre-event and post-event activities, including exclusive VIP Reception and concierge registration.



# EVENT ELEMENTS

## Video Squad

**\$7,500**

### Gala tickets

Four tickets with reserved seating

### VIP Reception

Invited to pre-event VIP Reception including concierge registration

### Advertising

Opportunity to purchase quarter page ad in Gala Program for \$500

Sponsor the official Celebration of Hope video, an essential element of the gala, which is also used in media and on our website. A truly long-lasting and visible brand opportunity!

- Includes logo co-branded throughout official event video, logo recognition in signage and materials, and four tickets to the gala.
- Co-branding on video – either throughout on video footer or in both introduction/credits style slide at end of video
- Inclusion in pre-event VIP reception and post-event activities
- Logo recognition on event signage, program, and website
- Recognition via social media
- Opportunity to purchase quarter page advertisement in souvenir event program.



## Path to Hope

**\$7,500**

### Gala tickets

Four tickets with reserved seating

### VIP Reception

Invited to pre-event VIP Reception including concierge registration

### Advertising

Opportunity to purchase quarter page ad in Gala Program for \$500

Help celebrate the Path to Hope - a curated section dedicated to honoring people who bring light to a recovery journey. This mission-focused section honors the stories and faces of crisis-response specialist, people served, honored guests, and other dedicated to putting people in crisis first.

- Co-branding on Path to Hope signage
- Inclusion in pre-event VIP reception and post-event activities
- Logo recognition on event signage, program, and website
- Recognition via social media
- Opportunity to purchase quarter page advertisement in souvenir event program.





# EVENT ELEMENTS

## ART & AUCTIONS

**\$5,000**

### Gala tickets

Four tickets with reserved seating

### VIP Reception

Invited to pre-event VIP Reception including concierge registration

### Advertising

Opportunity to purchase quarter page ad in Gala Program for \$500

Include your logo on our silent auction website and donation sites! Your reach is DOUBLED as your logo will be prominently featured at both at the Celebration of Hope Gala and the Birmingham Street Art Fair (9/14 & 9/15).

- Includes logo co-branded throughout official event video, logo recognition in signage and materials, and four tickets to the gala.
- Co-branding on video – either throughout on video footer or in both introduction/credits style slide at end of video
- Inclusion in pre-event VIP reception and post-event activities
- Logo recognition on event signage, program, and website
- Recognition via social media
- Opportunity to purchase quarter page advertisement in souvenir event program.



## RED CARPET

**\$5,000**

### Gala tickets

Four tickets with reserved seating

### VIP Reception

Invited to pre-event VIP Reception including concierge registration

### Advertising

Opportunity to purchase quarter page ad in Gala Program for \$500

Make sure we arrive and celebrate in style as the sponsor of the Red Carpet! Your company's logo will be front and center on a co-branded backdrop at Celebration of Hope, along with logo signage along the red carpet and four tickets to the event – a part of all our event memories and post-event promotions.

- Co-branded photo backdrop on the Red Carpet, where official pictures are taken of attendees
- Inclusion in pre-event VIP reception and post-event activities
- Logo recognition on event signage, program, and website
- Inclusion in sponsor recognition via social media
- Opportunity to purchase quarter page advertisement in souvenir event program.



# EVENT ELEMENTS

## VIP RECEPTION

**\$5,000**

### Gala tickets

Four tickets with reserved seating

### VIP Reception

Invited to pre-event VIP Reception including concierge registration

### Advertising

Opportunity to purchase quarter page ad in Gala Program for \$500

Be the exclusive sponsor for the pre-event VIP Reception! You'll have the opportunity to network and speak to VIP attendees, receive four tickets to the event with concierge reception, and logo signage and exclusive recognition during the reception. Includes creation of signature cocktail.

- Exclusive signage and speaking opportunity during pre-event VIP reception
- Opportunity to create signature cocktail to be served only during VIP reception
- Inclusion in pre-event VIP reception and post-event activities
- Logo recognition on event signage, program, and website
- Inclusion in sponsor recognition via social media
- Opportunity to purchase quarter page advertisement in souvenir event program.



## AFTERGLOW

**\$5,000**

**NEW**

### Gala tickets

Four tickets with reserved seating

### VIP Reception

Invited to pre-event VIP Reception including concierge registration

### Advertising

Opportunity to purchase quarter page ad in Gala Program for \$500

Keep the party going after the program concludes! Host the final hour of the event after the program is closed but the dance floor is open!

- 4 tickets to gala with concierge reception
- Exclusive signage at registration/check-in and exclusive opportunity to distribute branded item/door prize to guests as they arrive
- Inclusion in pre-event VIP reception and post-event activities
- Logo recognition on event signage, program, and website
- Inclusion in sponsor recognition via social media
- Opportunity to purchase quarter page advertisement in souvenir event program.



# EVENT ELEMENTS

## Concierge Check-in

**\$3,500**

### Gala tickets

Two tickets with reserved seating

### VIP Reception

Invited to pre-event VIP Reception including concierge registration

### Advertising

Opportunity to purchase quarter page ad in Gala Program for \$500

Your logo displayed prominently at this highly visible location at the registration table where all guests check-in. Includes an option to distribute a branded door prize upon guest arrival.

- 2 tickets to gala with concierge reception
- Exclusive signage at registration/check-in and exclusive opportunity to distribute branded item/door prize to guests as they arrive
- Inclusion in pre-event VIP reception and post-event wraparound activities
- Logo recognition on event signage, program, and website
- Inclusion in sponsor recognition via social media
- Opportunity to purchase quarter page advertisement in souvenir event program.

## Light the Way Home

**\$3,500**

### Gala tickets

Two tickets with reserved seating

### VIP Reception

Invited to pre-event VIP Reception including concierge registration

### Advertising

Opportunity to purchase quarter page ad in Gala Program for \$500

When attendees depart, your company can distribute a thoughtful branded item to keep the celebration glow warm. This is completely customizable and a meaningful way to interact with all and leave a lasting impression. Option to provide items and we will distribute for you.

- 2 tickets to gala with concierge reception
- Signage at event exit points and exclusive opportunity to distribute branded item/door prize to guests as they depart
- Inclusion in pre-event VIP reception and post-event wraparound activities
- Logo recognition on event signage, program, and website
- Inclusion in sponsor recognition via social media
- Opportunity to purchase quarter page advertisement in souvenir event program.





# EVENT ELEMENTS

## SURPRISE & DELIGHT

**\$3,500**

**NEW**

Bring the WOW Factor to the celebration with a unique interactive or display station unique to your company.

### Gala tickets

Two tickets with reserved seating

### VIP Reception

Invited to pre-event VIP Reception including concierge registration

### Advertising

Opportunity to purchase quarter page ad in Gala Program for \$500

- 2 tickets to gala with concierge reception
- Unique interactive or display station of your choice
- Inclusion in pre-event VIP reception and post-event wraparound activities
- Logo recognition on event signage, program, and website
- Inclusion in sponsor recognition via social media
- Opportunity to purchase quarter page advertisement in souvenir event program.

See appendix section for Surprise and Delight options

## LIBATION STATION

**\$2,500**

### Gala tickets

Two tickets with reserved seating

### VIP Reception

Invited to pre-event VIP Reception including concierge registration

### Advertising

Opportunity to purchase quarter page ad in Gala Program for \$500

Host both bars during the gala celebration as guests mingle and celebrate!

- 2 tickets to gala with concierge reception
- Logo signage at event bar area
- Inclusion in pre-event VIP reception and post-event wraparound activities
- Logo recognition on event signage, program, and website
- Inclusion in sponsor recognition via social media
- Opportunity to purchase quarter page advertisement in souvenir event program.



# EVENT ELEMENTS

## PHOTO STOP

**\$2,500**

### Gala tickets

Two tickets with reserved seating

### VIP Reception

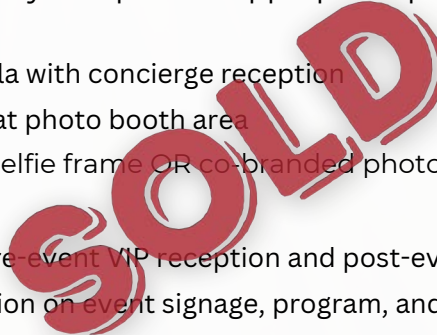
Invited to pre-event VIP Reception including concierge registration

### Advertising

Opportunity to purchase quarter page ad in Gala Program for \$500

Be a part of the memories by sponsoring the Celebration of Hope Photo Booth where each photo will be co-branded with your logo. You may also provide appropriate props.

- 2 tickets to gala with concierge reception
- Logo signage at photo booth area
- Co-branded selfie frame OR co-branded photo booth picture printing
- Inclusion in pre-event VIP reception and post-event activities
- Logo recognition on event signage, program, and website
- Inclusion in sponsor recognition via social media
- Opportunity to purchase quarter page advertisement in souvenir event program.



## DESSERT STATION

**\$2,500**

NEW

### Gala tickets

Two tickets with reserved seating

### VIP Reception

Invited to pre-event VIP Reception including concierge registration

### Advertising

Opportunity to purchase quarter page ad in Gala Program for \$500

End the night on a sweet note by sponsoring the dessert stations during the gala celebration as guests mingle and celebrate!

- 2 tickets to gala with concierge reception
- Logo signage at dessert table(s)
- Inclusion in pre-event VIP reception and post-event wraparound activities
- Logo recognition on event signage, program, and website
- Inclusion in sponsor recognition via social media
- Opportunity to purchase quarter page advertisement in souvenir event program.



# EVENT ESSENTIALS



## SPONSORSHIPS

- ENTERTAINMENT
- CHAMPAGNE TOAST
- DECOR
- VALET
- COAT CHECK

Sponsorships  
are **\$1,500**  
each

Event Essential sponsorships include:

- 2 tickets to the gala with VIP reception
- Name recognition on event signage, program, and materials
- Inclusion in pre-event VIP reception and post-event activities
- Sponsor recognition via social media
- Opportunity to purchase an eighth-page advertisement in souvenir event program for \$500.



# TICKET OPTIONS



General Admission:  
\$150



Premier Ticket  
Includes recognition in  
program & event signage  
\$500



Table Purchase  
(Up to 10 guests)

- Name recognition on event signage, program, and website
  - Invitation to VIP reception
  - Opportunity to include 1/8 page ad in event program
- \$1,500**



# COMMITMENT FORM

|  |  |
|--|--|
| <input type="checkbox"/> \$25,000 Presenting Sponsor               | <input type="checkbox"/> \$3,500 Afterglow   |
| <input type="checkbox"/> \$15,000 Diamond Sponsorship              | <input checked="" type="checkbox"/> <b>Sold</b> \$3,500 Concierge Check-In   |
| <input type="checkbox"/> \$10,000 Ruby Sponsorship                 | <input type="checkbox"/> \$3,500 Light the Way Home  |
| <input type="checkbox"/> \$7,500 Emerald Sponsorship               | <input type="checkbox"/> \$3,500 Surprise & Delight  |
| <input type="checkbox"/> \$5,000 Sapphire Sponsorship              | <input type="checkbox"/> \$2,500 Libation Station  |
| <input type="checkbox"/> \$7,500 Video Squad                       | <input checked="" type="checkbox"/> <b>Sold</b> \$2,500 Photo Stop   |
| <input type="checkbox"/> \$7,500 Path to Hope                      | <input type="checkbox"/> \$2,500 Dessert Station   |
| <input type="checkbox"/> \$5,000 Arts & Auctions                   | <input type="checkbox"/> \$1,500 Event Essentials:   |
| <input type="checkbox"/> \$5,000 Red Carpet                        | <ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Champagne Toast</li> <li>• Decor</li> <li>• Valet</li> <li>• Coat Check</li> </ul> |
| <input type="checkbox"/> \$5,000 VIP Reception                     |  |
| <input type="checkbox"/> Contact me to create a custom sponsorship |  |

We are unable to sponsor at this time but wish to make a donation of \$\_\_\_\_\_

☐ Check Enclosed

☐ Send Invoice

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

## Return Commitment Form with payment to:

Common Ground

ATTN: CoH/Development | 30200 Telegraph Rd., Ste 300, Bingham Farms, MI 48025  
or email [development@commongroundhelps.org](mailto:development@commongroundhelps.org)

