

Celebration of
Hope
GALA 2026

SPONSORSHIP
OPPORTUNITIES

PRESENTING SPONSOR

Two (2) reserved tables
(20 tickets) with
premium placement

Invite to pre-event
VIP Reception with
concierge registration

Opportunity to be featured
in Gala Program:
full page on back cover or
full page inside front cover

\$25,000

- 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 CoH event page and 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 Common Ground main office and/or resiliency center(s)

DIAMOND SPONSOR

\$15,000

Two (2) reserved tables
(20 tickets) with
premium placement

Invite to pre-event
VIP Reception with
concierge registration

Opportunity to be featured
in Gala Program:
full page advertisement

- 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 SPONSOR

\$10,000

One reserved table
(10 tickets) with
reserved seating

Invite to pre-event
VIP Reception with
concierge registration

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 SPONSOR

\$7,500

One reserved table
(10 tickets) with
reserved seating

Invite to pre-event
VIP Reception with
concierge registration

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 SPONSOR

\$5,000

One reserved table
(10 tickets) with
reserved seating

Invite to pre-event
VIP Reception with
concierge registration

Opportunity to purchase
quarter page advertisement 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.

VIDEO SQUAD \$7,500

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!

Four (4) tickets with reserved seating

Two (2) invitations to pre-event VIP Reception with concierge registration

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

- 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

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.

Four (4) tickets with reserved seating

Two (2) invitations to pre-event VIP Reception with concierge registration

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

- 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.

AUCTION AUTEUR \$5,000

Include your logo on our silent auction website and donation sites – where guests of the event and the public can bid to win!

Four (4) tickets with reserved seating

Two (2) invitations to pre-event VIP Reception with concierge registration

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

- Co-branding on auction website – the only place to bid in the silent auction – and co-branded auction paddles provided to each guest for bidding, along with signage recognition at auction table(s) during event
- Inclusion in pre-event VIP reception and post-event activities
- Logo recognition on event signage, program, and website and via social media
- Opportunity to purchase quarter page advertisement in souvenir event program

RED CARPET \$5,000

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 – a part of all our event memories and post-event promotions.

Four (4) tickets with reserved seating

Two (2) invitations to pre-event VIP Reception with concierge registration

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

- Co-branding 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
- Recognition via social media
- Opportunity to purchase quarter page advertisement in souvenir event program

VIP RECEPTION

\$5,000

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

Four (4) tickets with reserved seating

Two (2) invitations to pre-event VIP Reception with concierge registration

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

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

AFTERGLOW

\$5,000

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!

Four (4) tickets with reserved seating

Two (2) invitations to pre-event VIP Reception with concierge registration

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

- Co-branded signage at the post-gala afterglow party and **exclusive** sponsorship recognition
- Inclusion in pre-event VIP reception and post-event activities
- Logo recognition on event signage, program, and website and inclusion in sponsor recognition via social media
- Opportunity to purchase quarter page advertisement in souvenir event program.

CONCIERGE CHECK IN \$3,500

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 and place staff as registration volunteers.

Two (2) tickets with reserved seating

Two (2) invitations to pre-event VIP Reception with concierge registration

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

- Exclusive signage at registration/check-in and exclusive opportunity to distribute branded item/door prize at arrival
- Inclusion in pre-event VIP reception and post-event wraparound activities
- Logo recognition on event signage, program, and website with inclusion in sponsor recognition via social media

LIGHT THE WAY HOME \$3,500

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.

Two (2) tickets with reserved seating

Two (2) invitations to pre-event VIP Reception with concierge registration

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

- Signage at event exit points and exclusive opportunity to distribute branded item/door prize to guests at departure
- Inclusion in pre-event VIP reception and post-event wraparound activities
- Logo recognition on event signage, program, and website with inclusion in sponsor recognition via social media

SURPRISE & DELIGHT \$3,500

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

(see appendix for Surprise and Delight options)

Two (2) tickets with reserved seating

Two (2) invitations to pre-event VIP Reception with concierge registration

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

- 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 with inclusion in sponsor recognition via social media

PHOTO STOP

\$2,500

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.

Two (2) tickets with reserved seating

Two (2) invitations to pre-event VIP Reception with concierge registration

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

- 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 wraparound activities
- Logo recognition on event signage, program, and website with inclusion in social media recognition

DESSERT STATION

\$2,500

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

Two (2) tickets with reserved seating

Two (2) invitations to pre-event VIP Reception with concierge registration

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

- 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 with inclusion in social media recognition

LIBATION STATION

\$2,500

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

Two (2) tickets with reserved seating

Two (2) invitations to pre-event VIP Reception with concierge registration

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

- 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 with inclusion in social media recognition

EVENT ESSENTIALS

Help the hope shine by sponsoring one of these event essentials!

ENTERTAINMENT

CHAMPAGNE TOAST

DECOR

VALET

COAT CHECK



**\$1,750
EACH**

Event Essentials 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



**Buy A Table
\$1,750**

- Up to 10 guests
- Name recognition on event program, deck, and website
- Two (2) invitations to VIP reception



**Premier Ticket
\$500**

- Name recognition in program and deck
- One (1) invitation to VIP reception



**General Admission
\$175**

COMMITMENT FORM

_____ \$25,000 Presenting Sponsor

_____ \$15,000 Diamond Sponsor

_____ \$10,000 Ruby Sponsor

_____ \$7,500 Emerald Sponsor

_____ \$5,000 Sapphire Sponsor

_____ \$7,500 Video Squad

_____ \$7,500 Path to Hope

_____ \$5,000 Auction Auteur

_____ \$5,000 Red Carpet

_____ \$5,000 VIP Reception

_____ \$5,000 Afterglow

_____ \$3,500 Concierge Check-In

_____ \$3,500 Light The Way Home

_____ \$3,500 Surprise and Delight

_____ \$2,500 Photo Stop

_____ \$2,500 Dessert Station

_____ \$2,500 Libation Station

_____ \$1,750 Event Essentials

- Entertainment
- Champagne Toast
- Decor
- Valet
- Coat Check

_____ \$1,750 Purchase a Table

_____ 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

APPENDIX

Brand Activation Options - aka “partnership experiences”

Presenting, Diamond, and Ruby sponsors have the option to choose a brand activation as part of their sponsorship:

- **Toast to Tonight:** Share a message and raise a glass in honor of supporters, honorees, and celebration guests
 - Message can be pre-recorded or written by the company and read aloud by the Emcee
 - Sponsor will stand and raise their glass first when it's toast time
- **Cheering Section:** Make some noise for the candidates as the official sponsor of the cheering section!
 - Co-branded noisemakers (or similar) at each guest place to generate excitement
- **Custom Cocktail** - Host our bar during the grand finale event as guests mingle and celebrate
- **Double Dollars** - Support Common Ground by matching every dollar raised during a designated time during the evening, up to a certain amount - doubling funds raised!
 - Not an additional cost - instead, part of your sponsorship can be used as a 'match' to encourage more donations from attendees
- **Celebrate in Style** - Each guest receives a co-branded glass to mark the occasion - or customize this to fit your business!

Surprise and Delight sponsors have the option to choose a brand activation as part of their sponsorship:

Surprise and Delight: Bring the WOW factor to the celebration with a unique interactive or display station, customized to your company.

Ideas for Surprise and Delight Activations:

- Wine wall or similar
- Fast flats, thick socks, or slippers for dancers after dinner
- Wet wipes or finger bowls at tables
- Tiaras/crowns, ribbons, sashes, or other silly jewelry for attendees as they arrive
- After dinner mints
- Glowsticks, sparklers, or bubbles
- Game station (i.e. cornhole, bottle ring toss, etc)