

# 2024 SPONSORSHIP GUIDE



COMMUNITY *of*  
**H O P E**  
*featuring* **K E M**  
**AUGUST 2 - 4, 2024**



*Inspiring Hope for Equitable Housing for Everyone*

## What is the Challenge?

NSO is a premiere provider for housing solutions and has found that there are much needed services that are not covered by a single source of funding. Providing such vital resources is only possible through strategic partnership between organizations like NSO, the Aretha Franklin Amphitheater, and the City of Detroit. We are bringing people together to generate solutions and create real change in order to help end homelessness.

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## What is Community of Hope?

A collaboration led by the Neighborhood Service Organization (NSO), together with the City of Detroit and The Right Productions, Inc., designed to energize, inspire, and deliver a community push for solutions to the challenges of unhoused individuals and families in metropolitan Detroit. The weekend includes a two-day Concert of Hope featuring Grammy award/Grammy-nominated artists to benefit the unhoused and the Day of Hope, a day of service to serve the unhoused population. A portion of the proceeds will from the Community of Hope weekend will benefit the unhoused community.

The second Community of Hope is scheduled for August 2-4, 2024 at the Aretha Franklin Amphitheatre and Cass Park. It will include two evenings of inspiration and soul-stirring melodies featuring musical artist and 2023 NSO Igniter of Hope award, KEM who received the award for inspiring communities for hope by using his talents and remarkable journey beyond homelessness to inspire and support others transitioning from and overcoming homelessness.

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## Why should you support Community of Hope?

Detroit's economic resurgence requires a fundamental premise that all people have a safe place to live. The increase in our unhoused population has a profound impact on every aspect of our community, including its safety and walkability, business and economic development, and tourism. However, and most important, every individual deserves access to safe and affordable housing.

You can support the Community of Hope through sponsorship, individual donations, volunteering, offering an area of expertise, or equipment donations. **To learn about more ways that you can get involved, email [corporateaffairs@nso-mi.org](mailto:corporateaffairs@nso-mi.org)**

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## What is the Challenge?

The U.S. Department of Housing and Urban Development (HUD) defines homelessness as an Individual or family who lacks a fixed, regular, and adequate nighttime residence.<sup>1</sup>

According to the INTERIM FINDINGS REPORT developed by The City of Detroit Housing and Revitalization Department (HRD), the Homeless Action Network of Detroit (HAND), the Detroit Continuum of Care, and the Barbara Poppe and Associates (BPA) Consulting Team, it is estimated that there are more than 1,100 households (more than 1,500 people) experiencing homelessness on any given night in the Detroit Continuum of Care's (CoC's) geographic area, including nearly 950 households (nearly 1,300 people) staying in shelters and transitional housing programs, and more than 200 people counted as experiencing unsheltered homelessness.<sup>2</sup>

- In FY 2022 an estimated annual total of 5,901 households and 8,537 people experienced homelessness.
- Nearly 6,000 households accessed homelessness assistance in 2022.
- Nearly 3,600 households are served in crisis response services such as shelter or transitional housing.
- More than 1,100 households are served by rapid rehousing programs and more than 2,100 were served by permanent supportive housing programs.
- Black people are overrepresented among the homeless population in Detroit. While Black people make up 78% of the general population, Black people make up 84% of single adults experiencing homelessness and 94% of households with children experiencing homelessness.
- A majority of people experiencing homelessness in Detroit are single adults, and of those adults, 30% are women, 69% are men, and 1% are either transgender, questioning or of no single gender. Future analysis will determine if this representation has been changing.
- Single adults reporting a domestic violence status represent 17% of the adult population, but the rate of reported domestic violence more than doubles for families at 39%.
- Rates of chronic homelessness range between 8% for families and 18% for single adults.
- The median length of time households experience homelessness is 69 days.

Many unhoused individuals in Metro Detroit are not being considered homeless but lack access to safe, stable, and secure housing. Many have resorted to continuous transitional housing like sleeping in cars, abandoned buildings, or from house to house. The Community of Hope collaboration seeks long-term, safe, and affordable solutions. One of the primary goals of Permanent

Supportive Housing (PSH) is to help people remain housed, including either remaining in PSH or moving to another permanent housing placement.

Detroit's homelessness response system includes beds and resources designed to meet both the crisis needs of people while they are experiencing homelessness and the longer-term housing and services needed for people to successfully end their homelessness.

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**1,100+** households (more than 1,500 people) experiencing homelessness on any given night in the Detroit CoC's geographic area

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**Nearly 950** households (nearly 1,300 people) staying in shelters and transitional housing programs

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**200+** people counted as experiencing unsheltered homelessness

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**Despite nearly 6,000** households accessing homeless assistance in 2022, a significant number are not officially considered homeless, but lack access to safe and stable housing, resorted in a continuous transition.

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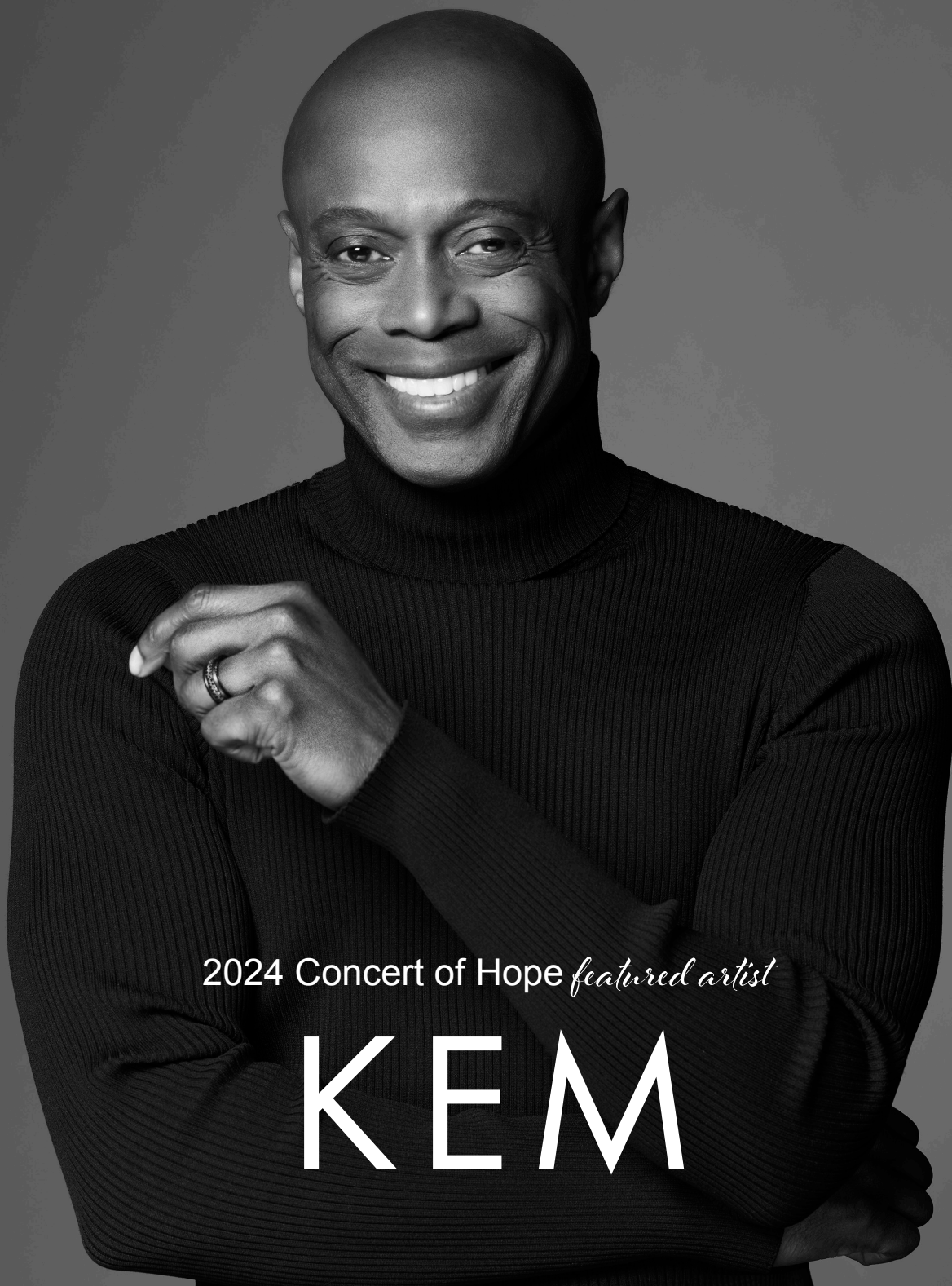
The **overrepresentation of Black individuals** among the homeless population, the prevalence of domestic violence, and the **median length of 69 days for homelessness**, highlight the challenge, emphasizing the need for comprehensive, long-term, and affordable solutions through initiatives like Permanent Supportive Housing.

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<sup>1</sup> SOAR Technical Assistance Center. (2021, January). Definitions of Homelessness. In Sponsorship Book (pp. [1-2]). Retrieved from <https://soarworks.samhsa.gov/article/definitions-of-homelessness>

<sup>2</sup> City of Detroit. (2023, October). Interim Findings Report: Development of 5-Year Strategic System Improvement Plan to Prevent and End Homelessness in the City of Detroit (pp. 1-36). Retrieved from [https://detroitmi.gov/sites/detroitmi.localhost/files/2023-10/BPA\\_DETInterimFindingsReport\\_FINAL.pdf](https://detroitmi.gov/sites/detroitmi.localhost/files/2023-10/BPA_DETInterimFindingsReport_FINAL.pdf)



2024 Concert of Hope *featured artist*

# KEM



FRI.-SAT. AUGUST 2-3

8PM

ARETHA FRANKLIN  
AMPHITHEATRE

[THEARETHA.COM](http://THEARETHA.COM)

ALL SHOWS ARE RAIN OR SHINE. EVENTS SUBJECT TO CHANGE. PRICES SLIGHTLY HIGHER DAY OF SHOW. THE ARETHA FRANKLIN AMPHITHEATRE IS A CITY OF DETROIT, RECREATION DEPT. FACILITY, MANAGED AND OPERATED BY THE RIGHT PRODUCTIONS, INC.

# KEM

## BIO

**“The piano was my refuge and my solace – it laid the foundation for the trajectory of my life and my career. I have been nurturing my relationship with my music since childhood.”**

Multi-GRAMMY®-nominated singer/songwriter and author KEM, ascended from the shadows of addiction and homelessness on the streets of Detroit to become a legendary figure in Motown’s rich musical history. His music is a captivating blend of sensuous, groove-laden melodies paired with his mesmerizing vocals, all enveloped in lyrics overflowing with love, emotion, and hope. Often likened to iconic artists such as Sam Cooke, Otis Redding, Al Jarreau, and Marvin Gaye, KEM’s music is a testament to his innate storytelling prowess and lyrical depth.

His journey into music began as a means to cope with life’s trials and soon evolved into an avenue for expressing his deepest emotions. In April 2023, KEM unveiled his best-selling memoir, *Share My Life, A Journey of Love, Faith, and Redemption*, co-authored by David Ritz. This powerful memoir provides a glimpse into his tumultuous path leading up to and through his darkest moments.

Music became KEM’s sanctuary during a challenging upbringing, a medium through which he could communicate when words fell short. As he composed reflective lyrics drawn from his life experiences, his signature vocals and melodic expressions gave voice to his innermost feelings.

Over two decades, millions have embraced his music, drawn to his honest lyrics, distinctive voice, and magnetic stage presence. KEM’s incredible transformation from a homeless young man battling addiction to a beloved figure in R&B is evident in the evolution of his music.

Perfecting songs in homeless shelters, he revitalized his spirit amidst the daily struggles of seeking his next meal and battling addiction. A pivotal moment arrived on his 23rd birthday in 1990, as KEM sat by the Detroit River,

nursing a bottle of Colt 45. A revelation struck him—a surrender to faith that would propel him toward his destiny as one of music’s most vital voices.

KEM’s philanthropic endeavors mirror his generous spirit. He established Mack & Third, Inc., a non-profit committed to addressing fundamental human needs, supporting initiatives spanning homelessness, hunger, substance abuse, domestic violence, and more. His “Mack & Third LIVE” concert fundraiser and food drive has provided free meals to thousands of homeless individuals.

KEM’s musical journey is studded with remarkable achievements. He independently released his debut album, *Kemistry*, in 2002, leading to a collaboration with Motown Records. Hits like “Love Calls” solidified his status as an R&B powerhouse. Subsequent albums, including *Kem Album II*, *Intimacy*, *Promise to Love*, and *Love Always Wins*, yielded numerous chart-toppers, securing platinum and gold certifications and earning Grammy®-nominations.

KEM’s enduring legacy is etched in his timeless music, unwavering dedication to philanthropy, and status as a modern music icon. His ability to touch hearts, convey emotions, and resonate deeply with listeners through the universal language of love leaves an indelible mark on the world.

KEM’s journey exemplifies the power of resilience, faith, and the healing force of music. From the darkest days of addiction and homelessness to the pinnacle of R&B success, he personifies triumph over adversity.

KEM’s story inspires not only through his music but also through his unwavering commitment to making the world a better place, one song and one act of kindness at a time.

# COMMUNITY of HOPE Sponsorship Levels

## Community of Hope Presenting Sponsor \$100,000

### The Aretha (Concert of Hope)

- Category exclusivity
- 3 minute video
- Promotional footprint
- Product sampling
- VIP Reception and Concert Tickets for 20
- VIP Meet and Greet and photo opportunity with artist
- Customized messaging to promote organization
- On-stage mentions
- Company mention/inclusion in all marketing material, advertising, social media, and publicity initiatives
- Visibility on venue marquee and all campus LED displays
- Brand logo on step and repeat back drop
- Logo/Brand inclusion on materials and website
- Included in Press Release

### Cass Park (Day of Hope)

- On-stage signage for forum/speeches possibly a step and repeat
- Speaking opportunity during remarks to kickoff the event
- Media interviews (as our partner)
- On-stage mentions throughout the Day of Hope
- Brand/logo inclusion on banners located around the park
- Other customized visibility throughout the Park

## Champion of Hope Sponsor \$75,000

### The Aretha (Concert of Hope)

- VIP Reception and Concert Table for 12
- VIP Meet and Greet and photo opportunity with artist
- Customized messaging to promote organization/business
- Company mention/inclusion in select marketing material, advertising, social media, and publicity initiatives
- Visibility on venue marquee and all campus LED displays
- On-stage mentions

### Cass Park (Day of Hope)

- Brand/logo inclusion on banners located around the park
- Vendor Table (1)
- On-stage mentions

## Torchbearer of Hope Sponsor \$50,000

### The Aretha (Concert of Hope)

- VIP Reception and Concert Table for 8
- VIP Meet and Greet and photo opportunity with artist
- Customized messaging to promote organization/business
- Company mention/inclusion in select marketing material, advertising, social media, and publicity initiatives
- Visibility on venue marquee
- On-stage mentions

### Cass Park (Day of Hope)

- Brand/logo inclusion on posters located around the park
- Vendor Table (1)

# Sponsorship Levels Continued

## Inspiration Sponsor \$30,000

### The Aretha (Concert of Hope)

- VIP Reception and Concert Tickets for 6
- VIP Meet and Greet and photo opportunity with artist
- Company mention/inclusion in select marketing material, advertising, social media, and publicity initiatives

### Cass Park (Day of Hope)

- Brand/logo inclusion on posters located around the park

## Angel of Hope Sponsor \$25,000

### The Aretha (Concert of Hope)

- VIP Reception and Concert Tickets for 4
- VIP Meet and Greet and photo opportunity with artist
- Company mention/inclusion in select marketing material, advertising, social media, and publicity initiatives

### Cass Park (Day of Hope)

- Brand/logo inclusion on posters located around the park

## Liquor Sponsor \$15,000

### The Aretha (Concert of Hope)

- Company logo inclusion in select marketing material, advertising, social media and publicity initiatives
- Ticket seating (up to 4)
- On stage mentions
- Product Inclusion at VIP Reception

## Supporter of Hope Sponsor \$10,000

### The Aretha (Concert of Hope)

- Company logo inclusion in select marketing material, advertising, social media and publicity initiatives
- Ticket seating (up to 4)
- On stage mentions

## VIP Reception Sponsor \$10,000

### The Aretha (Concert of Hope)

- Company logo inclusion in select marketing
- Ticket seating (up to 4)
- On stage mentions

## Nutrition Sponsor \$5,000

### Cass Park (Day of Hope)

- Company mention/inclusion in select marketing material, advertising, social media and publicity initiatives
- Signage at food tent
- Ticket seating (up to 2)

## Hydration Sponsor \$2,500

### Cass Park (Day of Hope)

- Signage at Beverage Tent
- General ticket seating (up to 2)

## Small Business Sponsor \$1,500

### Cass Park (Day of Hope)

- Company logo inclusion on social media post



# Community of Hope Weekend 2023 Recap

"Because of organizations like NSO, I got help with my addiction, and I'm set to move into my apartment next week. I came here today to say thank you."  
- Day of Hope Attendee



## Community of Hope Weekend

Included a **two-day Concert of Hope** featuring Grammy award/Grammy-nominated artists to benefit the unhoused and the **Day of Hope**, a housing and wraparound resource fair for people experiencing homelessness.

## Concert of Hope's Impact

Over **10,000** People Supported the **Concert of Hope**, featuring Grammy-award-winning artist Maxwell and Grammy Nominated artist Tamia with proceeds to support people experiencing homelessness.

**\$10K** in gift cards distributed for food/grocery shopping through DAAA sponsorship.

OTHER SERVICES PROVIDED INCLUDED:

Housing Resources + CAM Information • Dental Resources • Behavioral Health Resources  
Trauma Outreach and Injury Prevention Expungement Services | Social Security and Disability

## Day of Hope's Impact

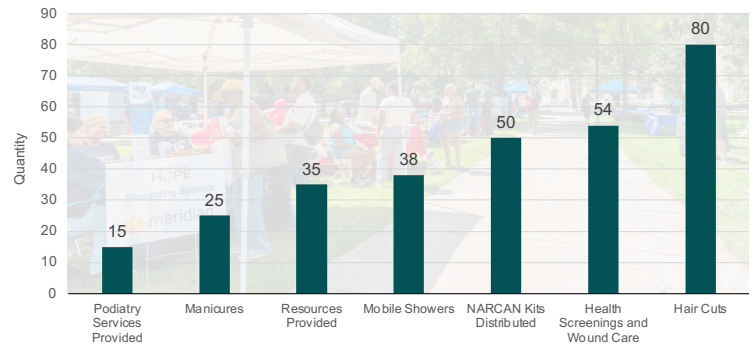
**580** Total Participants

**750** Meals Provided

**675** Bags of Fresh Produce Distributed

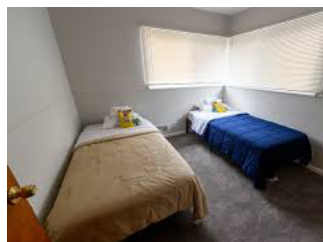
**170** Transportation Pickups

**140** Total Volunteers



## Tommy Garrett House Dedication

In December of 2023, NSO and The Right Productions unveiled the Tommy Garrett House for homeless artists. This initiative reflects our collective commitment to addressing the complex issue of homelessness and providing comprehensive, long-term solutions. Tommy Garrett House is not just a home; it's a sanctuary designed to accommodate up to six artists. Named after the internationally acclaimed artist Tommy Garrett, who overcame homelessness with NSO's support, the house aims to foster a nurturing environment for artists to live, build stability, and create work safely in the heart of Detroit.







## Bridging Gaps in Housing, Health, and Well-Being



### Who we are:

Neighborhood Service Organization (NSO) is a comprehensive community-based integrated health and human service organization that bridges the gaps in housing, health, and well-being for vulnerable populations in the Metropolitan Detroit community. NSO provides critical assistance to children, youth, adults, seniors, and families, including those with developmental or intellectual disabilities, mental illness, and housing insecurity, at nine locations throughout Wayne and Oakland counties.

### What we do:

With bold outreach and compassionate care, we work to create healthy communities, providing personalized supportive services and opportunities that help individuals transform their lives. NSO's broad-ranging programs and uniquely holistic approach address the constellation of issues impacting health and economic stability.

### Housing Services

NSO is one of the largest forces in Detroit working to alleviate the chronic issues of homelessness. We assist those experiencing housing insecurity with emergency shelter, permanent supportive housing, and rapid re-housing. We offer a full continuum of homeless solutions to address homelessness for those we serve. Some of those solutions include:

- Detroit Healthy Housing Center – Detroit's only emergency shelter that provides medical and behavioral services on-site.
- Bell Building and Clay Apartments – permanent supportive housing paired with healthcare, case management, and supportive services.
- Street Outreach and Street Medicine – meeting clients wherever they are to deliver case management and health care on the spot.

### Health Services

NSO addresses health inequities and works to ensure access to holistic, multidisciplinary care through these initiatives:

- Partners 4 Health – primary care and case management services for those with complex conditions.

- 360 Neighborhood Wellness Centers – integrated primary care and behavioral health care that is coordinated with supportive services to bridge gaps in fragmented health systems. 360 is a Certified Community Behavioral Health Center (CCBHC).

### Well-Being Services

Poverty and social inequities cause enormous stress that increases susceptibility to illness, substance abuse and mental health issues. NSO addresses these through intensive case management, health services, and basic needs support. Programs include:

- Adult Services – mental health services that help older adults and those in nursing homes achieve the highest level of independence.
- Community Outreach for Psychiatric Emergencies
- Senior Wellness Centers
- Life Choices – comprehensive support and therapeutic services for children and adults with intellectual or developmental disabilities.

### Detroit Healthy Housing Center (DHHC) Medical Respite Program for the Homeless:

DHHC is launching a 17-bed medical respite program for post-hospitalization in Detroit. The continuity of services for homeless individuals who have complex medical needs will create access to health and wellness. It will also reduce gaps that contribute to the homeless population's hospitalizations and emergency room visits by offering on-site medical respite. Why is medical respite important?

- Individuals experiencing homelessness visit the emergency department 5 times per year on average which can total \$18,500 annually.
- Medical respite has been shown to decrease inpatient admissions by 30%, ED utilization by 38%, and healthcare spending by 24%.
- 80% of emergency department visits by individuals experiencing homelessness are for conditions that could have been addressed through preventive care.
- Approximately 60% of chronically homeless people in the Detroit area have underlying issues of mental illness and/or substance abuse.

# ARETHA FRANKLIN AMPHITHEATRE™



## About The Aretha

The Aretha Franklin Amphitheatre is a majestic, 6,000-person waterfront venue, recognized as one of the top 100 concert venues in the world. A cultural jewel, it is a destination of choice for major recording artists and entertainment superstars from around the world. Located along the shore of the Detroit River, The Aretha is situated on an international border between the U.S. and Canada which is considered one of the busiest waterways in the world. Formerly known as Chene Park Amphitheatre, it was rebranded in 2019 to honor Detroit's own music icon Aretha Franklin.

With a who's who of world-class artists on its stage, for summer fun The Aretha is one of Detroit's best outdoor concert venues for live music. The breadth and diversity

of its envied programming reflect the region's multicultural spectrum and cosmopolitan spirit. In 2021, a major capital improvement campaign began, with additional enhancements done in 2022 including new LED screens, 3 prominently placed facing Canada and the Detroit River. Boaters regularly gather on this international waterway to soak up the sounds. There's truly no better entertainment venue destination in Detroit than on the beautiful banks of the Detroit River, at the Aretha Franklin Amphitheatre. The Aretha Franklin Amphitheatre is managed and operated by The Right Productions, Inc.





## About The Right Productions

Since 2004, The Right Productions, Inc. (TRP) has managed and operated the 6,000-seat Aretha Franklin Amphitheatre (formerly known as Chene Park) under contract to the City of Detroit.

A true family affair, TRP was formed in 1996 by Shahida Mausi. Shahida, and The Right Productions have a 25-year track record of success. Their individual and collective expertise has positioned the company as a powerhouse brand for live entertainment, curated events and experiential activations.

With a reputation for quality and excellence, TRP clients have included Quicken Loans, MGM Grand Detroit Casino, Lincoln Motor Company, the United Auto Workers (UAW), Detroit Opera, the Detroit Regional Chamber and more.

As a leading event management and entertainment company, TRP prides itself on bringing visions to life, from conceptualization to flawless execution. With a dedicated team of creative minds and meticulous planners, TRP ensures every event and performance is a masterpiece.



**Shahida Mausi, President & CEO**

## OUR TEAM



*Sulaiman Mausi*  
Vice President



*Malik Mausi*  
Executive Manager



*Dorian Mausi*  
Operations Manager



August 2-4, 2024 • Detroit, Michigan

# Sponsorship Commitment Form

Company/Organization Name: \_\_\_\_\_

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Sponsorship Levels

We would like to participate at the Sponsorship Level indicated below.

X	Sponsorship Level	Fee	# Available
	Community of Hope Presenting Sponsor	\$100,000	<b>SOLD</b>
	Champion of Hope	\$75,000	2
	Torchbearer of Hope Sponsor	\$50,000	3
	Inspiration Sponsor	\$30,000	1
	Angel of Hope Sponsor	\$25,000	8
	Liquor Sponsor	\$15,000	3
	Supporter of Hope Sponsor	\$10,000	10
	VIP Reception Sponsor	\$10,000	2
	Nutrition of Hope Sponsor	\$5,000	6
	Hydration of Hope Sponsor	\$2,500	10
	Small Business Sponsor	\$1,500	4

## Payment Information

Our check is enclosed made payable to: **Neighborhood Service Organization (NSO)**

Please charge my:  Visa  MasterCard  American Express  Discover

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Billing Address: (If different than above) \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Please invoice my company. Purchase Order Number: \_\_\_\_\_

**Return Form & Payment no later than May 1, 2024, to:**

Katrina McCree

Neighborhood Service Organization

Corporate Development Office

Attention: NSO COH

882 Oakman Blvd., Suite C • Detroit, MI 48238



Photos are from the 2023 Community of Hope Event



Neighborhood Service Organization  
Corporate Development Office  
corporateaffairs@nso-mi.org  
(313) 961-4890 Ext.1010

## 2023 Sponsors

**Community of Hope Presenting Sponsor - \$100,000**  
Meridian

**Angel of Hope Sponsor - \$25,000**  
Bedrock  
Huntington Bank

**Supporter of Hope Sponsors - \$10,000**  
MHT Housing Inc.  
Corewell Health  
Priority Health

**Nutrition of Hope Sponsors - \$5,000**  
Molina Healthcare  
HMA  
MGM  
Walker-Miller Energy Services

**Hydration of Hope Sponsors - \$2,500**  
Aetna  
Arrow Strategies  
Hollywood Casino at Greektown  
Mutual of America Financial Group  
Henry Ford Health  
The Kresge Foundation

**Other sponsors - \$750 and below**  
BCBSM  
Laborers' Local 1191