



# COMMUNITY *of* HOPE

featuring **MAXWELL** July 28-30, 2023

## SPONSORSHIP GUIDE





*Inspiring Hope for Equitable Housing for Everyone*

## 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 inaugural Community of Hope is scheduled for

July 28-30, 2023, in downtown Detroit. It will include a major fundraising concert (Concert of Hope), an event linking the unhoused population in Metro Detroit to community organizations providing a full scope of wraparound resources and engage a colloquium of stakeholders (Day of Hope). Community of Hope seeks to move the community at large forward towards long-term, safe, and affordable solutions.

## 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. According to the Homeless Action Network of Detroit (HAND), there were 5,687 homeless individuals in 2021. 1,120 individuals were considered chronically homeless, defined as being diagnosed with a long-term disabling condition and having been homeless 4 or more times in the past 3 years or having been or has been homeless for one year continuously with that disabling condition.

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.

## What is The Concert of Hope?

The Concert of Hope, featuring major talent, will be held at the Aretha Franklin Amphitheatre. Raised funds will be used to address homelessness, supporting housing and services for the unhoused. The Aretha Franklin Amphitheatre is a majestic City of Detroit waterfront venue, managed and operated by The Right Productions,

Inc. The Concert of Hope fundraiser will allow us to launch a unique opportunity to support housing and services specifically designed for the unhoused in our creative community.

## What is the Day of Hope?

The Day of Hope will be hosted in Detroit at Cass Park, providing access to much-needed wraparound resources directly for unhoused people. The Day of Hope will provide:

- Connection to housing solutions
- Health screenings and vaccinations
- Showers and other hygiene resources like barbers and beauticians
- Access to job readiness training and employment resources
- Transportation resources
- Meal vouchers
- Case management counseling
- Panel discussion about the current state of the unhoused in Detroit; causes and the quest for solutions

## 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.

We are calling upon local philanthropists, stakeholders, policymakers, businesses, entrepreneurs, faith, and community-based organizations together with all Detroit residents to participate in this call to action. You can support the Community of Hope through sponsorship, individual donations, offering an area of expertise, or equipment donations. **To learn more about these sponsorship opportunities or other ways to get involved, email [corporateaffairs@nso-mi.org](mailto:corporateaffairs@nso-mi.org).**



## 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 (20)
- VIP Table (8)
- 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
- Premium ticket package including access to VIP pre and post event receptions
- Special VIP venue seats (up to 12)
- 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

- VIP Meet and Greet and photo opportunity with artist
- VIP Reception (8)
- VIP Table (8)
- 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

- VIP Reception (8)
- VIP Meet and Greet and photo opportunity with artist
- VIP Table (8)
- 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...*

## Angel of Hope Sponsor \$25,000

### The Aretha

- VIP Reception (6)
- VIP Meet and Greet and photo opportunity with artist
- Company mention/inclusion in select marketing material, advertising, social media, and publicity initiatives
- Special ticket seating (up to 4)

### Cass Park (Day of Hope)

- Brand/logo inclusion on posters located around the Park
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## Liquor Sponsor \$15,000

- 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

- 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

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

## Nutrition Sponsor \$5,000

- 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

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



# Homelessness Stats and Information

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. According to the Homeless Action Network of Detroit (HAND), **there were 5,687 homeless individuals in 2021.**

**1,120 individuals were considered chronically homeless**, defined as being diagnosed with a long-term disabling condition and having been homeless 4 or more times in the past 3 years or having been or has been homeless for one year continuously with that disabling condition.

According to HAND, persons who return to homelessness after being housed are more likely to do so within the first six months of being housed. Knowing this fact should result in additional attention being given to after-care services for persons exiting from homelessness, to help ensure housing stability during those first few critical months. **In 2021, 21% of housed individuals became homeless again within a two-year period.**

## Redefining Homelessness and the bigger picture:

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. Historically, the PSH projects in Detroit have performed very well on this measure with 97% of residents being able to retain permanent supportive housing in 2021.



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**In 2021:**

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**5,687** homeless individuals

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**1,120** individuals were considered chronically homeless

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**21%** of housed individuals became homeless again within a two-year period

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# featured artist **MAXWELL**

**Gerald Maxwell Rivera, known mononymously as Maxwell,** is an American musician, singer, songwriter, and record producer. He rose to prominence following the release of his debut studio album *Maxwell's Urban Hang Suite*, which received widespread acclaim, and spawned the singles "Ascension" and "Sumthin' Sumthin".

## **Legendary R&B Star Maxwell Continues Incredible Run of Live Shows**

Fresh off the heels of a massively successful sold-out 25-date arena run with Anthony Hamilton and Joe, soul star Maxwell continues to dominate the live scene with new shows taking us into 2023.

Following his Vegas residency in July 2022 at the Encore Theater at Wynn and a headline performance at Napa's sold-out Blue Note Jazz Festival, the R&B legend continues to receive an outpouring of support from fans and critics alike.

Maxwell showed off his live vocal chops during a show stopping rendition of Michael Jackson's "The Lady In My Life" at the 2022 Billboard Music Awards, with USA Today and OkayPlayer heralding it as one of the best performances of the night.

Earlier in 2022, Maxwell also captured the No. 1 slot on Billboard's Adult R&B Airplay chart for his latest single "Off." The placement marked the R&B star's eighth No. 1 Billboard Adult R&B Airplay Single and 15th top ten hit throughout his illustrious career, further heightening anticipation for the arrival of his forthcoming album, *blackSUMMERS'night*.



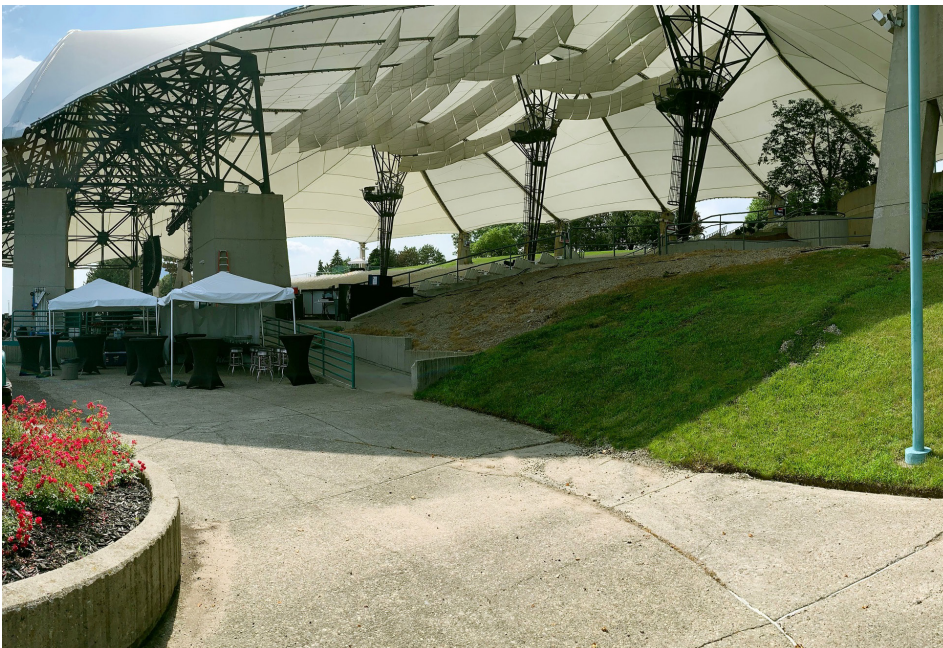


# ARETHA FRANKLIN AMPHITHEATRE™

## 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 multi-cultural 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.







Welcome to  
the Neighborhood

## 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.







## 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. Despite a global pandemic, in 2021, TRP produced over 70 events and concerts hosting more than 150,000 attendees. 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.



*The Mausi Family  
(L-R) Dorian, Sulaiman, Shahida, Rashid, Malik, Sundiata*



July 28-30, 2023 • 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	1
	Champion of Hope	\$75,000	2
	Torchbearer of Hope Sponsor	\$50,000	2
	Angel of Hope Sponsor	\$25,000	6
	Liquor Sponsor	\$15,000	3
	Supporter of Hope Sponsor	\$10,000	10
	VIP Reception Sponsor	\$10,000	1
	Nutrition of Hope Sponsor	\$5,000	6
	Hydration of Hope Sponsor	\$2,500	6

## 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 June 1, 2023, to:**

Katrina McCree  
Neighborhood Service Organization  
Corporate Development Office  
Attention: NSO H4H  
882 Oakman Blvd., Suite C • Detroit, MI 48238





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