



10TH ANNIVERSARY CELEBRATION

GENESIS**HOPE**

*Growing Healthy Communities*

BLACK  
& WHITE  
PARTY!

AUGUST 4, 2018  
FROM 6-11PM

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*Tickets are \$75 per person and includes appetizer, dinner, dessert and entertainment. A professional photographer will be available and a cash bar. All proceeds support the inclusionary growth initiative to create social and physical environments that promote good health for all.*

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DOSSIN GREAT LAKES MUSEUM  
100 STRAND DRIVE, BELLE ISLE, DETROIT, MI 48207

313.571.0937

THEBLACKWHITEPARTY.COM



“ GenesisHOPE empowers youth to become independent and work together as agents of change.

Genesis**HOPE** is celebrating its 10th year of providing opportunities that empower youth to become independent; work together as agents of change; connect people to “good food;” and help local businesses thrive. Partnering with Genesis**HOPE** equals GROWTH!

## **SPONSORSHIP**

- *Gain exposure to more than 100,000 people.*
- *Increase exposure as a thought leader.*
- *Reach more than 50,000 households.*
- *Increase exposure to more than 10,000 people.*
- *Affiliate Your Brand with Caring for Youth, Seniors & Community to Build Good Will.*
- *Come Grow with us!*

Genesis**HOPE** Community Development Corporation

7200 Mack Ave. | Detroit, MI 48214 | 313.571.0937

[www.GenesisHOPE.org](http://www.GenesisHOPE.org)

[TheBlackWhiteParty.Com](http://TheBlackWhiteParty.Com)

# BLACK & WHITE PARTY!

## PLATINUM SPONSOR | \$10K

Partnering with Genesis**HOPE** equals GROWTH...  
*Gain exposure to more than 100,000 people*

### Islandview Marketplace | Naming Rights

- Islandview Marketplace powered by **YOUR COMPANY NAME**
- Logo on Market Signage

### Black & White Party | River View Hall Title Sponsor

- River View Hall and Gallery Title Sponsor
- Stage Signage
- Signature Round & High Top Tables, Signage & Balloons (8)
- Event Table (4)
- Prominent Website Logo Display and Link
- Logo Display and Link on Event Teasers
- Outside Back Cover Ad
- Prime TV/Radio & Print Media Mentions

### Black & White Meet & Greet | Business Showcase Sponsor (Pre-Event Networking Socials)

- Meet & Greet Title Sponsor (2)
- Meet & Greet Host (2) & Speakers (4)
- Meet & Greet Tickets (10)
- Product/Service Showcase
- Logo Display on Meet & Greet Pre-Event Invite

### Volunteer Opportunities | Community Building Partnership

- Branded T-Shirts for Volunteers to Connect with Youth and Help Seniors
- Support Operations by Volunteering and In-Kind Donations





# & BLACK & WHITE PARTY!

## **GOLD SPONSOR | \$7.5K**

Partnering with Genesis**HOPE** equals GROWTH...  
*Increase exposure as a thought leader*

### **Black & White Party | Pilot House Lounge Title Sponsor**

- Pilot House Lounge Title Sponsor
- Bar and Photo Booth Signage
- Signature Round & High Top Tables, Signage & Balloons (6)
- Event Table (2)
- Prominent Website Logo Display and Link
- Logo Display on Event Teaser
- Prime Print Media Mentions
- Full Page Ad

### **Black & White Meet & Greet | Business Showcase Sponsor**

(Pre-Event Networking Socials)

- Meet & Greet Guest Speaker (2)
- Meet & Greet Tickets (6)
- Logo Display on Meet & Greet Pre-Event Invite (2)
- Product/Service Showcase at Professional Meet & Greet Pre-Event (2)

### **Islandview Marketplace | Good Food Sponsor**

- Logo on Market Signage

### **Volunteer Opportunities | Community Building Partner**

- Connect with Youth and Help Seniors
- Support Operations by Volunteering and In-Kind Donations

# BLACK & WHITE PARTY!

## SILVER SPONSOR | \$5K

Partnering with Genesis**HOPE** equals GROWTH...  
*Reach more than 50,000 households!*

### **Black & White Party | Nostalgic Lounge Title Sponsor**

- Nostalgic Lounge Title Sponsor
- Signature Round & High Top Tables, Signage & Balloons (4)
- Event Table (2)
- Prominent Website Logo Display and Link
- Logo Display on Event Teasers
- Prime Print Media
- Full Page Ad

### **Black & White Meet & Greet | Business Showcase Participant** (Networking Socials)

- Meet & Greet Speakers (2)
- Meet & Greet Tickets (4)
- Product/Service Showcase (2)

### **Volunteer Opportunities | Community Building Sponsor**

- Connect with Youth
- Help Seniors
- Support Operations with In-Kind Donations





# &BLACK &WHITE PARTY!

## **BRONZE SPONSOR | \$3K**

Partnering with Genesis**HOPE** equals GROWTH...  
*Increase exposure to more than 10,000 people*

### **Black & White Party | Strolling Gallery Title Sponsor**

- Gallery Title Sponsor
- Signature Round & High Top Tables, Signage & Balloons (4)
- Event and Drink Tickets (6)
- Prominent Website Logo Display and Link
- Logo Display on Event Teaser
- Full Page Ad

### **Black & White Meet & Greet | Business Showcase Participant** (Pre-Event Networking Socials)

- Meet & Greet Tickets (2)
- Product/Service Showcase (1)

### **Volunteer Opportunities | Community Building Partner**

- Connect with youth
- Help seniors
- Support operations

# BLACK & WHITE PARTY!

## IRON SPONSOR | \$2.5K

Partnering with Genesis**HOPE** equals GROWTH...

*Affiliate Your Brand with Caring for Youth,  
Seniors & Community to Build Good Will.*

### **Black & White Party** | Riverside Courtyard Title Sponsor

- Courtyard Title Sponsor
- Signature High Top Tables, Banners & Balloons (2)
- Event and Drink Tickets (4)
- Prominent Website Logo Display
- Logo Display on Event Teaser
- Full Page Ad

### **Black & White Meet & Greet** | Business Showcase Participant

(Pre-Event Networking Socials)

- Meet & Greet Tickets (2)
- Product/Service Showcase (1)

### **Volunteer Opportunities** | Community Building Partner

- Connect with youth
- Help seniors
- Support operations



Partnering with Genesis**HOPE** equals GROWTH...

*Affiliate Your Brand with Caring for Youth,  
Seniors & Community to Build Good Will.*

## **PARTNER SPONSOR | \$1K**

### **Black & White Party | Event Sponsor**

- Event and Drink Tickets (4)
- Prominent Website Logo Display
- Logo Display on Event Teaser
- Half Page Ad

### **Black & White Meet & Greet | Business Showcase Participant**

(Pre-Event Networking Socials)

- Meet & Greet Tickets (2)
- Product/Service Showcase (1)

### **Volunteer Opportunities | Community Building Partner**

- Connect with Youth
- Help Seniors
- Support Operations

## **TABLE SPONSOR | \$500**

### **Black & White Party | Event Attendee**

- Event and Drink Tickets (4)
- Mention Ad

### **Volunteer Opportunities | Community Building Partner**

- Connect with Youth and Help Seniors







Islandview Village

## HEALTHY COMMUNITY INITIATIVE

Determinants of health are lifestyle-based properties affected by broader social, economic and political forces that influence quality of personal health. Genesis**HOPE**'s "Healthy Community" initiative is an inclusionary growth strategy to create social and physical environments in a neighborhood to promote good health for all. Our objective is to enable low and moderate income residents to actively participate in the revitalization of the community and address social determinants that impact health outcomes.

### **Empowering Financial Health**

Internships and entrepreneur opportunities coupled with workforce readiness and other on-the job training opportunities

provided by Genesis**HOPE** improves participants' basic business skills and competencies such as social skills, conflict resolution, team work, decision making, and communication skills. Fundamental financial planning and management training on budgeting and income requirements and managing credit empowers participants to take charge of their financial health.

"*Right Size Living*" is key to managing one's financial health. Genesis**HOPE**'s homeownership and tax foreclosure prevention workshops enable participants to make sound decisions on solutions that best fit their needs, and credit repair sessions assist participants with achieving their financial goals. Senior home repairs and property maintenance assistance ensures seniors continue to enjoy a quality life as they age in-place.

### **Providing Affordable Living**

Islandview Village is an emerging residential and retail market with a total population of over 6,000 people. Several new "high end" multimillion dollar mixed use projects and infrastructure improvements are underway. The public and private investments diversify race, age and income levels, but are not inclusive (or provide opportunities) for the current low income population. Genesis**HOPE** is developing a mixed income 30 unit project with half of the units at low-moderate and affordable rates to ensure equitable developments occur in Islandview.

### **Promoting Healthy Living**

Genesis**HOPE** empowers youth to become independent and work together as agents of change. Youth are provided an opportunity to organize community events, connect people to healthy food, and create marketplaces for businesses to thrive. The open-air marketplaces operated by the youth are community gathering spaces that increase social capital. But more importantly, we work to foster happy and healthy lives for people in the community. The Islandview Marketplaces connect consumers with a variety of local businesses in community gathering spaces that promote healthy lifestyles and fill a need for retail offerings, while empowering youth to work towards a sustainable future. Healthy lifestyle programming increases awareness of choices that impacts the participants health.



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**GENESISHOPE**

GENESIS HARBOR OF OPPORTUNITIES PROMOTING EXCELLENCE

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