

# SLEEP OUT



## MICHIGAN

Each year, thousands of people give up their beds for one night so that youth facing homelessness can sleep safely at Covenant House.

Covenant House's doors are open 24/7 for young people who need a safe place to sleep in Detroit and Grand Rapids. Youth can work towards independence through programs that give them the skills and tools needed to overcome homelessness.

Sleep Out is a movement of people who believe that everyone deserves a safe place to sleep. Sleepers raise critical funds to support this work and shine a light on the often-ignored youth homelessness crisis.

## WHO

This year's Sleep Out hosts local executives and young professionals committed to ending youth homelessness. The in-person event is open to Sleepers ages 24+.

Sleepers are asked to:

- Work towards a \$5,000 fundraising goal, with tools and support from fundraising coaches



## WHEN & WHERE

Thursday, November 16 at 6:00 pm -  
Friday, November 17, 2023 at 6:00 am  
at Covenant House Michigan's Detroit  
Campus

# SPONSORSHIP OPPORTUNITIES



## MICHIGAN PRESENTING PARTNER | \$25,000

As the Presenting Partner, you demonstrate your commitment to fighting youth homelessness with hundreds of local Sleepers and the larger community.

This exclusive sponsor receives premier logo placement and gives your company maximum reach, recognition, and impact with co-branding on all local materials.

### CONTACT THE SLEEP OUT TEAM

313-463-2007 | [cgeck@covenanthouse.org](mailto:cgeck@covenanthouse.org)  
[www.sleepout.org/event/michigan](http://www.sleepout.org/event/michigan)

**ONE PURPOSE.**  
**ONE NIGHT.**  
**ONE COMMUNITY.**

## CANDLELIGHT VIGIL KEEPER | \$15,000+

The vigil observes a moment of silence for youth who lost their lives on the streets and as a beacon of hope for youth to come.

Vigil Keepers receive in-person recognition as well as potential speaking opportunities for company leaders alongside youth homelessness advocates.

## OVERNIGHT PROMISE PARTNER | \$10,000 ADVOCACY ALLIES | \$5,000

Sponsors of the Sleep Out: Executive Edition support the life-changing efforts of Covenant House Michigan, sheltering and caring for young people in Detroit and Grand Rapids.

Sponsors receive logo recognition commensurate with the sponsorship level on the event website and email communication to all sleepers, as well as signage and verbal recognition.

Sponsorships may also count towards Sleeper individual fundraising goals.



**11.16.2023**

**SLEEP OUT: EXECUTIVE EDITION IN MICHIGAN**  
**Sponsorship Opportunities**

All sponsors will receive recognition on event website and all social media outlets.

- Newsletter distributed to approximately 20K print and electronic subscribers
- Over 8K followers across social media platforms

**PRESENTING PARTNER | \$25,000**

- Up to five (5) reserved registrations at the Sleep Out
- Inclusion in event media and press releases
- Listed as presenting sponsor on all event marketing and signage
- Premium logo placement on all event marketing material and signage
- Featured in Covenant House Michigan newsletter
- Recognition in live interviews

**CANDLELIGHT VIGIL KEEPER SPONSOR | \$15,000**

- Up to three (3) reserved registrations at the Sleep Out
- Inclusion in event media and press releases
- Potential speaking opportunity at the vigil
- Premium logo placement on all event marketing material and signage during event
- Featured in Covenant House Michigan newsletter

**OVERNIGHT PROMISE PARTNER SPONSORSHIP | \$10,000**

- Up to two (2) reserved registrations at the Sleep Out
- Inclusion in local event media and press releases
- Listed on all event marketing material and signage during event
- Acknowledged in Covenant House Michigan newsletter

**ADVOCACY ALLIES SPONSOR | \$5,000**

- One (1) reserved registration at the Sleep Out
- Listed on event signage during event
- Acknowledged in Covenant House Michigan newsletter

Contact Carolyn Geck at 313.463.2007 or [cgeck@covenanthouse.org](mailto:cgeck@covenanthouse.org) with questions and commitments.

Covenant House Michigan, 2959 Martin Luther King Jr. Blvd., Detroit, MI 48208  
[www.covenanthousemi.org](http://www.covenanthousemi.org)



Please send this completed form along with payment. Checks payable to Covenant House Michigan

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

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

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

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

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Event Sponsorship Level:

- Presenting \$25,000 (5 Sleep Out attendees)
- Candlelight Vigil \$15,000 (3 Sleep Out attendees)
- Overnight Promise Partner \$10,000 (2 Sleep Out attendees)
- Advocacy Allies Sponsor \$5,000 (1 Sleep Out attendee)

Please print name(s) and contact information for each Sleep Out attendee: (attach separate sheet if preferred)

Name	Email	Phone	Team Captain?

I/We are unable to sleep out, but wish to make an event gift in support of ending youth homelessness. Enclosed is a donation of \$\_\_\_\_\_

Visit [www.SleepOut.org/event/Michigan](http://www.SleepOut.org/event/Michigan) to make an event gift or to register. Questions can be directed to Carolyn Geck at 313.463.2007 or [cgeck@covenanthouse.org](mailto:cgeck@covenanthouse.org).

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