

NOV 20 2026 6PM - NOV 21 2026 7AM

COVENANT HOUSE MICHIGAN - DETROIT CAMPUS
2959 MARTIN LUTHER KING JR. BLVD
DETROIT, MI 48208

SLEEP OUT



Covenant
House

DETROIT

Sponsorship

AN UNFORGETTABLE OVERNIGHT EVENT: LEARN,
CONNECT &
Make an Impact!

Each year, business leaders, community champions, and advocates spend one night outside in solidarity with youth experiencing homelessness.

According to the Michigan Campaign to End Homelessness, out of 31,211 Michigan individuals who experienced homelessness in 2024, 3,326 were youth ages 18-24. Each of them has a story, a dream, and a future – one that they can build with the support and care from team members at Covenant House Michigan and the generosity of friends like you.

Sleep Out Detroit event sponsors and participants advocate for our young people's futures by enduring one night of uncomfortable sleep and raising critical funds to help us provide 24/7 shelter, sanctuary, and support to youth overcoming homelessness.

IT WOULD MEAN ONE UNCOMFORTABLE NIGHT
FOR SPONSORS.

BUT IT COULD MEAN *the world* TO THEM.

ONE PURPOSE.

ONE NIGHT.

ONE COMMUNITY.

why
COMPANIES
PARTICIPATE:

Sleep Out Detroit offers a unique opportunity to:

- ✓ Demonstrate community leadership
- ✓ Strengthen corporate social responsibility initiatives
- ✓ Engage employees in a meaningful mission
- ✓ Build team connection through a shared experience
- ✓ Create authentic stories of impact



SLEEP OUT

Sponsorship Opportunities

BECOME A SPONSOR TODAY

Your sponsorship is an investment in Michigan young people overcoming homelessness. Sponsors nurture the promise, talents, and courage of our youth and help us provide access to shelter, programming, and services.

RECOGNITION BENEFITS



Sponsors will receive recognition in newsletters, on our website and all social media outlets. Our newsletter reaches nearly 10K print and electronic subscribers. About 18K followers across social platforms.

**YOUR
impact
AT-A-GLANCE:**



Each sponsorship level helps advance Covenant House Michigan's mission to end youth homelessness.

\$25,000 – Sustains comprehensive shelter & opportunity for residents.

\$20,000 – Helps provide safe shelter & critical support services.

\$15,000 – Supports education, employment, & housing stability programs.

\$10,000 – Connects youth to resources that foster independence & growth.

\$5,000 – Expands outreach and access to essential services.

SPONSORSHIP LEVELS	\$25k Covenant Sponsor	\$20k Sanctuary Sponsor	\$15k Resident Sponsor	\$10k Hope Sponsor	\$5k Outreach Sponsor
Number of Sleepers	5	4	3	2	1
Listed on Event Collateral & Signage	Prominence	Prominence			Name Only
Reserved Sleeping Area					
Featured Program Introduction					
Choice of Additional Benefit Credits	2	1	1		

Customize YOUR SPONSORSHIP

Our aim is to provide sponsors with opportunities that align with their goals while supporting.

Choose your Impact Benefits:

Select (1) per benefit credit included in your sponsorship **OR** Consider an innovative add-on (Note: Values Vary)

Visibility

Co-Branded Swag Item
Exclusive Event Signage

Employee Engagement

Collaborative Kickoff Event
Sponsor Welcome Message

Storytelling & Impact

Featured Impact Story
Post-Event Impact Spotlight



SLEEP OUT

Additional Opportunities

BECOME A Guiding Flame PARTNER

\$2.5k Partner

A welcoming fireside space where participants gather to connect, reflect, and find warmth throughout the night.

EXCLUSIVE BENEFITS:

- Exclusive sponsorship recognition within the fireside area and warming center
- Branded signage at firepit and seating areas
- Recognition during event programming
- Recognition in event recap communications
- Opportunity to provide a branded comfort item (optional)

BECOME A Candlelight PARTNER

\$1k Partner

A long-standing tradition, the vigil observes a moment of silence for youth who lost their lives on the streets and is a beacon of hope for youth to come.

EXCLUSIVE BENEFITS:

- Sponsor Logo printed on candle holders
- Recognition in Candlelight Vigil Recap Video blasted on all social platforms and organization digital newsletters
- Special Acknowledgement during Candlelight programming

ONE COMMUNITY.

ONE PURPOSE.

SLEEP OUT ONE NIGHT. ONE PURPOSE. END YOUTH HOMELESSNESS.
SLEEP OUT: EXECUTIVE EDITION
MICHIGAN

amplify
YOUR IMPACT:

Start a Team

Recruit additional Sleep Out participants.

Host a Fundraiser

Engage your network to raise critical funds.

DONATE
Glowing Gifts

In-Kind Partner

In-kind Donations of items needed to support this event are also being accepted. The donation's value will determine the sponsor's level of recognition as defined in the sponsorship tiers.

AVAILABLE OPPORTUNITIES:

- Signage
- Snacks
- Breakfast
- Dinner
- Swag/T-Shirts
- Special Performances
- Event Essentials
- Innovative Additions

READY TO SELECT YOUR
SPONSORSHIP
OPPORTUNITY?

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or **313.463.2016**