



Detroit Phoenix Center

 **ONE
NIGHT**
Without a Bed

Warm Hearts, Cozy Night: A Night of Giving and Action

2023 End-of-Year Campaign
& In-Person Event Sponsorship Deck

ABOUT DETROIT PHOENIX CENTER

Detroit Phoenix Center (DPC) provides critical resources, wrap around support, and a safe, nurturing environment to youth who are transitioning out of homelessness and poverty.

DPC's work falls within these broad categories:

- Housing & Basic Needs
- Mental Health & Wellness
- Education & Employment
- Youth Leadership & Activism



ABOUT ONE NIGHT WITHOUT A BED

We are thrilled to announce the launch of our 3rd Annual 'One Night Without A Bed' campaign, which commences with a soft launch on **November 1st** and reaches its peak on Giving Tuesday, **November 28th**, running through **December 31st**. This year, we're introducing an exciting new element: a live-streamed and in-person event at **The Eastern** in Detroit on **November 28th**. Join us in the movement to challenge individuals to give up their beds for **One Night**, showing solidarity with the 4.2 million young people worldwide who experience homelessness annually.

Our goals:

1. Raise **awareness** on the youth homelessness crisis
2. Raise **funds** so we may continue providing young people with critical resources, safety, and support during a time where our services are needed now more than ever.

ABOUT ONE NIGHT WITHOUT A BED

Participants can sleep out at our venue or in a tent, a car, the couch —anywhere but a bed.

The concept is to make themselves uncomfortable for One Night, challenge their friends to do the same, and spread the word so that a young person can have a warm place to sleep at night and access to the resources that they need to live out their full potential.

Our sleepout cannot compare to the grim realities that youth experiencing homelessness face every day. This is not a simulation— it is a call to action. This is about basic human rights, accountability, and service. Together, we can send a message to these young people — who have so often been ignored — that we care and continue to be committed to equity and justice.



THE NEED

While we have been fortunate to receive an outpouring of support, this year's ONWAB fundraiser will help us:



Raise critical awareness of National Runaway Prevention Month.



Support our Detroit Youth Rising podcast



Raise funds for our first-ever Mobile Unit that will provide essential and basic needs for youth.



Gather care packages of essential goods and services to youth and families.



Help us secure a larger space to meet our growing member base.



Sustain DPC to continue to provide quality programming for 2024 and beyond.

OUR RECOGNITION



COVID-19 Hero



Presidential Honor

Biden
Inaugural
Committee



Honoree:
Start Up
Category



COVID-19 Hero



Leading
Nonprofit in
Michigan

ONWAB 2020-2022 HIGHLIGHTS



\$240K+

Amount raised to date!



230+

Number of people who
slept out

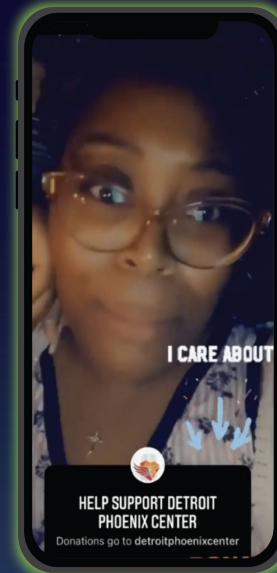
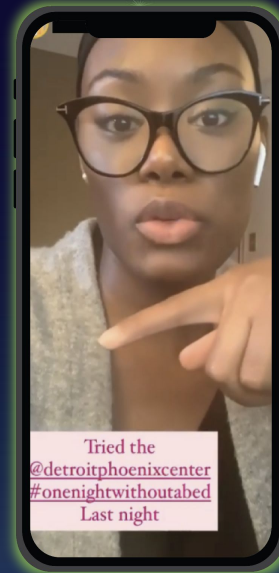
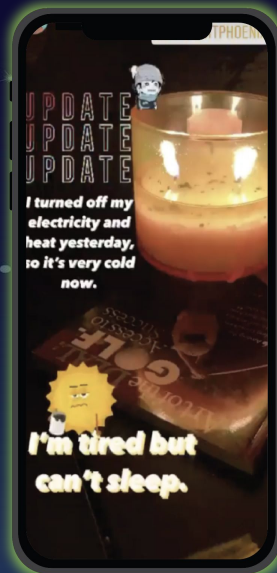
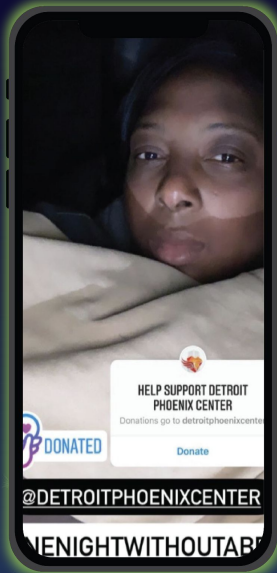


1.3K

Viewers on the
event livestream

ONWAB 2020-2022 HIGHLIGHTS

Instagram Stories of past sleep out participants:



YOUTH IMPACT



"We're always here for each other. Like a family. It makes this place comforting. It makes it like a second home and it takes your worries away...it's a safe place."

- Stephanie, DPC Youth Member



"Before DPC I was homeless, I didn't have anywhere to bathe, and I have a place now. They provided me with food and technology that I needed...I am beyond thankful for DPC."

- James, DPC Youth Member

PAST SPEAKERS



**Congresswoman
Brenda Lawrence**



Eric Thomas
Chief Storyteller of Detroit



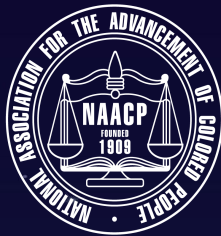
Josh Landon
Local FOX 2 News Reporter



Zara Northover
Former Olympian

PAST SPONSORS

Foot Locker



QUINN
EVANS



VINTAGE KING

PAST MEDIA PARTNERS



BNC

the **grio**



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WHAT'S NEW IN 2023

The 2023 ONWAB campaign will kick-off with a hybrid event at 7pm EST on November 28th via Facebook and YouTube livestream. For the **first time ever**, ONWAB will also be onsite at The Eastern located at 3434 Russell St in Detroit!

Highlights will include:

- Live panel & podcast taping from DPC youth members and alumni
- Service projects and donation drop-offs
- Creative performances by DPC youth members & local artists
- Dance party, Talk & Paint, & great food
- Guest speakers including high profile public figures, activists, subject matter experts, and influencers

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR:

\$40,000

- Title Sponsor lower-third livestream decal
- Photo booth sponsorship
- 15 - 20 second commercial aired during livestream
- Press release and media mention
- Personalize custom thank you DPC video
- 5 tickets to in-person event
- Custom web banner placement on DPC website
- Speaking opportunity and mention during livestream program
- Special mention on DPC social media channels and website
- Placement on all event signage
- Recognition as Title Sponsor on all printed marketing collateral
- Company branded merchandise opportunities

PRESENTING SPONSOR:

\$20,000

- Press release and media mention
- Mention on all social media channels and DPC website
- 4 tickets to in-person event
- Recognition as Presenting Sponsor on all printed marketing collateral
- Company branded merchandise opportunities
- Placement on all event signage
- Speaking opportunity and mention during livestream program
- Special mention on DPC social media channels and website

SPONSORSHIP OPPORTUNITIES

SUPPORTING SPONSOR

\$10,000

- Press release and media mention
- Special mention on DPC social media channels and website
- 3 tickets to in-person
- Recognition as Supporting Sponsor on all printed marketing collateral

CHAMPION SPONSOR

\$2,500

- Special mention on DPC social media channels and website
- 2 tickets to in-person event
- Recognition as Champion Sponsor on all printed marketing collateral

SATELLITE SPONSOR

\$750

- Special mention on DPC social media channels and website
- Recognition as Satellite Sponsor on all printed marketing collateral
- Custom DPC Sleep Out Kit

2023 SPONSORS INCLUDE



Strengthening
nonprofits and
the communities
they serve.

MASCO

ally

CONTACT US

FOR SPONSORSHIP INQUIRIES PLEASE CONTACT

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