

SNEAKER
Ball



HOPE CENTER

www.sneakerballnyc.org

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SNEAKER
Ball





WHAT IS THE SNEAKER BALL NYC?

(noun): An annual HOPE Center Harlem event where fashion and art come together for mental health awareness & charity

The HOPE Center Harlem's Annual Sneaker Ball is where fashion and art come together for mental health charity. Our Annual Sneaker Ball is dedicated to creating awareness around youth and adult mental health challenges, addressing barriers to care, and innovative programming to help people heal on purpose and evolve.

Featuring a night of fashion, comfort, fun, food, music, a silent auction, a pop-up shop, and more, the proceeds from the event help fund the HOPE Center's free mental health services and wellness programming in NYC.

In 2022 and 2023, collectively, over 500 supporters and mental health champions gathered ready to dance, learn, connect, and show their unwavering support exclusively for the benefit of mental health services in Harlem and the surrounding community.



ABOUT HOPE CENTER HARLEM

(noun): a free community-based mental health clinic located in Harlem, New York that offers diverse health and wellness programming that provides space to Heal On Purpose and Evolve.

The HOPE Center is a 501(c)3 nonprofit organization that seeks to minimize the stigma around communities of color when seeking mental health services. We pride ourselves in having licensed clinicians who utilize evidence-based therapeutic practices to support a variety of daily living challenges, including depression, trauma, sexual abuse, and bereavement.

- **Mission** - to provide quality therapeutic services to the Harlem community in an effort to directly impact mental health needs and promote health and wellness.
- **Vision** - to empower and support our community in the process of creating and sustaining lifelong wellness.
- **Core Values** - Creating, Thriving, Authenticity, Mutuality, Kindness, Worthiness, and Excellence





HOW DOES MY SPONSORSHIP **IMPACT** THE COMMUNITY?

(verb): to have a strong effect on someone or something.

Hope Center Harlem has been providing unwavering support to New York residents for seven years through a wide range of **FREE** programs and services. Through the invaluable support of donors and sponsors like you, we have significantly impacted the lives of the community members we serve.

In 2022, HOPE Center Harlem:

- **Directly supported 118 innovators through one-on-one evidence-based therapy**, where each innovator received ten free therapy sessions.
- **Hosted 30 diverse workshops, groups, and events**, including Safe Sleep, Through the Lens, The Pride Room, and Planting for Wellness. Our events included In the Den, Community in Action Day, and the Hope Center's Wellness and Self-Care Fair.
- **Supported 48 teens ages 12 through 17** through THRIVE, a 12-week youth suicide prevention and resilience program, and Snapshot, a 10-week photography program where art meets mental health and mindfulness.



HOPE CENTER

SNEAKER Ball '24

SPONSORSHIP BENEFITS BY LEVEL

The obstacles to accessing mental health treatment, such as limited access to resources, healthcare, and financial constraints, underscore the importance of improving the availability of FREE services. Addressing these challenges is crucial in our ongoing efforts to combat disparities within communities of color.

Sponsorships significantly contribute to generating donations to support various FREE HOPE Center Harlem programming initiatives, including one-on-one therapy, Thrive - a youth suicide prevention and resilience program, community-based events, and Healing Conversations that educate the larger community about the importance of mental health services.

Sponsorship Benefits by Level

TRAILBLAZER DONOR CIRCLE	ARCHITECT DONOR CIRCLE	VISIONARY DONOR CIRCLE	INNOVATOR DONOR CIRCLE	CULTIVATOR DONOR CIRCLE
<ul style="list-style-type: none"> • 2-hour Dinner with HOPE Center Leadership • All items from the Architect Donor Circle + three (3) additional VIP Ticket; 10 total 	<ul style="list-style-type: none"> • Speaking Opportunity • Exclusive VIP Gift Bags • All items from the Visionary Donor Circle + two (2) additional VIP Ticket; 7 total 	<ul style="list-style-type: none"> • Sponsorship Announcement • Digital Spotlight • All items from the Innovator Donor Circle + one (1) additional VIP Ticket; 5 total 	<ul style="list-style-type: none"> • Website Listing • Mention During Event • Digital Marketing • All items from the Cultivator Donor Circle + two (2) additional VIP Tickets; 4 total 	<ul style="list-style-type: none"> • Logo On Emails • Logo On Banner • Social Media Mentions • 2 VIP Event Tickets • Early Arrival and Access
\$100,000	\$75,000	\$50,000	\$25,000	\$10,000

Secure your sponsorship by completing the attached form and returning it to info@sneakerballnyc.org or by calling us at 347-778-7610.

For more information about HOPE Center Harlem and Sneaker Ball NYC, please visit www.hopecenterharlem.org and www.sneakerballnyc.org.



SPONSOR COMMITMENT FORM

Secure your sponsorship by completing and returning the Sponsor Commitment Form to HOPE Center Harlem's Sneaker Ball planning team via email at info@sneakerballnyc.org.

Thank you for being a Sneaker Ball NYC Sponsor. Your sponsorship helps HOPE Center Harlem create a future where everyone has a chance at H.O.P.E.

SPONSORSHIP LEVEL

Trailblazer (\$100,000) <input type="checkbox"/>	Architect (\$75,000) <input type="checkbox"/>	Visionary (\$50,000) <input type="checkbox"/>	Innovator (\$25,000) <input type="checkbox"/>	Cultivator (\$10,000) <input type="checkbox"/>
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Business/Organization <input type="checkbox"/>	Individual <input type="checkbox"/>
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SPONSORSHIP INFORMATION

Sponsor/Supporter Name: _____

Contact Name: _____

Mailing Address: _____

City: _____

Contact Phone #: _____

Email Address: _____

State: _____ Zip: _____

SPONSORSHIP AUTHORIZATION

By signing this Sponsorship Commitment Form, I understand that this is a binding commitment between the Sponsor listed above and The HOPE Center Harlem. I affirm that I am authorized by the Sponsor to commit to sponsorship and/or support of the 2024 Sneaker Ball NYC as indicated above.

Signee's Signature: _____

Email Address: _____

Print Name: _____

Title: _____

Date: _____

Upon review and acceptance, the Sponsor Commitment Form will be signed and a copy will be returned to the contact person named above.

SPONSORSHIP ACCEPTANCE

The HOPE Center Harlem is pleased to confirm acceptance of the sponsorship commitment listed above. Pending timely payment of the attached invoice (net 30 days), we are reserving items congruent with the commitment level as noted. We will be in contact with you soon to finalize the details of your sponsorship package. Thank you for your support!

HOPE Center Signature: _____

Title: _____

Date: _____

For sponsorships, email or call the HOPE Center at info@sneakerballnyc.org or call (347) 778-7610.

CONTACT US



2023 RECAP VIDEO

LEARN MORE

Learn more about HOPE Center Harlem and the Sneaker Ball NYC at www.sneakerballnyc.org and www.hopecenterharlem.org.





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www.sneakerballnyc.org