



July 22, 2026

The HOPE Center
228C West 116th Street
New York, NY 10026



Dear Supporter,

The HOPE Center Harlem invites you to sponsor our 5th Annual Sneaker Ball on Saturday, November 7, 2026, an inspiring evening where fashion, art, and community come together to advance mental health awareness, access, and healing.

Your partnership will help sustain free, culturally responsive mental health services for Harlem residents while demonstrating your commitment to a healthier, more hopeful community.

Founded in 2016, The HOPE Center works to reduce stigma and expand access to evidence-based, culturally inclusive and holistic care. We provide free counseling, therapeutic group-based services, and events along with youth programs focused on suicide prevention, resilience, and the arts. Services are focused on Harlem but open to all communities across New York.

We welcome financial sponsorship as well as in-kind contributions of food, wine, raffle items, and event prizes. Every contribution helps us keep care and community programming free of charge.

Corporate sponsorship opportunities include:

Bronze — \$10,000: Community Supporter - 1 Reserved Table of 8 GA seats (an \$1,400 value) Social media mentions. Website listing. Digital Marketing. Mention during event program. Name mention in newsletter — November issue.

Silver — \$25,000: Impact Sponsor - 1 Full VIP Table of 8 (8 VIP tickets — a \$2,600 value). Digital Marketing. Website listing. Sponsorship announcement during program. Logo placement + mention in newsletter — October & November issues.

Gold — \$50,000: Community Champion - 1 Full VIP Table + 2 additional VIP tickets (10 VIP tickets total). Dedicated social media post. Dedicated email feature. Sponsorship announcement during program. Logo + mention in newsletter

Platinum — \$75,000: Premier Sponsor - 2 Full VIP Tables (16 tickets). Meet & greet with HOPE Center Leadership. Speaking opportunity. 30-second brand spotlight during program.

Diamond — \$100,000: Presenting Sponsor— event billed as 'Sneaker Ball V: Behind the Velvet Rope, Presented by [Your Brand].' 3 Full VIP Tables (24 tickets). Speaking opportunity. 60-second brand spotlight during program. Logo on all event assets and signage.



By becoming a sponsor, you are providing support beyond our event, you are helping someone find hope, healing, and a safe place to be heard. Together, we can make mental health care a right, not a privilege.

Please review the enclosed sponsorship packet. I would welcome the opportunity to discuss a partnership that aligns with your philanthropic and community-engagement goals. To learn more, please contact me at LGreen@hopecenterharlem.org, Robin Brown at RBrown@hopecenterharlem.org, or call 929-282-0452.

Thank you for considering this meaningful investment in Harlem's mental health and well-being. We hope you will stand with us, and step forward for hope.

Sincerely,

Lena L. Green

Dr. Lena L. Green, DSW, LCSW

Executive Director

THE HOPE CENTER PRESENTS SNEAKER BALL V

BEHIND THE VELVET ROPE

YOUR BRAND. OUR COMMUNITY. ONE UNFORGETTABLE NIGHT.

SATURDAY, NOVEMBER 7, 2026 • 6:00 PM • 490 RIVERSIDE DRIVE, NYC



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THE HOPE CENTER PRESENTS SNEAKER BALL V

BEHIND THE VELVET ROPE

WHY YOUR BRAND BELONGS BEHIND THE ROPE

Five years of culture, community, and healing — and the best is yet to come

Sneaker Ball V: Behind the Velvet Rope is more than a gala. It is Harlem's most stylish night for mental health — an evening where your brand stands alongside a community that shows up, gives back, and invests in its future.

WHEN YOU SPONSOR SNEAKER BALL V, YOU ARE NOT JUST BUYING LOGO PLACEMENT. YOU ARE:

Reaching a passionate, community-driven audience	Aligning your brand with mental health & youth empowerment
Building authentic connections with Harlem's most engaged leaders	Investing in free mental health services for those who need it most

1000+ attendees across all years	9 years of HOPE Center impact	118 directly served in therapy yearly	48 teens active in Thrive program
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WHAT IS 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 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 across New York City.

- Live Entertainment
- Silent Auction
- Pop-Up Shop
- Unlimited Food & Drinks
- Dope Kicks Required
- VIP Experience

1000+

attendees
across all years

5

years of
Sneaker Ball

#1

mental health gala
in New York City



WHAT IS HOPE CENTER HARLEM?



(noun): a free community-based mental health clinic located in Harlem, New York 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

"Walking through the doors of The HOPE Center was the beginning of my healing journey."

Lisa, HOPE Innovator

OUR IMPACT BY THE NUMBERS

NINE YEARS OF SHOWING UP FOR HARLEM & BEYOND

Through the generous support of donors and sponsors like you, HOPE Center Harlem has been providing unwavering, **FREE** support to New York residents for nine years.

\$100K+

Net proceeds invested directly into
free mental health programming

16,440

People reached through our
signature events

1,639

People served through
direct services

316

Crisis Textline conversations
Text "Worthy" to 741741

139

Community groups hosted

51

Teens in THRIVE & Snapshot
- our signature teen programming

9

Years of HOPE Center impact

4

Sneaker Ball galas completed

Every dollar raised goes back into the community we serve.

All services provided FREE of charge



SPONSORSHIP LEVELS

YOUR INVESTMENT. OUR COMMUNITY. REAL IMPACT.

DIAMOND

Presenting Sponsor

PRESENTING SPONSOR

- ◆ Title Sponsor Designation
- ◆ Logo on ALL event assets
- ◆ 60-sec brand spotlight

VIP EXPERIENCE

- ◆ Private dinner w/ Leadership
- ◆ 3 Full VIP Tables (24 tickets)
- ◆ Exclusive VIP Gift Bags

BRAND VISIBILITY

- ◆ Speaking opportunity
- ◆ 3+ dedicated social posts
- ◆ Dedicated email feature
- ◆ Step-and-repeat logo

NEWSLETTER

- ◆ Featured sponsor spotlight
- Dedicated section, logo & link

LEGACY

- ◆ Year-round partnership recognition
- ◆ First right of refusal

\$100,000

PLATINUM

Premier Sponsor

VIP EXPERIENCE

- ◆ 2 Full VIP Tables (16 tickets)
- ◆ Exclusive VIP Gift Bags
- ◆ Meet & greet w/ Leadership

BRAND VISIBILITY

- ◆ Speaking opportunity
- ◆ 30-sec brand spotlight
- ◆ Named event moment sponsor
- ◆ Premium step-and-repeat logo
- ◆ Logo on all materials
- ◆ 2+ dedicated social posts
- ◆ Dedicated email feature

NEWSLETTER

- ◆ Premium logo + brand mention
- Header/sidebar placement

LEGACY

- ◆ First right of refusal

\$75,000

GOLD

Community Champion

VIP EXPERIENCE

- ◆ 1 VIP Table + 2 VIP tickets
- ◆ Exclusive VIP Gift Bags
- ◆ Reserved VIP seating area

BRAND VISIBILITY

- ◆ Named event element sponsor e.g. "The [Brand] VIP Lounge"
- ◆ Step-and-repeat logo
- ◆ Logo on all materials
- ◆ Dedicated social post
- ◆ Dedicated email feature
- ◆ Sponsorship announcement

NEWSLETTER

- ◆ Logo + mention (4 months)
- Sept, Oct, Nov & Dec issues

\$50,000

SILVER

Impact Sponsor

VIP EXPERIENCE

- ◆ 1 Full VIP Table of 8 (8 VIP tickets — \$2,600 value)
- ◆ Reserved VIP seating area

BRAND VISIBILITY

- ◆ Step-and-repeat logo
- ◆ Logo on all materials
- ◆ Dedicated social post
- ◆ Digital Marketing
- ◆ Website listing
- ◆ Sponsorship announcement

NEWSLETTER

- ◆ Logo placement + mention

Oct & Nov issues

\$25,000

BRONZE

Community Supporter

EVENT ACCESS

- ◆ 1 Reserved Table of 8 GA seats (\$800 value)

BRAND VISIBILITY

- ◆ Logo on emails & banner
- ◆ Social media mentions
- ◆ Website listing
- ◆ Digital Marketing
- ◆ Mention during program

NEWSLETTER

- ◆ Name mention
- November issue

\$10,000

COMMUNITY PARTNER

In-Kind / Product Donation

Donations can include sneakers, food, gift cards, experiences, or branded items in lieu of cash. Receive logo on event materials, a dedicated social media shoutout, website listing, and a mention during the event

Print Deadline: September 15, 2026. Digital Deadline: October 15, 2026



SPONSORSHIP COMMITMENT FORM

SUPPORTING THE WORK

STEP 1 - SELECT YOUR SPONSORSHIP LEVEL

☐

DIAMOND
\$100,000
Presenting Sponsor

☐

PLATINUM
\$75,000
Premier Sponsor

☐

GOLD
\$50,000
Community Champion

☐

SILVER
\$25,000
Impact Sponsor

☐

BRONZE
\$10,000
Community Supporter

☐

COMMUNITY
PARTNER
In-kind Donations

STEP 2 - SPONSOR TYPE

☐ Business/Organization

☐ Individual

☐ In-Kind / Community Party

STEP 3- SPONSORSHIP INFORMATION

Sponsor / Organization Name

Contact Phone #

Contact Name

Email Address

Mailing Address

Website / Social Handle

City

State

Zip Code

STEP 4 - PAYMENT OPTIONS

☐ Wire Transfer/ EFT

☐ Check

☐ Credit Card



CONTACT US

DON'T JUST ATTEND. BE PART OF SOMETHING THAT MATTERS.



REACH OUT TO SECURE YOUR SPONSORSHIP



Robin Brown
SPONSORSHIP CONTACT - THE HOPE CENTER

✉ sneakerballnyc@hopecenterharlem.org

☎ (347) 778-7610

🌐 sneakerballnyc.org hopecenterharlem.org

👍 @hopecenterharlem @sneakerballnyc

Print Deadline: September 15, 2026. **Digital Deadline:** October 15, 2026

SEE THE MAGIC FROM LAST YEAR YOURSELF



Watch Our Year IV Recap
See the energy, the fashion, and thr community tht make Sneaker Ball NYC one of a kind.
<https://bit.ly/snkrballIV>

