



Neighborhood Service Organization

Celebrating 60 Years of Service and Impact



Neighborhood Service Organization

August 2015 marks the Diamond (60th) Anniversary of Neighborhood Service Organization (NSO). We were founded as a private nonprofit, multi-service agency in 1955 in response to the unmet needs of low-income families and communities in the city of Detroit. NSO's programs and services have greatly expanded over the years. Today NSO is changing the lives of the homeless, older adults with mental illness, persons with intellectual and developmental disabilities, individuals in crisis, low-income youth and other vulnerable citizens with innovative human services that harness the power of choice.

The hallmark of NSO's history for the past sixty years has been to create and deliver solutions to meet the needs of Detroit's unserved and underserved residents. NSO has kept its promise and commitment to being ***"Always Within Reach"*** for those we serve. Spring 2016, we will celebrate NSO's rich history of service and recognize partners and friends who are an integral part of the NSO family.

NSO Diamond Anniversary Gala

On April 9, 2016, NSO will host a gala celebration and fundraiser marking ***"60 Years of Building Brighter, Stronger Futures"***. The event, to be held at the fabulous MotorCity Casino Hotel, promises to be a memorable evening. Guests will enjoy a wonderful dinner, cash bar, silent auction, awards presentation, a live band and dancing in the uniquely cool MotorCity Sound Board.

NSO Diamond Anniversary Support Opportunities

The NSO Diamond Anniversary Gala offers many opportunities to support and acknowledge NSO's sixty years of continued services to the most vulnerable in our community.

Corporate supporters and major partners may choose to support NSO with a year-long partnership or a special gala anniversary sponsorship. Individuals, small businesses and partners can also support NSO through the purchase of an advertisement in the Gala Souvenir Program Book or by contributing an auction item to the Gala Silent Auction. Supporters can also help NSO celebrate as a Gala Table Sponsor. The many opportunities to support NSO are outlined in the attached packet.



Neighborhood Service Organization

Corporate Office

882 Oakman Blvd., Suite C - Detroit, MI 48238

313-961-4890

www.nso-mi.org



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❧ Partnership Packages ❧

Diamond Presenting Partner - \$50,000

- ◆ Presenting Partner recognition at 2016 NSO signature events including the 60th Anniversary Gala and Handlebars for the Homeless Bike Tour
- ◆ Reserved front row table seating for 10 guests at NSO Gala
- ◆ Group photo with NSO's President & CEO at NSO Gala
- ◆ Full page color ad in the NSO Gala program book
- ◆ Mentions in all press releases related to above NSO events
- ◆ Corporate logo with link on NSO website and social media platforms for entire year
- ◆ Premium logo display on signage throughout the NSO Gala
- ◆ A *non-product* video (30 seconds or less) produced by your company and played during the NSO Gala
- ◆ A live mention at the NSO Gala
- ◆ Support of **one** NSO program of your choosing
- ◆ A team registration of ten for the *Handlebars for the Homeless Bike Tour* in August 2016

Ruby Partner - \$25,000

- ◆ Partner recognition at 2016 NSO signature events including the 60th Anniversary Gala and Handlebars for the Homeless Bike Tour
- ◆ Reserved table seating for 10 guests at NSO Gala
- ◆ Group photo with NSO's President & CEO at NSO Gala
- ◆ Full page color ad in the NSO Gala program book
- ◆ Mentions in all press releases related to above NSO events
- ◆ Corporate logo with link on NSO website and social media platforms for entire year
- ◆ Logo placement on signage throughout the NSO Gala
- ◆ A live mention at the NSO Gala
- ◆ Support of **one** NSO program of your choosing
- ◆ A team registration of ten for the *Handlebars for the Homeless Bike Tour* in August 2016

Emerald Partner - \$15,000

- ◆ Partner recognition at 2016 NSO signature events including the 60th Anniversary Gala and Handlebars for the Homeless Bike Tour
- ◆ Reserved table seating for 10 guests at NSO Gala
- ◆ Group photo with NSO's President & CEO at NSO Gala
- ◆ Full page color ad in the NSO Gala program book
- ◆ Mentions in all press releases related to above NSO events
- ◆ Corporate logo with link on NSO website and social media platforms for six months
- ◆ Logo placement on signage throughout the NSO Gala
- ◆ A team registration of five for the *Handlebars for the Homeless Bike Tour* in August 2016

❧ Gala Sponsor Packages ❧

Gala Dinner Sponsor - \$10,000

(3 available)

- ◆ Sponsor at 2016 60th Anniversary Gala
- ◆ Reserved premium seating for 10 guests at NSO Gala
- ◆ Group photo with NSO's President & CEO at NSO Gala
- ◆ Full page color ad in the NSO Gala program book
- ◆ Corporate logo with link on NSO website and social media platforms for four months
- ◆ Premium event signage

Gala Drink Sponsor - \$7,500

(2 available)

- ◆ Sponsor at 2016 60th Anniversary Gala
- ◆ Reserved premium seating for 10 guests at NSO Gala
- ◆ Full page color ad in the NSO Gala program book
- ◆ Corporate logo with link on NSO website and social media platforms for four months
- ◆ Company logo printed on cocktail napkins available at bar locations
- ◆ Signage at each bar station (2 Stations)

Gala Silent Auction Sponsor - \$5,000

(2 available)

- ◆ Sponsor at 2016 60th Anniversary Gala
- ◆ Reserved premium seating for 10 guests at NSO Gala
- ◆ Full page color ad in the NSO Gala program book
- ◆ Corporate logo with link on NSO website and social media platforms for four months
- ◆ Business name included on all auction bid sheets
- ◆ Signage at each auction table

Gala Thank You Gift Sponsor - \$3,500

(2 available)

- ◆ Sponsor at 2016 60th Anniversary Gala
- ◆ Reserved premium seating for 10 guests at NSO Gala
- ◆ Full page color ad in the NSO Gala program book
- ◆ Corporate logo with link on NSO website and social media platforms for four months
- ◆ Business name included on Gala Gift Thank You Card attached to all gift bags
- ◆ Signage at Gala gift table

Gala Table Sponsor - \$2,000

- ◆ Table Sponsor at 2016 60th Anniversary Gala
- ◆ Reserved premium seating for 10 guests at NSO Gala
- ◆ Half page color ad in the NSO Gala program book



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60th ANNIVERSARY GALA Partner & Sponsor Form

☐ We wish to support NSO as a Partner

Partner Level: ☐ Diamond Presenting Partner -\$50,000 ☐ Ruby Partner-\$25,000 ☐ Emerald Partner -\$15,000

We would like to support the following NSO program. (Select One)

- | | |
|---|---|
| <input type="checkbox"/> Emergency Telephone Service/Suicide Prevention Hot Line | <input type="checkbox"/> Older Adult Services |
| <input type="checkbox"/> Homeless Recovery Services | <input type="checkbox"/> Youth Programs |
| <input type="checkbox"/> Life Choices (Intellectual/Developmental Disability Support) | <input type="checkbox"/> General Support |

☐ We wish to support NSO as a Gala Sponsor

We would like to support the Gala at the following Sponsor Level.

- | | |
|--|--|
| <input type="checkbox"/> Gala Dinner Sponsor-\$10,000 | <input type="checkbox"/> Gala Thank You Gift Sponsor-\$3,500 |
| <input type="checkbox"/> Gala Drink Sponsor-\$7,500 | <input type="checkbox"/> Gala Table Sponsor-\$2,000 |
| <input type="checkbox"/> Gala Silent Auction Sponsor-\$5,000 | |

PARTNER/SPONSOR INFORMATION

Contact: _____

Company: _____

Address: _____

City/State: _____ Zip Code: _____

Business Phone: _____ Cell Phone: _____

Email: _____

PAYMENT METHOD

☐ Please find a check or money order enclosed made payable to: Neighborhood Service Organization (NSO)

☐ Please invoice my company. Reference PO# _____

☐ Please charge my: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card #: _____ Exp. Date: _____

Billing Address: (If different from above) _____

City/State: _____ Zip Code: _____

Print Name on Card: _____

Signature: _____

Mail Payment to: NSO 60th Anniversary Gala
882 Oakman Blvd., Suite C - Detroit, MI 48238

For Questions, please call NSO Corporate Development at 313-961-4890



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60th ANNIVERSARY GALA NSO Programs Overview

Emergency Telephone Service / Suicide Prevention Center

NSO's Emergency Telephone Service/Suicide Prevention Center (ETS/SPC) has provided free telephone assistance since 1978 to persons in crisis. Caring, trained professionals offer counseling for individuals experiencing mental health, substance abuse or interpersonal problems, 24 hours a day, 7 days a week. ETS/SPC also provides an outreach component which consists of critical incident management, speaker presentations and training on suicide prevention and crisis intervention.

Homeless Recovery Services

NSO's Homeless Recovery Services is comprised of three programs serving homeless and formerly homeless adults. The Road Home is a mobile outreach program that can quickly reach homeless individuals who are living on the streets of Detroit. The Tumaini Center provides crisis and support services for homeless adults in the city of Detroit. Services include substance abuse treatment, mental health assessment and referrals, limited primary healthcare, case management, education, storage, emergency food, clothing, showers, laundry services and mail delivery. Supportive Housing uses a "Housing First" approach to provide permanent supportive housing services to formerly homeless consumers. What differentiates a Housing First approach from traditional emergency shelter or transitional housing approaches is that it is housing-focused, with an immediate and primary goal of helping individuals quickly access and sustain permanent housing.

Life Choices

NSO's Life Choices provides services and support in Wayne County for children, youth and adults with developmental disabilities as well as their extended families. Services are provided in schools, homes, communities and our offices with the goal to help individuals achieve their full potential. Services include intake and assessment, supports coordination, positive behavior supports, individual, family and group therapy, Waiver Benefits-Autism, Child, and HAB services art therapy, theatre workshops, youth leadership workshops, parenting skills classes and more.

Older Adult Services

NSO's Older Adult Services (OAS) is a nationally recognized mental health program for Wayne and Oakland county residents age 60 and over, and for adult nursing home residents age 18 and over. OAS provides comprehensive mental health outreach, residential and advocacy services and helps older adults reach their maximum potential, enabling them to remain active community participants. OAS is one of the oldest and largest mental health and aging programs in the state.

Youth Programs

NSO's Youth Programs provide both leadership and workforce development to vulnerable youth in the city of Detroit. NSO's Youth Initiatives Project (YIP) molds youth leaders into community activists, and provides youth leadership and advocacy training focused on violence and substance abuse prevention. NSO YouthLink is a year-round youth workforce development program designed to provide youth, 14-24 years of age on Detroit's east side, with the opportunity to invest in their own future. The program provides employment skills, life and social skills, mentoring, tutoring, career training and job placement.

General Support

The backbone of NSO programs and services is the infrastructure needed to support the nearly 300 staff members that provide direct services to the most vulnerable children, families, and individuals in our community.



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60th ANNIVERSARY GALA Commemorative Souvenir Program Book—Advertising Opportunities

Promote your business and congratulate NSO on 60 years of commitment to serving the community.

PRINT AD PRICING (All Ads are Full Color)

QTY.	AD SIZE	AD SPECS	PRICE	QTY.	AD SIZE	AD SPECS	PRICE
_____	Business Card	2" x 3.5" or 3.5" x 2"	\$40.00	_____	Front Inside Cover	8.5" x 11"	\$800.00
_____	1/4 Page	4.25" x 5.5" or 5.5" x 4.25"	\$100.00	_____	Back Inside Cover	8.5" x 11"	\$800.00
_____	1/2 Page	4.25" x 11" or 5.5" x 8.5"	\$200.00	_____	Back Cover	8.5" x 11"	\$1000.00
_____	Full Page	8.5" x 11"	\$400.00	_____	Centerfold—2 Full Pages	17" x 11"	\$1250.00

☐ I will provide an electronic camera-ready ad. (.PDF or 300 dpi .JPG)

☐ NSO can design my ad. I will provide copy (.doc), photo (300 dpi .JPG) and/or graphic (300 dpi .JPG)

◆◆◆ Please email your ad or ad elements to: corporateaffairs@nso-mi.org by **Monday, February 29, 2016** ◆◆◆

ADVERTISER INFORMATION

Contact: _____

Company: _____

Address: _____

City/State: _____

Zip Code: _____

Business Phone: _____

Cell Phone: _____

Email: _____

PAYMENT METHOD

☐ With payment I hereby authorize Neighborhood Service Organization to publish the information, pictures and artwork provided in the NSO 60th Anniversary Gala Souvenir Program Book

☐ Our advertisement is included in our Partner/ Sponsor Package. Partner/Sponsor Level: _____

☐ Our check or money order is enclosed made payable to: Neighborhood Service Organization (NSO)

☐ Please charge my: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card #: _____

Exp. Date: _____

Billing Address: *(If different from above)* _____

City/State: _____

Zip Code: _____

Print Name on Card: _____

Signature: _____

Mail Payment to:

**NSO 60th Anniversary Gala
882 Oakman Blvd., Suite C - Detroit, MI 48238**

For Questions, please call NSO Corporate Development at 313-961-4890



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60th ANNIVERSARY GALA Silent Auction Donation Form

Help Neighborhood Service Organization (NSO) celebrate 60 years of providing programs and services for the most vulnerable adults, youth and children in our community.

On Saturday, April 9, 2016, we will celebrate this landmark with a 60th Anniversary Gala to be held in downtown Detroit. This lively event will include entertainment, awards, dancing and a silent auction.

We are seeking individuals, businesses and artisans for donation of a product, service or adventure to be included in the auction. Auction item donors will be acknowledged on Auction Bid Sheets, in the Gala Souvenir Program Book and in NSO's Annual Report.

Suggested minimum value of a donated item is \$50*

AUCTION ITEM DESCRIPTION

Item Description: _____

Restrictions or Expiration: _____

Item Value:
(Determined by Donor) \$ _____

Display: (Special Needs or Instructions) _____

Item to be listed as a donation from: _____

Item Availability: ☐ NSO to Pick Up Date: _____ ☐ Donor will Deliver Date: _____

DONOR ACKNOWLEDGMENT

Contact: _____
Company: _____
Address: _____
City/State: _____ Zip Code: _____
Business Phone: _____ Cell Phone: _____
Email: _____

**Donors providing an auction item valued at \$500 or more will receive a quarter page program ad.*

For more information contact NSO Corporate Development at 313-961-4890 or corporateaffairs@nso-mi.org

Please return your completed form to: NSO - Gala Auction - 882 Oakman Blvd., Suite C - Detroit, MI 48238

♦ ♦ Deadline for inclusion in the Gala Souvenir Program Book is Monday, February 29, 2016 ♦ ♦