



DEVINE DIVA PRODUCTIONS

— LLC —

TOUCHING LIVES ONE ACT AT A TIME

MENTAL HEALTH AWARENESS

SPONSORSHIP PROPOSAL





DEVINE DIVA PRODUCTIONS

LLC

About Us

Mission Statement:

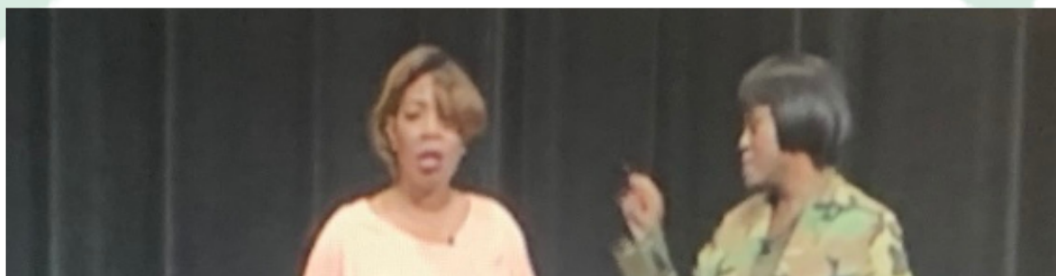
Devine Diva Productions is a faith-based community arts organization committed to "Touching Lives One Act at a Time." We produce bold, healing-centered theatrical performances that raise awareness on mental health, domestic violence, addiction, grief, and generational trauma—particularly within underserved urban communities. Through our flagship stage play Seasons Changed, we aim to educate, empower, and inspire transformation through the power of storytelling.

We are proud to partner with NEW (Nonprofit Enterprise at Work, Inc.) as our fiscal sponsor. Through this partnership, all sponsorship contributions will be processed through NEW.org, a 501(c)(3) nonprofit organization, making them tax-deductible to the fullest extent allowed by law. NEW ensures transparency, oversight, and financial accountability for all funds received. Sponsors are welcome to contact NEW directly with any questions.

Fiscal Sponsor: NEW (Nonprofit Enterprise at Work, Inc.)

Website: www.new.org

Contact: MFeatherstone@new.org





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Synopsis of Seasons Changed

Step into the heart of 1980s and 1990s Detroit, where boarded-up homes, factory shutdowns, and generational trauma form the backdrop for *Seasons Changed*. This emotionally charged play explores the unspoken struggles of untreated mental illness, addiction, domestic violence, and the pain that echoes through generations.

Within the walls of a shelter—part sanctuary, part battlefield—characters unravel their trauma, face spiritual reckonings, and find the courage to begin again. It is a raw, tender, and powerful story that highlights the impact of mental health struggles, the silence that often surrounds them, and the healing that faith and community can offer. The play includes post-show talkbacks and partnerships with mental health professionals to offer real-time support.

This year, a portion of proceeds from *Seasons Changed* will go toward "Adopting a Survivor" for the holidays—providing comfort, care packages, and resources to women and families currently in shelters.





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Why Sponsorship?

By sponsoring Seasons Changed, you are helping:

- Raise awareness around mental health, trauma, and recovery in urban communities.
- Normalize conversations about healing and resilience.
- Provide resources and referral opportunities post-show.
- Create safe, transformative spaces for underserved audiences.
- Fund our holiday initiative to adopt a survivor from a shelter.

Your sponsorship will directly support:

- Venue rental and production costs
- Salaries for cast, crew, ushers, and production staff
- Promotional campaigns and outreach
- Transportation and meals for low-income participants
- Holiday donations for survivors





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Budget Overview

Grand Total: \$18,965

Venue & Rehearsal Space: \$4,450

Salaries and Wages: \$7,025

Cast: \$200 x 10 actors = \$2,000 (2 shows)

Crew: \$25 x 4 crew x 2 shows = \$200

Stage Hands & Ushers: \$825

Director: \$1,000

Videographer: \$1,000

- Live Band: \$2,000 Promotion & Marketing: \$1,750

Supplies & Materials: \$5,040

Transportation: \$200 Meals: \$500

Fiscal Sponsor receives 10% of all donations Seasons
Changed is fiscally sponsored by New.org , a
registered 501(c)(3) nonprofit organization. Your
generous contribution is tax-deductible to the extent
allowed by law.





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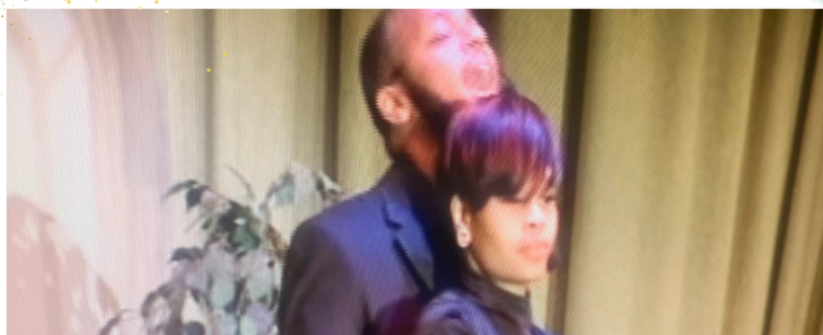
Sponsorship Levels

Platinum Sponsor - \$7,500

- Top-tier logo on all promotional materials
- 8 VIP tickets and gifts
- Meet-and-greet with cast + behind-the-scenes tour
- Speaking opportunity at the event
- Social media takeover & banner display at venue
- Logo featured on website & customized thank-you video

Gold Sponsor - \$5,000

- Logo on materials, emails, and social media
- 6 VIP tickets + autographed gifts
- Mention during remarks & meet-the-cast experience
- Website listing as a Gold Sponsor





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Silver Sponsor - \$2,500

Logo on flyers and social media shout outs
4 reserved tickets + cast meet-and-greet
Recognition during curtain call

Bronze Sponsor - \$1,000

2 reserved tickets
Social media thank-you

Community Supporter - \$50+

Name listed on website and social media

In-Kind Donations

We also welcome in-kind support such as printing, transportation, meals, lodging, or venue partnerships. All in-kind donors will be recognized on our platforms and printed materials.





DEVINE DIVA PRODUCTIONS LLC

Call to Action

We need your support. Mental health is a crisis in our communities—especially in urban areas like Detroit where stigma, poverty, and trauma collide. Your sponsorship can help bring healing to audiences who need it most. Join us in creating a ripple effect of hope, healing, and transformation.

To sponsor or partner with us:

Visit: www.devinedivaproductions.com

Email: info@devinedivaproductions.com

Call: 313 757-2427

Make checks payable to:

NEW (Nonprofit Enterprise at Work, Inc.)

Memo line: Devine Diva Productions

Tax-deductible receipt provided upon request.



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Team and Leadership

The project will be led by a passionate team.



Playwright & Producer Sherria Perry—
Responsible for the creative vision and
direction. Manages logistics, cast and crew,
budget, and outreach.

Stage Director: Oversees rehearsals and
brings the script to life

Cast and Crew: Acts and portrays the
characters in the script. Handles behind the
scenes, lighting and sound, and props.

Finance team:

Ensures that we get funding for our project

Volunteer Coordinator: Coordinates
volunteers for set-building and community
engagement.

Mental Health Advisors: Ensures
sensitive and accurate representation of
mental health.

Each team member brings invaluable
expertise and a shared commitment to
promoting mental health through the arts.



Additional Sponsorship Benefits

Brand Visibility: Associate your brand with a high-quality cultural event, enhancing corporate image and community presence.

• **Networking Opportunities:** Engage with local leaders, influencers, and fellow sponsors at VIP events and receptions.

• **Community Engagement:** Align your brand with the arts and demonstrate commitment to supporting local talent and culture.

• **Customer Engagement:** Invite clients & employees to experience the performance, creating memorable moments that foster loyalty.

Thank you for considering this opportunity. I look forward to your response and the chance to partner with you in bringing this vital message to those who need it most. Please respond by placing "Sponsorship" in the subject line

Warmest regards,

Sherria "Devine Diva" Perry

Playwright, Community Health Worker
info@devinedivaproductions.com

devinedivaproductions.com



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