



MENTAL HEALTH AWARENESS

SPONSORSHIP PROPOSAL



About Us



Mission Statement:

We are a community-driven arts organization dedicated to using theatre and storytelling to elevate mental health awareness, promote healing, and spark meaningful conversations—especially within underserved urban communities. Our mission is to create transformative, engaging experiences that not only entertain but also educate and inspire social change. Through powerful productions like *Seasons Changed*, we aim to break down stigma, increase understanding, and connect individuals and families with vital resources and support.

Why Sponsorship?

By sponsoring *Seasons Changed*, you are investing in a mission that blends art and advocacy to address one of today's most pressing public health challenges: mental wellness. Your support helps us bring this impactful production to communities that often face barriers to accessing mental health education and services. Sponsorship funding will directly support production costs, community outreach efforts, school and shelter performances, and promotional campaigns—ensuring that more people are reached, more conversations are started, and more lives are positively impacted. Together, we can use the power of storytelling to foster resilience, raise awareness, and build healthier, more connected communities. our reach and create lasting, meaningful change in the communities we serve.

Project Overview

Set in Detroit, *Seasons Changed* follows the emotional journey of Keke, a woman facing the weight of mental illness, grief, and fractured relationships while striving for recovery and inner peace. Inspired by real-life challenges faced by many, the play sheds light on topics like depression, trauma, addiction, and family healing. Our goal is to raise awareness, reduce stigma, and offer hope to individuals and families affected by mental health struggles. The production combines emotional storytelling with access to mental health resources to create a space for education, empathy, and healing.

Program Need

health challenges affect millions, yet in many communities—particularly those impacted by poverty, violence, and generational trauma—conversations around mental wellness remain taboo. Seasons Changed fills this gap by providing a powerful, relatable narrative that normalizes mental health struggles and encourages open dialogue. By touring this production in community centers, shelters, schools, and local theatres, we aim to ensure more people have the tools and courage to seek help, support one another, and break the cycle of silence





Mental Health Awareness

Educational Resources

The themes of *Seasons Changed* reflect real mental health challenges, particularly in underserved Black communities:

- Depression and suicidal ideation
- Grief and trauma
- Substance use recovery
- Domestic violence and abuse recovery

We aim to reduce stigma by opening up conversations that were once taboo in families and churches

Support Services

Local Resources (Detroit):

- Detroit Wayne Integrated Health Network: 800-241-4949
- Common Ground 24/7 Crisis Line: 800-231-1127
- Black Family Development, Inc.

National Resources:

- National Suicide & Crisis Lifeline: 988
- SAMHSA Treatment Locator: 800-662-HELP (4357)





Team and Leadership

The project will be led by a passionate team:



Playwright & Director: Sherria Perry–
Responsible for the creative vision and
direction.

Producer: Manages logistics, cast and
crew, budget, and outreach.

Stage Director: Oversees rehearsals and
brings the script to life

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.



Budget

Venue/ rehearsal space \$4,450

Salaries and wages- \$8,835

Promotional and Marketing- \$2,250

Supplies and Materials - \$3,140

Guest Transportation /hospitality \$200

Meals- \$500

Fiscal Sponsor receives 10% of all donations

Grand Total: \$19,400

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.



**Seasons Changed
Donation Page**



“Touching lives one act at a
time.”



Synopsis of **Seasons Changed Stage Play**

Step inside the heart of Detroit in the 1980s and 1990s, where boarded-up homes, factory shutdowns, and flickering streetlights set the stage for a story of survival, silence, and the search for healing. *Seasons Changed* unfolds in the shadows of a city where trauma lives in the walls, where the weight of untreated mental illness, addiction, and generational pain seeps into everyday life — and where seeking help is too often seen as weakness instead of survival.

On this stage, the air is thick with unspoken struggles and buried wounds, where men drown their suffering in silence, and women wear their scars beneath forced smiles and quiet prayers. Families fracture under the pressure of abuse, loss, and undiagnosed pain, as love, faith, and fear collide in raw confrontations and tender moments of truth. Through every breakdown, every desperate plea, and every moment of fragile connection, the play reveals the hidden cost of ignoring mental health — and the courage it takes to break the silence.

Within the walls of a shelter — part sanctuary, part battlefield — stories unfold that are both deeply personal and painfully familiar. The weight of depression, the chaos of bipolar disorder, and the grip of unresolved trauma shape lives behind closed doors, passed down like inheritance until someone finds the strength to say ****enough****. Through ****prayers whispered in the dark, breakdowns nobody sees, and laughter that fights its way through pain****, *Seasons Changed* invites the audience to witness the beauty and brutality of healing ******, and to ask themselves how many of their own battles have gone unseen.

With every scene, every revelation, and every prayer for strength, *Seasons Changed* becomes more than a play — it's a call to end the silence, a testament to resilience, and a reminder that even the hardest seasons eventually give way to light.



Target Audience

1. Individuals and Families Affected by Mental Health and Substance Abuse Issues

Why: The play addresses themes of mental health struggles, trauma, and addiction, offering hope and healing through community support and faith.

2. Community Organizations and Nonprofits

Why: Mental health and substance abuse recovery organizations, as well as local nonprofits supporting women, marginalized communities, or homeless populations, would find value in aligning with a project that raises awareness and promotes healing through shared experiences.

3. Faith-Based Organizations and Religious Groups

Why: The themes of faith, forgiveness, and healing are central to the play.

4. Government and Public Health Agencies

Why: Mental health awareness and the support of vulnerable populations are public health priorities. Government entities, especially those focused on health, homelessness, and substance abuse, may be interested in supporting initiatives that align with their missions.

5. Detroit and Urban Communities

Why: Since the play takes place in Detroit, it will resonate strongly with local audiences who identify with the city's struggles, growth, and resilience.

6. Theatergoers and Cultural Enthusiasts

-Why: Audiences who enjoy emotionally charged, socially relevant theater will be drawn to the play's raw storytelling, emotional depth, and exploration of real-world

Goals:

- * Raise Awareness about Mental Health and Substance Abuse Issues
- * Encourage Healing Through Faith and Community Support
- * Secure Funding and Sponsorship for Production
- * Foster Partnerships with Mental Health and Substance Abuse Organizations

Target Audience Continued

7. Social Justice and Advocacy groups

Why: The issues of systemic racism, police brutality, economic inequality, and lack of access to resources highlighted in the play will appeal to social justice advocates focused on racial equity and economic justice.

8. Detroit and Michigan Residents

Why: Detroiters, particularly those who lived through the 80s and 90s, will resonate deeply with the play's exploration of local struggles, like economic decline, the impact of the auto industry's fall, the drug epidemic, and police tensions. It provides a platform to reflect on their own experiences and the city's history.

Urban and Contemporary Theatergoers:

Why: Audiences who enjoy urban dramas or contemporary stage plays will appreciate the raw and authentic portrayal of life in Detroit during the 80s and 90s. This demographic is likely to engage with the character-driven storytelling and the emotional depth of the play.

OUR COLLECTIVE IMPACT

By partnering with us, your organization can help make a significant impact:

- **Expand Our Reach:** Sponsorship will enable us to bring the play to more schools, shelters, and community centers, allowing us to engage individuals who are often left out of mental health discussions. Offering discounts to groups of ten or more and to individuals housed in shelters.
- **Provide Resources:** We can offer educational materials and connect audiences with local mental health services, encouraging them to seek professional care.
- **Destigmatize Mental Health:** As a faith-based production, 'Seasons Changed' is uniquely positioned to break down cultural barriers and stigma, promoting the idea that faith and mental health care can coexist.

Support Future Projects: Your sponsorship will not only help this production but will also support future initiatives aimed at healing through art and drama.

Join Us in Making a Difference

By supporting 'Seasons Changed,' you are joining a movement dedicated to mental health awareness and healing. Together, we can inspire hope, foster dialogue, and contribute to reducing the mental health crisis in Michigan. I would love to discuss how we can work together to create a transformative experience that will leave a lasting impact on our community.



In-Kind Donations Needed

- ***Set materials:*** Lumber, paint, props

- ***Printing services:*** Flyers, playbills, posters , banners

- ***Food & catering:*** Meals for cast/crew during rehearsals

- ***Venue sponsorship:***
Rehearsal/performance spaces



Our Fiscal Sponsor

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.org also ensures transparency, oversight, and financial accountability for all funds received. Sponsors are welcome to contact NEW.org directly with any questions regarding our fiscal sponsorship or charitable status.

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

Website::www.new.org

Contact: MFeatherstone@new.org

**Seasons Changed
Donation Page**



"Touching lives one act at a time."

Sponsorship Levels



Platinum Sponsor - \$7,500

- ****Top-tier logo placement**** on all promotional materials (posters, flyers, digital media).
 - ****Exclusive VIP Experience:****
 - 8 VIP tickets to the opening night with reserved seating.
 - 8 VIP gifts (autographed memorabilia).
 - Exclusive meet-and-greet with the cast, including a behind-the-scenes tour.
 - ****Public Recognition:****
 - Mention during interviews and promotional events.
 - Recognition during opening and closing remarks.
 - Opportunity to speak at the event.
 - ****Advertising & Visibility:****
 - Logo and direct link featured on the event website as a Platinum Sponsor.
 - Social media takeover opportunity for one day leading up to the event.
 - Banner display at the venue.
 - ****Special Thank You:****
 - Customized video message from the



Gold Sponsor - \$5,000

- ****Logo featured**** on promotional materials, including email campaigns and social media.
 - ****VIP Experience:****
 - 6 VIP tickets to the opening night with reserved seating.
 - 6 VIP gifts (autographed memorabilia).
 - Meet and greet with the cast and crew.
 - ****Public Recognition:****
 - Recognition during opening and closing remarks.
 - Mention on social media with spotlight posts leading up to the event.
 - ****Advertising & Visibility:****
 - Logo and direct link on the event website as a Gold Sponsor.



?Silver Sponsor - \$2,500

- Logo included on select promotional materials (programs, social media graphics).
 - VIP Experience:
 - 4 VIP tickets to the opening night with reserved seating.
 - 4 VIP gifts.
 - Public Recognition:
 - Mention on social media channels.
 - Recognition during the event as a Silver Sponsor.
 - Advertising:
 - Business card or flyer included in VIP gift bags.



Bronze Sponsor - \$1,000

- Logo listed in event promotional materials and on the event website.
 - VIP Experience:
 - 2 general admission tickets to the opening night.
 - Business card or brochure included in event program materials.
 - Public Recognition:
 - Mention on social media channels.
 - Recognition during the event as a Bronze Sponsor.



Community Patron - \$500

- Recognition:
 - Name listed on the website as a Community Patron.
 - Recognition on social media.
- Experience:
 - 2 general admission tickets to a performance of your choice.
 - Business card or flyer included in event materials.



Friend of the Play - \$250

- Recognition:
 - Name listed on the event website under "Friends of the Play."
 - Social media shout-out as a supporter.
- Experience:
 - 2 general admission tickets to the opening night.