

# OPEN HOUSE

2017



**DREAM OF DETROIT**  
*A Detroit Revival Engaging American Muslims*

**SPONSORSHIP  
PACKAGE**



Thank you for taking the time to learn more about Dream of Detroit. We're excited about your interest in our efforts to transform our neighborhood on the Westside of Detroit.

DREAM is combining community organizing with community development to revitalize our area and build a healthy community. We're committed to empowering our current residents and the members of the historic institutions in our neighborhood.

Since 2013, DREAM has mobilized hundreds of volunteers and donors to help realize change. We've rehabbed three homes, boarded up 25 vacant structures, planted 114 trees, cleaned up countless dumpsters worth of garbage and debris, and rehabbed three homes. We've also hosted an entrepreneur training program as we prepare for a more robust economic development agenda.

In July of 2016, DREAM hosted a Neighborhood Open House that pioneered a partnership with city's Detroit Land Bank Authority. We were the first community group that the DLBA partnered with to host a completely independent open house that included internal access to city-owned properties. From that open house, we sold three properties and identified several other prospective investors and donors.

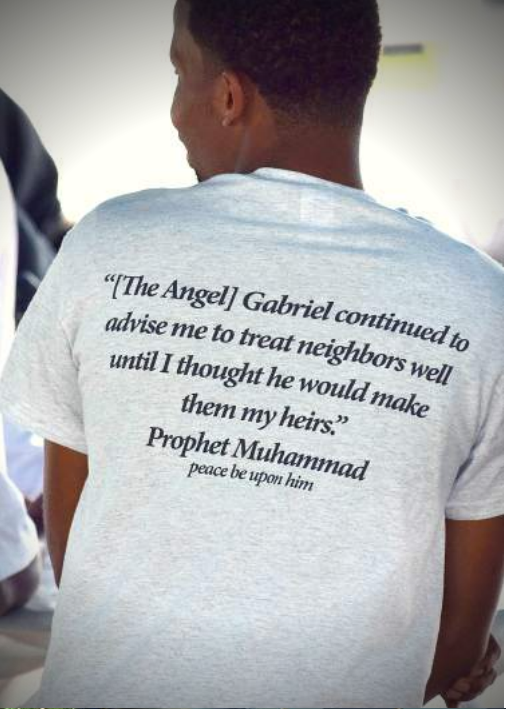
In May of 2017 we plan to host our second open house. With a slew of learnings and improvements from the first, we're confident that this will be an exciting event for the entire community. We'll have big news to share about new neighbors--both residential and nonprofit--and several properties cleaned up, on display, and ready for purchase.

By helping us execute an excellent event this May, you'll be making an investment in the future of our neighborhood and, indeed, in the future of Detroit. This document details ways that you or your company can easily become a supporter and we're also eager to talk about more unique arrangements, if you're interested

Peace and blessings,

Mark Crain  
**PROJECT DIRECTOR  
DREAM OF DETROIT**





## NEIGHBORHOOD-WIDE OPEN HOUSE

**THE OPEN HOUSE WILL BE AN OPPORTUNITY TO SHOWCASE OUR NEIGHBORHOOD IN ALL OF ITS POTENTIAL.**

In May, we'll welcome dozens of prospective home-buyers into our neighborhood to get a glimpse at the potential of what we are building. We will work in partnership with the Detroit Land Bank Authority to make city-owned properties accessible.

Last year's open house was a success with 48 home visits and 15 leads from individuals interested in purchasing a home.

Our goal for the 2017 Open House is to have 8 homes available for purchase through the Detroit Land Bank Authority and private sellers.

### SCHEDULE

#### Activity

#### Time

Open house sign-in and refreshments	11:00am
Neighborhood presentation	11:30am
Neighborhood walk/trolley, guided home tours	12:00pm
Artist-in-Residence Announcement and Ribbon Cutting	1:00pm
Prayer at the Muslim Center	2:00pm







## NEIGHBORHOOD-WIDE CLEAN UP

**WE WILL NEED TO SPEND SIGNIFICANT RESOURCES GETTING OUR NEIGHBORHOOD IN SHAPE TO HOST!**

On April 29th, volunteers will gather to go block by block through our neighborhood on a cleaning spree. Our teams will pick up garbage, cut down overgrowth, and re-secure any open properties.

We'll also paint signs on any vacant properties to alert onlookers that the property is now being watched.

### SCHEDULE

#### Activity

#### Time

Volunteers gather, light refreshments	9:00am
Kick-Off, team and block assignments	9:30am
Status check on each block	12:00pm
Conclude with prayer at Muslim Center	2:00pm
Lunch and departure	2:15pm





# SPONSORSHIP PACKAGES

\$500

## Bronze Sponsor

Open House sponsorship recognition on the Dream of Detroit email list and on Dream of Detroit social media accounts

Dream of Detroit maintains an email list of over 400 individuals and an active Facebook page with close to 1,000 page likes and with promoted posts that reach thousands (with the most popular post in 2016 reaching over 13,700 impressions). The majority of page likes come from individuals located in the Metro Detroit region between ages 25 and 54.

\$1,000

## Silver Sponsor

\*Includes all of above

Prominent Sponsor signage displayed at the Dream of Detroit Neighborhood Open House

Special recognition at Dream of Detroit's 5-year anniversary celebration October 22

\$5,000

## Gold Sponsor

\*Includes all of above

10-ft table for promotional use during the event

One exclusive full email to the Dream of Detroit supporter list

Sponsor branding included in open house promotional materials (including 2500 flyers and 250 posters distributed throughout metro Detroit)



## Open House

## Neighborhood Clean Up

### Expenses

### Cost

Materials	\$ 500
Luncheon tent and A/V	\$ 1000
Tables and Chairs	\$ 700
Trolley	\$ 800
Food	\$ 800
Printing and office supplies	\$ 600
Promotion	\$ 1300
Signage	\$ 600
Paraphernalia	\$ 800
<b>Total Expenses</b>	<b>\$ 7,100</b>

### Expenses

### Cost

Materials (boards, stencils, spray paint, etc)	\$ 275
Tool purchase and rental	\$ 300
Food	\$ 250
Printing	\$ 275
Promotion	\$ 100
T-shirts	\$ 600
<b>Total Expenses</b>	<b>\$1,800</b>



*Thank you!*



Making  
*the* dream  
a reality!



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