borrowed HOPE

A Celebration of Art, Community & Mental Health

Hard days happen here.
Hope can, too.

Friday, May 1, 2026 | 5:00–9:00 PM | Divine Barrel Brewing, NoDa
Free entry | 200+ expected attendees | All ages | Fully accessible

Produced by Resilient Magnolia
eleanor@resilientmagnolia.com | www.borrowedhope.com

THE EVENT

WHAT HAPPENS THERE

Attendees move freely through hands-on art stations – no skill required, no pressure to participate deeply. The space is designed for every comfort level, from light browsing to full creative immersion.

Art Stations (6–8 total):

- "Breaking to Rebuild" – ceramic mosaic (optional supervised breaking + building; pieces become a communal mosaic)
- "Take-Home Hope" – make a portable bad-day reminder to keep and one to gift
- Live Art Painting – watch artists work; contribute a word or color by invitation
- Collaborative Community Art – mural, hope tree, or found-object sculpture (artist-led, community-made)
- Poetry + Reflection Corner – prompt-based writing; private by default
- "Not There Yet" Quiet Space – calm, low-light rest zone with optional journaling

Resource Fair (patio, weather permitting):
A curated, low-pressure fair connecting attendees to real mental health support – quietly, privately, without a sales feel.

Licensed Mental Health Professionals on-site:
Available for optional brief grounding check-ins and next-step connections. Visible but unobtrusive. Not therapy sessions.

AUDIENCE

200+ expected attendees: families, young adults, artists, educators, wellness-minded professionals, and neighbors who don't attend "mental health events" – but will show up for an art gathering.

FUNDRAISING

Optional donations + silent auction (online + on-site). Sponsors receive a post-event recap including attendance, reach, photo assets, and a summary of fundraising outcomes.

SPONSORSHIPS

WHY SPONSOR?

Your support directly funds:

- Paid opportunities for local Charlotte artists
- Materials for all community art stations
- Production, accessibility, and safety supports
- Future free Borrowed Hope programming
- Local nonprofit mental health initiatives

For your team, this is a high-visibility, low-lift way to show up for Charlotte's mental health conversation – in a room full of people who will notice, and remember, who helped make it possible.

	Presenting Hope	Sustaining Hope	Building Hope	Sharing Hope	Community Friend
Naming rights across all event materials	x				
Logo placements (signage, program, digital)	every-where	every-where	program	program	program
On-stage recognition	x	x			
Optional 2–3 minute remarks from the stage	x				
Activation table	2, premium	1			
Sponsored art-station	2	1			
VIP Registrations	12	8	4	2	
Social Media	6 mentions	4 mentions	2 men-tions	group thank you	group thank you
Post Event Recap & Photos	x	x	x		
	$5000	**$2500 - $4999**	**$1000 - $2499**	**$500 - $999**	**$250+ or in-kind**

SPONSORSHIPS

STATION SPONSORSHIPS

Every art station can be individually sponsored – a powerful way to connect your brand to a specific, tangible experience that attendees will carry home with them.

Available stations:

- "Breaking to Rebuild" Mosaic
- "Take-Home Hope" Pocket Reminders
- Live Art Painting
- Poetry + Reflection Corner
- "Not There Yet" Quiet Space
- Collaborative Community Art Project

Every station sponsorship includes:

- Branded signage at the station
- Social media feature highlighting the station + your support
- Program recognition
- Option to include a branded, wellness-oriented takeaway
- Volunteer engagement opportunity (if desired)

Station sponsorships can be added to any tier or purchased independently. Pricing available upon request.

SILENT AUCTION - DONATE AN ITEM

We're seeking experience donations, curated bundles, and services for our online + on-site silent auction. High-demand items include dining packages, wellness services, staycations, lessons, and tickets.

Every auction donor receives:

- Item listing recognition (online + on-site)
- Program listing
- Auction preview social spotlight (as applicable)

Auction donation form available on request.

COMMIT BY APRIL 1

Sponsorship commitments received by April 1, 2026 ensure full logo placement on all printed materials, event signage, and digital promotions launched before May 1.

HOW TO CONFIRM YOUR SPONSORSHIP:

1. Select your tier and/or station sponsorship
2. Send your logo + recognition name preference
3. Receive your invoice and sponsor toolkit
   (graphics + ready-to-share captions for your own channels)
4. Optional: donate a silent auction item

Eleanor Shell | Producer, Borrowed Hope / Resilient Magnolia
eleanor@resilientmagnolia.com | www.borrowedhope.com

SPONSORSHIP COMMITMENT FORM

Organization: _____

Primary Contact: _____

Email: _____ Phone: _____

Sponsorship Level:

☐ Presenting Hope $5,000+
☐ Sustaining Hope $2,500–$4,999
☐ Building Hope $1,000–$2,499
☐ Sharing Hope $500–$999
☐ Community Friend $250+ or In-Kind

Station Sponsorship (optional): _____

Recognition name to use: _____

Logo on file? ☐ Yes – will send ☐ No – need guidance

Signature: _____ Date: _____

Send completed form to: eleanor@resilientmagnolia.com