



Cornerstone

# *Illuminating Hope*

# Sponsorship Opportunities

*Friday, April 24, 2026 | 6:00 PM*

*BlackRock Center for the Arts*

*12901 Town Commons Drive, Germantown, MD 20874*

Dear Friends and Partners,

At Cornerstone, our work begins where hope often feels hardest to hold. Every day, we walk beside individuals and families living with serious mental illness, behavioral health challenges, and co occurring substance use disorders. We meet people in moments of vulnerability and transition, and we stand with them as they take courageous steps toward stability, recovery, and independence.

For more than fifty years, Cornerstone has grown from a small effort focused on safe housing to one of the region's most comprehensive behavioral health organizations. Today, our continuum of care stretches across Montgomery, Calvert, Charles, and St. Mary's Counties, providing programs and services that change lives and strengthen communities.

Illuminating Hope is our signature annual event and the official launch of Mental Health Awareness Month. It is a celebration of resilience, connection, and the shared belief that recovery is possible. It is also an opportunity for our community to come together in support of the life changing work taking place every single day at Cornerstone.

Your partnership directly supports three essential areas of care that form the backbone of our mission.

Through our Healthcare Services, including our Clinic and Integrated Health Services, Health Home program, and Assertive Community Treatment, we bring mental and physical wellness together under one roof. Many individuals living with serious mental illness face preventable health challenges that greatly reduce life expectancy. By providing therapy, psychiatry, nursing support, medication management, and coordinated wellness care, we promote long term health and stability for the people we serve.

Through our Community Based Services, we keep children, youth, and adults connected to their homes, schools, and communities. The In Home Intervention Program for Children and the Enhanced In Home Support Program stabilize families in crisis. Youth Psychiatric Rehabilitation and Transition Aged Youth programs help young people build confidence and independence. Targeted Case Management, Supported Employment and Vocational Services, and Studio In Sight provide the tools and opportunities needed to pursue meaningful work and community participation. Emerging initiatives such as the Fresh Start Fund remove financial barriers to safe housing, ensuring that individuals can begin or continue their recovery journey with a stable foundation.

Through our Residential Services, including Residential Crisis Services and the Residential Rehabilitation Program, we provide safe and supportive environments for those who need structured care. These programs offer short term stabilization and long term housing with daily living support, giving individuals a place to recover, rebuild, and rediscover their strengths.

Your sponsorship ensures that children avoid out of home placement, that young adults secure stable housing and employment, and that older adults find renewed confidence in recovery. It allows us to reach people when they need us most and to offer care that honors dignity, resilience, and possibility.

I invite you to join us as a partner in this work. Together, we can continue to break the stigma surrounding mental health, illuminate pathways to healing, and create lasting change for individuals and families across our communities.

In Support of Those We Serve

A handwritten signature in white ink that reads "Quincy Inman". The signature is fluid and cursive, with the first name "Quincy" being larger and more prominent than the last name "Inman".

Quincy Inman

# Sponsorship Opportunities

**\$12,500 — Bearer of Hope Presenting Sponsor  
1 available**

## **Event Benefits**

- Custom gobo logo projection displayed throughout the evening
- Premier logo placement on select event signage and materials
- Three-minute speaking opportunity during the program
- Dual-branded premium banner stand for display and post-event use
- Dual-branded light-up Bluetooth speakers included in every guest gift bag
- On-stage recognition and presentation of a custom award
- Branded dashboard thank-you cards placed on all guest vehicles
- Recognition during live entertainment segments

## **Digital and Social Benefits**

- Logo featured on event webpage within three to five business days and displayed for up to five months
- Featured in pre- and post-event newsletters reaching nearly 10,000 subscribers
- Four branded social media posts across platforms with tagged mentions

## **Media and Press Exposure**

- Included in press releases and local media outreach

## **Employee Engagement**

- Private breakfast with Executive Leadership Team and Development Committee
- Mental Health 101 training for employees delivered by Cornerstone's CEO

## **Event Tickets**

- Seven tickets with Sponsor Badges

**\$10,000 – Illuminating Hope Cocktail Hour Sponsor  
1 available**

**Event Benefits**

- Co-creation of a signature branded cocktail
- Company logo displayed on cups, napkins, and bar signage
- Brief closing remarks during the cocktail hour
- Branded signage featuring logo and QR code directing guests to your website
- Dual-branded “Charging Buddy” tech gift included in every guest bag

**Digital and Social Benefits**

- Logo featured on event webpage for up to five months
- Featured in newsletters reaching 10,000 subscribers
- Three branded social media posts with tagged mentions

**Media and Press Exposure**

- Included in event press releases

**Employee Engagement**

- Mental Health 101 training with Cornerstone’s CEO
- Exclusive breakfast with Executive Leadership and Board Chair/Vice Chair

**Event Tickets**

- Five tickets with Sponsor Badges

**\$7,000 – Entertainment Sponsor  
1 available**

**Event Benefits**

- Company name featured on table number placements
- Recognition as live entertainment sponsor
- Signage and banner stand acknowledgement

**Digital and Social Benefits**

- Logo featured on event webpage for up to five months
- Featured in newsletters reaching 10,000 subscribers
- Three branded social media posts

**Media and Press Exposure**

- Included in press release distribution

**Employee Engagement**

- Mental Health 101 training with CEO

**Event Tickets**

- Four tickets with Sponsor Badges

**\$5,000 – Shining Star Sponsor**  
**2 available**

The centerpiece of the evening is our Signature Illuminating Moment, a powerful shared experience where the entire room transforms in light and storytelling. At a designated point in the program, the venue darkens and guests pause as individual tables begin to illuminate one by one in Cornerstone's program colors. Each light represents a life changed through our services and highlights a story of hope connected to our mission.

As the colors spread across the room, the audience witnesses a visual representation of recovery, resilience, and community support taking hold. The moment builds to a full room illumination, symbolizing the collective impact we create together when stigma is shattered and hope is shared. This moment stands as the emotional and visual highlight of the evening, creating a lasting memory for guests and a meaningful connection to the mission.

and

An on stage fundraising activation becomes the focal point of the room. A branded, visually striking display will track real time progress toward our fundraising goal, allowing guests to see their collective impact grow with every contribution. As commitments are made, the display brightens and advances, creating a dynamic and emotional connection between giving and immediate transformation.

This activation remains on stage for the remainder of the evening, reinforcing the sponsor's presence and serving as a constant reminder of the hope being illuminated through community support.

**Event Benefits**

- Recognition during the signature Shining Light moment or Illuminating Our Goal activation
- Opportunity to share brief remarks tied to the theme of hope
- Logo featured on event signage, website, and select promotional materials

**Digital and Social Benefits**

- Logo featured on event webpage
- Featured in newsletters reaching 7,000 subscribers
- Estimated 1.5 million social media impressions
- Two branded social media posts

**Event Tickets**

- Four tickets with Sponsor Badges

**\$3,500 – Taste of Hope Sponsor  
4 available**

**Event Benefits**

**Sponsor one of the following culinary stations:**

- Mashed Potato Station
- Caesar Salad Martini Station
- Charcuterie Station
- Dessert Station

**Each station includes:**

- Custom signage featuring your logo and QR code
- Branded napkins, plates, or cups based on station

**Digital and Social Benefits**

- Logo featured on event webpage
- Featured in pre- and post-event newsletters reaching 7,000 subscribers
- One branded social media post
- Inclusion in event social impressions up to 1.5 million

**Event Tickets**

- Three tickets with Sponsor Badges

**\$1,000 – Empowerment Sponsor  
10 available**

**Event Benefits**

- Branded high-boy tabletop placement with logo and QR code

**Digital and Social Benefits**

- Logo featured on event webpage
- Recognition in post-event newsletter reaching 10,000 subscribers
- Inclusion in shared social media gratitude post

**Event Tickets**

- One ticket with Sponsor Badge

**\$500 – Health Sponsor  
Unlimited**

**Benefits**

- Recognition in post-event newsletter (10,000 subscribers, 41% open rate)
- Inclusion in shared social media post
- Logo featured on event webpage