

**Furniture  
Bank**  
OF METRO DETROIT



# Furniture Flip



Featuring  
HGTV Star Hilary Farr

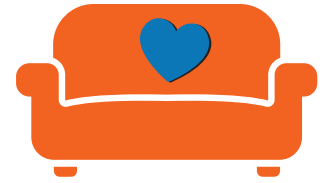


## Sponsorship Opportunities



**Thursday, September 4, 2025 | 5:30 - 9:30 pm**  
**The Village Club, Bloomfield Hills, MI**

# Impact of a Sofa



## Our Mission

To provide essential furniture and mattresses to families transitioning from homelessness, domestic violence, house fires, floods, and other crisis situations.

## Who We Serve

Families residing in Wayne, Oakland, and Macomb counties are referred to us through a network of 90 non-profit community partners. Last year, we served 6,900 people, including 3,000 children. Since 1969, the Furniture Bank of Metro Detroit – the oldest furniture bank in North America – has helped more than 80,000 local families rebuild their lives.

## Hope Can't Wait

Today, there are 150 local families waiting for furniture and mattresses. Your support is critical to ensure that families with limited means can live in dignity and comfort and that no child waits one unnecessary day to experience the safety and comfort that a bed can bring. Help us bring hope for today and tomorrow.

**\$10,000** will furnish the homes of 40 families.

**\$5,000** will ensure 25 children receive new twin mattresses, foundations, pillows, and bedding.

**\$1,000** will fuel a delivery truck for 10 days of deliveries.

Last year alone, the Furniture Bank of Metro Detroit picked up gently used furniture from more than 4,000 generous donors, and completed 750 deliveries to families in need.

To learn more, visit  
**furniture-bank.org**

or scan the QR Code:



## Did You Know?

# 95%

## of our clients

are single parents  
living with 2  
children, on an  
annual income  
of \$20,000  
or less.



# 20,000 children

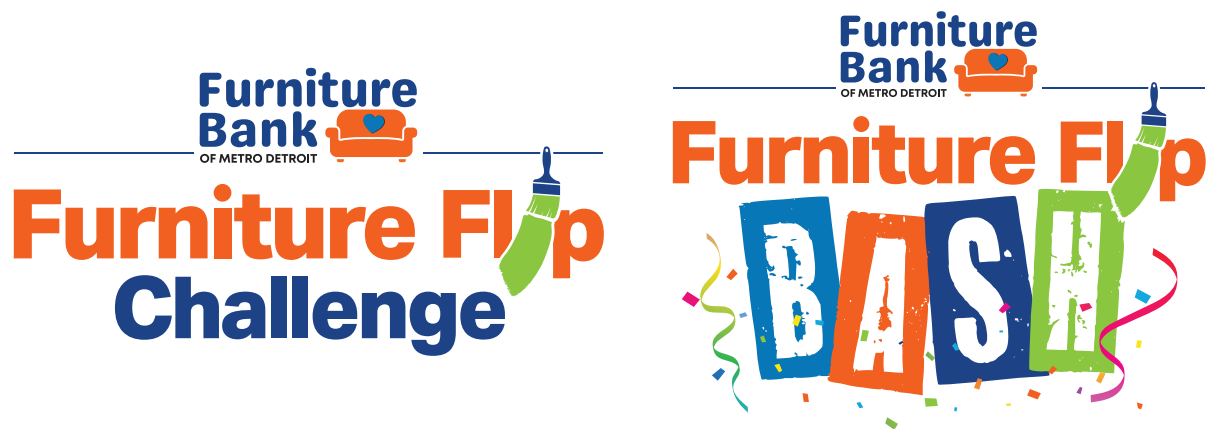
living in Wayne, Oakland and Macomb  
counties don't have their own bed.



# 1,500,000

pounds of unwanted furniture is kept out  
of landfills each year, promoting better  
health, sustainability and resourcefulness.





Dear Friends,

Imagine coming home after a long day and having nowhere to sit, no table on which to share a meal, or no bed to rest in. For too many families in Metro Detroit, this is their reality. But together, we can change that.

On Thursday, September 4, 2025, we invite you to join us at the Village Club in Bloomfield Hills for an unforgettable evening of creativity, community, and compassion at the **Furniture Flip Bash**—our signature fundraising event that transforms lives, one home at a time.

This unique event featuring international interior designer and **HGTV Star Hilary Farr** will bring together more than 200 partygoers, including local designers, businesses, and supporters to repurpose furniture and raise critical funds for the Furniture Bank of Metro Detroit. Every dollar raised helps provide essential home furnishings for families transitioning from crisis—giving them not just furniture, but comfort, stability, and dignity.

As a sponsor, you'll be part of a powerful mission while gaining valuable exposure among community leaders, philanthropists, and creative visionaries. It's an opportunity to showcase your commitment to making a direct, lasting impact on those who need it most.

We invite you to become a sponsor, purchase tickets, or get involved in this life-changing event. To learn more, visit [furniture-bank.org](https://furniture-bank.org), or contact **me directly** at **586.850.7332**, or email [dcharles@furniture-bank.org](mailto:dcharles@furniture-bank.org).

Together, let's furnish hope, restore dignity, and build stronger families.

With gratitude,  
**Diane Charles,**  
*President & CEO*



# Furniture Flip Challenge

## What is the Furniture Flip Challenge?

This is the Furniture Bank's creative fundraiser to keep furniture out of the landfill, involve the community, and help those in need rebuild their lives. In 2024, we helped more than 2,100 families by providing them with a houseful of furnishings and mattresses.

## Here's How It Works

We're calling on all DIYers, artists, and influencers! Stop by the Furniture Bank and pick up a piece of furniture otherwise destined for the dump. Create a new look or new purpose, and enter it to be auctioned at the Furniture Flip Bash. Proceeds will support the Furniture Bank, and contestants can win cash prizes in various categories.

## Event Details

**Location:** The Village Club  
190 E. Long Lake  
Bloomfield Hills, MI

**Date:** Thursday, September 4, 2025

**Time:** 5:30 - 9:30 pm

### Event Features:

- Silent Auction of Furniture Pieces
- Live Entertainment
- Strolling Food Stations and Cocktails
- Kimberly Gill/WDIV Anchor/Emcee
- Celebrity Judge and Guest Speaker Hilary Farr (HGTV)



### Honorary Chairs:

Senator Debbie Dingell  
Isaiah "Ike" Mckinnon  
Rosemary Gilchrist  
Jim Berline  
Monica Gayle

### Development Committee:

John Albrecht- Chair  
Jill Gleba  
Keith Jelinek  
Jennifer Lawatsch  
Steve Matar  
Que Morgan  
Alex Schwallbach  
David Zick





# Furniture Flip Bash Sponsorship Opportunities

## Top Shelf Presenting Sponsor: \$25,000

Exclusive naming rights (i.e. The Furniture Flip Challenge and Furniture Flip Bash presented by ... )

Corporate name/logo prominently featured in all pre-event, day-of, and post-event marketing, including:

Presenting Sponsor recognition in press releases, and on social media\*

Your corporate logo and link on the furniture-bank.org (12 months)

Dedicated social media post, and newsletter feature

Presenting Sponsor recognition in event media across Metro Detroit, including TV, radio, and podcasts\*

Prominent recognition on event collateral, banners, digital assets, signage, and promotional items

Presenting Sponsor recognition at the VIP reception, and from the event stage

Sponsor highlight video at event, and on furniture-bank.org (12 months)

Full page color program ad (5x8)

6 guest tickets to VIP reception/Bash, 6 guest tickets to Bash (FMV = \$1,200)

Prominent Presenting Sponsor recognition in post-event participant thank you email

Right of first refusal for the Furniture Bank's 2026 signature fundraiser

Opportunity to customize your sponsorship

## Table Talk Sponsor: \$15,000

Corporate name/logo featured in pre-event, day-of, and post-event marketing, including:

Sponsor recognition in press releases, and on social media\*

Corporate recognition on event collateral, banners, digital assets, signage, and promotional items

Corporate recognition on furniture-bank.org event page

Sponsor recognition at the VIP reception, and from the stage

4 guest tickets to VIP reception/Bash, 6 guest tickets to Bash (FMV = \$1,000)

1/2 page color program ad (5x.3875)

Corporate recognition in post-event participant thank you email

## Seat at the Table Sponsor: \$10,000

Corporate recognition in select event marketing materials, including:

Sponsor recognition in select press releases, and on social media\*

Corporate logo on select collateral, banners, digital assets, signage, and promotional items

Corporate recognition on furniture-bank.org event page

Recognition during opening/closing remarks from the event stage

2 guest tickets to VIP reception/Bash, 6 guest tickets to Bash (FMV = \$800)

1/2 page color program ad (5x.3875)

Recognition in post-event participant thank you email

## Forty Winks Sponsor: \$7,500

Corporate name/logo on event signage

Corporate name/logo on furniture-bank.org

Corporate recognition page on social media

Recognition during opening/closing remarks from the stage

6 guest tickets to the Furniture Flip Bash (FMV = \$600)

1/4 page color program ad (2.375x3.875)

Recognition in post-event participant thank you email

*\*The Furniture Bank of Metro Detroit enjoys an established (and growing!) social media presence with approximately 12,000 annual followers across various social media channels. We post weekly to a loyal Detroit Metro area audience, earning hundreds of engagements each month.*



# Furniture Flip Bash Sponsorship Opportunities Continued

## Pull Up a Chair Sponsor: \$5,000

Corporate name/logo on event signage  
Corporate recognition page on social media  
Recognition during opening/closing remarks from the stage  
4 guest tickets to the Furniture Flip Bash (FMV = \$400)  
1/4 page color program ad (2.375x3.875)  
Recognition in post-event participant thank you email

## Friend Sponsor: \$1,000

Corporate recognition on event website  
1/4 page color program ad (2.375x3.875)  
2 guest tickets to the Furniture Flip Bash (FMV = \$200)

## Sweet Dreams Sponsor: \$2,500

Corporate recognition page on social media  
Corporate name/logo on event signage at dessert stations  
2 guest tickets to the Furniture Flip Bash (FMV = \$200)  
1/4 page color program ad (2.375x3.875)  
Recognition in post-event participant thank you email

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## How Your Support Helps

Your sponsorship helps the Furniture Bank provide a houseful of furniture for thousands of Metro Detroit families transitioning from homelessness, domestic violence, fire, flood, and other crisis situations. By participating as a sponsor, you're contributing to the success of the event, and making a real difference in our community.

For questions or to discuss specific benefits further, please contact **Kristy Mitchell** at [mitchellkristy7@gmail.com](mailto:mitchellkristy7@gmail.com) or **248.824.3360**.

# Thank you for your generosity!





## Sponsorship Levels



	\$25,000 Top Shelf	\$15,000 Table Talk	\$10,000 Seat at the Table	\$7,500 Forty Winks	\$5,000 Pull Up a Chair	\$2,500 Sweet Dreams	\$1,000 Friend
Exclusive Naming Rights	X						
Logo/link on furniture-bank.org (12 months)	X						
Dedicated social media + newsletter feature article	X						
Recognition in TV, radio, and podcast media	X						
Sponsor highlight video at event, and on furniture-bank.org (12 months)	X						
Right of 1st refusal as Presenting Sponsor for 2026 fundraising event	X						
Truck magnets with your company logo for 12 months on 3 Furniture Bank Trucks	X						
Swag Bag Sponsor (branded) Including tape measure, bottled water, opportunity to put items in swag bag		X					
Opportunity to customize sponsorship	X	X					
Corporate recognition on furniture-bank.org event site	X	X	X	X	X	X	X
Corporate name/logo on all event collateral and promo items	X	X	X	Event Signage	Event Signage	Signage at Dessert Stations	
Acknowledgment in press release + social media	X	X	X	Social Media	Social Media	Social Media	Social Media
Recognition at VIP reception + from stage	X	X	Event Recognition	Event Recognition	Event Recognition		
Guest tickets to VIP + Bash	6	4	2				
Guest tickets to Bash	6	6	6	6	4	2	2
Event program advertisement	Full Page Color Ad	1/2 Page Color Ad	1/2 Page Color Ad	1/4 Page Color Ad	1/4 Page Color Ad	1/4 Page Color Ad	1/4 Page Color Ad
Thank you email blast to event goers, donors, and friends	X	X	X	X	X	X	X



# Sponsorship Response Form

- ☐ Top Shelf Presenting Sponsor \$25,000    ☐ Table Talk Sponsor \$15,000  
☐ Seat at the Table Sponsor \$10,000    ☐ Forty Winks Sponsor \$7,500  
☐ Pull Up a Chair Sponsor \$5,000    ☐ Sweet Dreams Sponsor \$2,500    ☐ Friend Sponsor \$1,000

Company Name: \_\_\_\_\_  
(exactly as you wish it to appear in print and online)

Company Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Payment Information:

Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Please note:** the deadline for submitting sponsorship forms/payments/logos and ads to ensure media inclusion is: **AUGUST 15, 2025.**

**Questions?** Please contact Kristy Mitchell/Development at **248.824.3360** or email **[mitchellkristy7@gmail.com](mailto:mitchellkristy7@gmail.com)**





## Ad Specifications

**Please note:** Email a high-resolution image file (.PNG, .JPG, .PDF, .EPS) program ad without cropmarks or bleeds to: [mitchellkristy7@gmail.com](mailto:mitchellkristy7@gmail.com)

