

BECOMING LOVE PROJECT

2026 Heart Awards

& Fundraising Gala

SPONSORSHIP PROPOSAL

NOVEMBER 14, 2026

The Artisan: A Gathering Place at Tannery Row · Buford, Georgia

01 WHO WE ARE

Becoming Love Project is a 501(c)(3) nonprofit running a mental health and storytelling program for young adults navigating housing instability and major life transitions.

Through screenwriting, filmmaking, and mentorship, participants build healthy coping skills, break patterns shaped by past adverse experiences, and develop a renewed sense of purpose and self-belief.

Our model works from the inside out: participants first do the internal work of emotional healing and identity-building, then apply it through real, external, hands-on experience as writers, producers, crew members, and performers on an actual film production. This combination builds equitable access to professional skills and creative industry experience, alongside the emotional and financial stability tools that make long-term growth possible.

02 THE GALA

The Heart Awards & Fundraising Gala is where our program becomes visible.

On November 14, our community will hear directly from the young adults we serve, in their own words, and see their work brought to life through an exclusive red carpet screening of *The Way Back Home*: Becoming Love Project's debut feature film, inspired by stories from our program and made with young adults from our community serving as producers, crew, and performers.

For our participants, this is more than an event. It is a room full of community leaders and supporters bearing witness to their growth: proof that their stories, their voices, and their healing matter.

03 2026 HONOREES

This year we honor five leaders whose work reflects our mission of storytelling, education, and community impact:

Malcolm Mitchell

STORYTELLING AWARD

Sunny Brown

EDUCATIONAL EMPOWERMENT AWARD

TeeJ Mercer

COMMUNITY IMPACT AWARD

Dr. Terrence Lester

HEART AWARD

Zoe Oli

RISING STAR AWARD

04 AT A GLANCE



05 OUR IMPACT

Since launching in March 2026, Becoming Love Project's storytelling and mental health program has engaged an inaugural cohort of young adults navigating housing instability and major life transitions.

Transportation emerged as a key barrier to consistent participation for several participants; an insight that is directly shaping our approach to future cohorts, including transportation support as a program priority.

“*I found my purpose and what I want to do with my life.*”

PROGRAM PARTICIPANT

As a first-year program, we are building toward measurable outcomes in emotional wellbeing, housing stability, and economic opportunity for every young adult we serve.

06 WHY SPONSOR US

Your sponsorship directly funds:

- ✓ Mental health and storytelling programming for young adults
- ✓ Hands-on creative and professional skill-building through real film production experience
- ✓ Pathways to housing stability, financial stability, and economic opportunity
- ✓ A model of healing that is accessible, non-clinical, and community-rooted

This is an opportunity to invest in young adults who are too often overlooked, and to be part of a room where their stories are finally centered.

07 SPONSORSHIP OPPORTUNITIES

We offer five circles of partnership, each designed to fit different levels of investment and visibility:

<i>I</i> Founder's Circle PRESENTING SPONSOR \$10,000 • Presenting sponsor billing across all print, digital, and press materials • Two reserved tables (16 seats) with prime placement • Logo on the red carpet step-and-repeat • Invited to present a Heart Award on stage • Full-page feature in the program • Dedicated feature in our email newsletter • Year-round logo placement on our website • Custom gala swag bags at every seat	<i>II</i> Director's Circle LEGACY SPONSOR \$5,000 • One reserved table (8 seats) with preferred placement • Half-page feature in the program • Logo on event signage and the on-screen title loop • Invited to present a Heart Award on stage • Feature in our email newsletter • Listed on our website • Custom item included in every guest's swag bag • Recognition across our social channels and in press mentions
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Producer's Circle

STORYTELLER SPONSOR

\$2,500

- Four individual tickets
- Quarter-page feature in the program
- Logo on event signage
- Mention in our post-gala email recap
- Listed on our website
- Item included in swag bags
- Press mentions

IV

Storyteller's Circle

COMMUNITY SPONSOR

\$1,000

- Two individual tickets
- Name listed in the printed program
- Recognition on our social media
- Mention in our email newsletter
- Listed on our website
- Item included in swag bags



Supporting Cast

SMALL BUSINESS
SPONSOR

Business card ad in the printed program. Listed as a program supporter, a simple, affordable way for small businesses to stand with us.

\$250

08 HOW TO PARTNER

OUR 2026 FUNDRAISING GOAL

\$25,000

We welcome partners at every level, from Supporting Cast to Founder's Circle, to help fund continued mental health and storytelling programming for young adults across Metro Atlanta. We'd love to build a partnership that fits your organization.

LET'S CONNECT

Tamala Baldwin

FOUNDER & CHAIR

chair@becomingloveproject.org

Millie Habtemariam

SPONSORSHIP CO-CHAIR

fundraising@becomingloveproject.org

becomingloveproject.org/heartawards

Thank you for considering a partnership that turns young adults' stories into healing, and their healing into hope for the next generation.

BECOMING LOVE PROJECT · 2026 HEART AWARDS & FUNDRAISING GALA