

BasBlue

# HOUSE *of* BASBLUE

WHERE YOU BELONG

THE 4<sup>TH</sup> ANNUAL FUNDRAISING GALA

**THURSDAY, OCTOBER 9, 2025**  
110 E. FERRY DETROIT, MI

2025 SPONSORSHIP DECK







# WELCOME LETTER

Four years ago, our doors opened. What began as an ambitious idea of creating a space for women to gather, to network, and to grow has evolved into a space that is one of a kind. **Today, BasBlue is home to nearly 700 members, 50% of whom live in Detroit.** Each day, we strive to meet our community where they are. At BasBlue, we don't just support women and nonbinary leaders—we uplift them, invest in them, and create opportunities for them. BasBlue is more than a house. We are a thriving, female-founded ecosystem built to overcome barriers, create opportunity, and foster lasting change.

Our fundraiser is a celebration of our members and their growth. It is a moment where we highlight where we have been and the work ahead. And it is a call to invest in building a future where women and nonbinary individuals live fully and lead boldly. Every dollar raised helps sustain a foundation of access where we support mentorship, economic stability, foster creativity and, above all, nurture a true sense of belonging.

**Welcome to the House of BasBlue.**

*Ellen Helchrist*



THE HOUSE, THE MISSION, THE MOVEMENT.

# OUR STORY:

Founded in 2021, BasBlue was born from a vision: to create a space in Detroit where women and nonbinary individuals not only feel like they belong—but are positioned to lead. Our home, a historic Queen Anne-style mansion, has transformed into a vibrant hub of community. **When you walk through BasBlue's doors, you're investing in yourself.**

We advance economic mobility by providing underrepresented and under-resourced women in Southeast Michigan with access to programming, mentorship, networking, and business opportunities.

What began as a house to gather is now a movement. Through fully-funded programs and inclusive community-building, we are shifting the narrative of who gets access to entrepreneurship, leadership, and capital in this great city.

**We are the only place of our kind—bringing people together and opening doors.**

## OVER THE LAST YEAR WE:



Offered over **100 programs** to members and the community focused on networking, health and wellness, & personal and professional development



Supported **46 entrepreneurs** through programming and **invested over \$215,000** in women-led businesses



Welcomed over **120 Trailblazers-In-Residence**



Organized **6 volunteer opportunities** with organizations across Detroit.



Matched **60 girls and women** with mentors



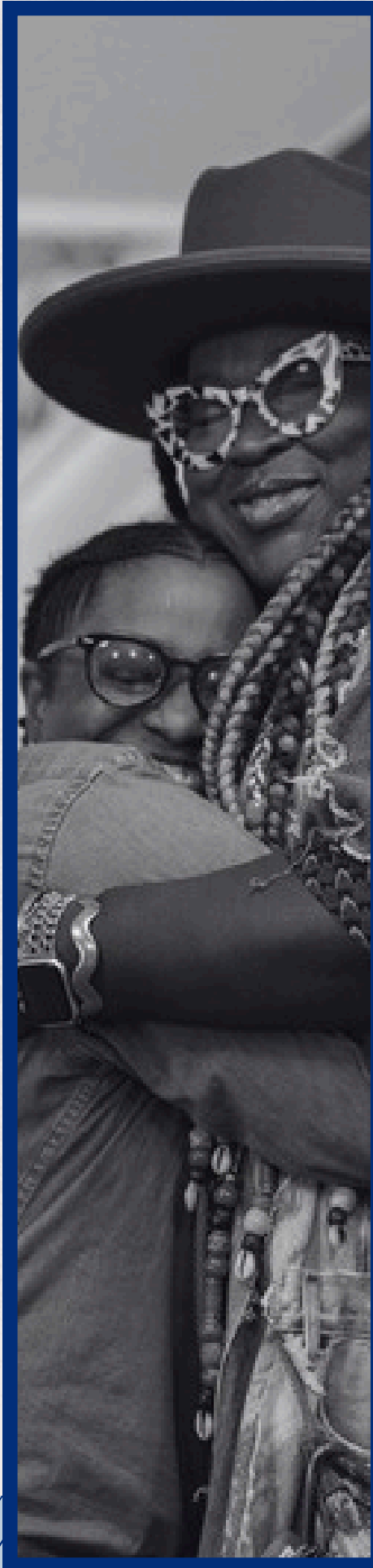
Hosted our **first summit, gathering 70 women** to hear from Southeastern Michigan's boldest female leaders.



Partnered with **26 community organizations** to learn and serve.

With your support, we're just getting started. **Together, we're not just imagining a better future, we're actively building it.**





WHERE ACCESS, SUPPORT, AND SPACE COME TOGETHER

# THE ONLY PLACE OF ITS KIND



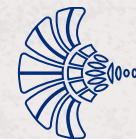
## ACCESSIBLE MEMBERSHIP

A membership application process and fee structure that facilitates accessibility, reflected in our nearly 700 members and 125 Trailblazers



## INTENTIONAL PROGRAMMING

Conversations with community leaders, financial planning, book clubs and author conversations, organization planning, and brand development



## MENTORSHIP AND NETWORKING

Personal coaching, mentor/mentee matching, and opportunities to meet others working in a wide range of sectors



## INVESTMENTS IN INDIVIDUALS

Our fellowships match capital with support to build community and foster the entrepreneurial spirit



## A SPACE TO GATHER

10,000 square feet dedicated to community gathering, meeting, and networking

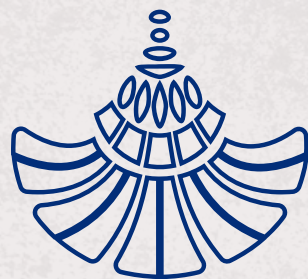
**BasBlue is the only place in Detroit designed specifically to fuel the leadership, wealth, and wellness of women and nonbinary individuals at every stage of their journey.**



# HOW YOU CAN SUPPORT OUR IMPACT

*Your commitment ignites what's next*

This work doesn't scale on belief alone. It takes a bold investment to keep BasBlue accessible, our programs free or low-cost, and our members- at every stage- fully supported.



## COMMUNITY CHAMPION \$100,000

FUEL BOLD IDEAS AND LASTING CHANGE WITH BASBLUE'S HIGHEST LEVEL OF PARTNERSHIP

### **YOUR IMPACT:**

- Fully funds a signature workshop series

### **IN APPRECIATION:**

- A private event for up to 12 guests at BasBlue
- 6 VIP Gala Tickets
- Permanent recognition on our donor wall
- Premiere event signage, web, social, and program placement
- Verbal recognition at the gala
- Bespoke gift box from women-owned local businesses
- Custom impact report

\*Sponsors at the \$100,000 or \$50,000 level may select between a complimentary private event rental at BasBlue or a bespoke experience curated by the BasBlue team. Invite your network, or allow BasBlue to curate the room for you! Ideas include panel discussions or a fireside chat curated and planned by BasBlue OR a delightful tea party featuring a speaker-led conversation and a delectable menu thoughtfully planned by BasBlue's head chef.





## VISIONARY LEADER

### \$50,000

SUPPORT CRITICAL ACCESS TO OPPORTUNITY AND LEADERSHIP  
FOR DETROIT WOMEN · NONBINARY CHANGEMAKERS

#### YOUR IMPACT:

- Opens the door for 25 community seats for BasBlue programming

#### IN APPRECIATION:

- A private dinner for 10 at BasBlue
- 4 VIP Tickets + 2 General Admission Tickets
- Recognition on all event signage, web, social, and program placement
- Verbal recognition at the gala
- Bespoke gift box from women-owned local businesses
- Social media feature

## ACCESS ALLY

### \$25,000

CHAMPION EQUITY IN ENTREPRENEURSHIP

#### YOUR IMPACT:

- Fuels a professional development series for members

#### IN APPRECIATION:

- A private tea or lunch for 8 at BasBlue
- 4 VIP tickets
- Feature in "Meet the Partners" campaign
- Recognition on all event signage, web, social, and program

## MOMENTUM MAKER

### \$15,000

ENCOURAGE GROWTH. CREATE MOMENTUM

#### YOUR IMPACT:

- Supports a personal growth series for members

#### IN APPRECIATION:

- 1-month complimentary BasBlue membership for 4 guests
- 4 VIP Tickets
- Recognition on all event signage, web, social, and program



# GROWTH PATRON \$10,000

INVEST IN THE SPARK OF AN IDEA

## YOUR IMPACT:

- Fully funds 1 Zero-To-One member's seed investment

## IN APPRECIATION:

- 2 VIP tickets + 2 general admission Tickets
- Behind-the-scenes tour & coffee with BasBlue leadership
- Recognition on all event signage, web, social, and program

# TRAILBLAZER STEWARD \$5,000

SUPPORT BOLD IDEAS. FUND REAL ACCESS

## YOUR IMPACT:

- Sponsors a full Trailblazer scholarship

## IN APPRECIATION:

- 2 VIP tickets
- Handwritten thank you note and updates from your sponsored Trailblazer
- Recognition on all event signage, web, social, and program

# BASBLUE PARTNER \$2,500

POWER THE EXPERIENCES THAT  
DEFINE US

## YOUR IMPACT:

- Helps sustain essential, no-cost programming

## IN APPRECIATION:

- 2 VIP Tickets
- Recognition on all event signage, web, social, and program



# COMMUNITY IS OUR ETHOS. EMPOWERMENT IS OUR IMPACT.

*As a philanthropic partner, you are more than a funder.  
You are a co-creator of lasting change.*

***THANK YOU.***

## BASBLUE BOARD OF DIRECTORS

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**SUPPORT BY MAIL**  
Please make checks payable to The BasBlue Foundation and indicate your selected sponsorship level in the check memo and field.

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