

A woman with long dark hair is sitting on a couch in a dimly lit room. There are plants and candles in the background. The text is overlaid on this image.

EVERY WOMAN HAS A STORY. YOURS DESERVES A ROOM.

HERstory NIGHT™

Sponsorship Guide

NOVEMBER 12, 2026 | JHUB, DETROIT, MI

What is HERstory Night?

A private evening where women take the mic and share one page of their story.

Ten storytellers. Five minutes each. No script required.

After each story, the women listening write love notes about what moved them. Each storyteller leaves holding those words.

Real stories, told out loud, in a room built to hear them.

Who's in the room?

Women ages 25–60 from across metro Detroit: entrepreneurs, corporate professionals, community builders, and stay-at-home moms. Different careers. Different seasons of life. A shared willingness to show up, listen, and meet each other where they are. A room where women belong.

The experience

A meaningful icebreaker and connection wall help women find who they want to meet. Love notes give her words to carry home. One Minute Brave welcomes anyone to the mic. At evening's close, she gives her heart pin to the woman who moved her most. Candles, music, and thoughtful details invite women to slow down and connect.

Where your brand belongs

Each partnership is tied to a HERstory Night experience space, giving your brand a meaningful role in how women feel, connect, and remember the evening.

You help create a moment she carries home.

The right partner serves women, believes in community over competition, and builds trust by showing up with purpose.

Most events promise connection. HERstory Night creates it.

To preserve this space for open sharing, attendance is reserved for women, including partner representatives and guests.

HEADLINE THE NIGHT

The Room Sponsor

You bring the fuel, we bring the fire.

As The Room sponsor, your support covers the venue, the signs and the full experience, everything it takes to fill a room with women who walk out different than they walked in.

We do the work. You make it possible.

EXPERIENCE	DESCRIPTION	IDEAL PARTNER	VALUE
THE ROOM	This is the whole night, not one piece of it. Your brand becomes the reason the ROOM exists at all — woven into the story from the first welcome to the final note written. You're not placed inside an experience. You hold the space that holds everyone else's.	Brands ready to be part of the story, not just present for it. Community-rooted, women-forward, values-aligned partners who want their name remembered, not just seen.	\$5,000

Every Room Partner Receives:

As one of HERstory's most significant partners, your brand will be woven meaningfully into the room and the experience we create within it. Your partnership includes:

- Prominent verbal recognition during the event
- One five-minute storyteller opportunity, giving a woman from your organization the microphone to share a meaningful story, not a sales pitch
- Premier logo recognition across physical and digital event materials
- Dedicated post and story recognition across applicable social media platforms
- A featured introduction to the HERstory email community
- Four complimentary attendee entries for your team or guests

FIRST TO CONFIRM, FIRST TO HOLD THE SPACE.

Three activations. One partner each.

ACTIVATION	DESCRIPTION	IDEAL PARTNER	VALUE
SEEN One available	Women arrive at HERStory already carrying something. SEEN is where they land — a calm, intentional arrival space designed for settling, breathing, and feeling safe enough to stay. Your brand becomes the reason she felt grounded enough to walk into the room.	Podcasters, media brands, storytellers, content creators, voice-driven platforms.	\$500
HEARD One available	The emotional core of the evening. Women step forward and share what they've been carrying — raw, real, unfiltered. This is where courage becomes contagious. Your brand becomes the moment she finally HEARD herself say it.	Wellness practitioners, therapists, breathwork facilitators, mental health advocates, emotionally supportive brands.	\$500
AMPLIFY One available	Women leave HERstory different. AMPLIFIED is where that energy gets direction — clarity, confidence, and next steps forward. Your brand becomes the bridge between what she discovered tonight and what she does with it tomorrow.	Speaker coach, communication expert, leadership mentor	\$500

Every Activation Partner Receives:

- Logo recognition across applicable event materials
- Dedicated post and story mentions across applicable social media platforms
- The option to create a thoughtful, designated activation within the event experience
- A featured introduction to the HERstory email community
- Two complimentary event entries for you and a guest or employee

BE IN THE ROOM

Additional Experiences

EXPERIENCE	DESCRIPTION	IDEAL PARTNER	VALUE
HUMAN LIBRARY	The human library sponsor holds the invisible connection that runs from one woman to the next — through the stories, through the notes, through the moment someone says me too without saying a word. Your brand becomes part of what connects them.	Women's foundations, female-focused nonprofits, women-owned businesses, professional women's networks, sororities, women's giving circles, mentorship organizations, and any woman or organization who knows that the only way up is together.	\$2,500

The Human Library partner receives:

Your partnership becomes part of the connection that continues long after each woman leaves the room. You'll receive:

- Designated logo placement within the Human Library experience at each of the next four HERstory events
- Two complimentary event entries for you and a guest or employee
- Recognition through post and story mentions across applicable social media platforms

BE IN THE ROOM

Additional Experiences

EXPERIENCE	DESCRIPTION	IDEAL PARTNER	VALUE
OUT LOUD MIC & A/V	The Out Loud sponsor holds the moment her voice finally reaches the room — through the mic, through the silence right before she speaks, through the words she almost didn't say. She doesn't have to strain to be heard tonight. Every word reaches every seat, clearly, the first time. Your brand becomes part of what carries her.	Ideal for: AV and sound production companies, audio engineers, recording studios, live event tech partners — and anyone who knows that a voice only matters if it can be heard. Women-owned production or media companies especially, since they understand exactly what's at stake when the mic goes on.	\$1,500

Out Loud partner receives:

Your partnership goes beyond logo placement—it becomes part of the moment each woman steps up to the microphone and shares her story. You'll receive:

- A curated collection of powerful speaker images and event content capturing the impact your support helped create
- Two complimentary event entries for you and a guest or employee
- Recognition through dedicated post and story mentions across applicable social media platforms

Additional Experiences

EXPERIENCE	DESCRIPTION	IDEAL PARTNER	VALUE
SIP Drinks and drink experience for the night	The first welcome. Guests arrive, exhale, and reach for something to sip as they settle in. This offering sets the tone for the evening with comfort, intention, and care.	Coffee shops, wineries, tea brands, sparkling water brands, juice companies, mocktail brands, beverage makers. Any value-aligned business is invited to be a Sip sponsor and does not have to be beverage specific.	\$750
SAVOR Bites and snacks for the night	The gathering table. Light bites invite women to linger, connect, and ease into conversation before the program begins. This is where hospitality becomes connection.	Bakeries, cafés, caterers, charcuterie companies, snack brands, women-owned food businesses. Any value-aligned business is invited to be a Saviour sponsor and does not have to be food specific.	\$750

Sip & Savor partners receive:

- Designated signage at event
- 2 complimentary attendee entries (you + one guest/employee)
- Post + story mentions across applicable social media platforms

Support HERstory

Want to support our mission in a smaller way? Visit our website to make a contribution and help us continue creating rooms where women are heard.

In-Kind Contributions

Interested in donating products, services or event resources?
Contact us to explore an in-kind partnership.

HERstory sells out every event. Sponsor the reason why.

Not because of a lineup of speakers.

Because women connect with women here, instead of watching them from a seat. That's what runs through every part of this night. And this room remembers it.

Sponsor it, and you're not buying visibility.

You're buying a place inside something people are still talking about months later.

Your brand doesn't just show up here. It becomes part of how it felt.

To learn more visit HERstoryNight.com

HERstory is co-created by Monica (Mic) Curtis and Aleks Heide.

Mic is a speaker, writer, and creator of the BADE Method, with years of experience guiding women through personal growth, reflection, and finding their voice in a way that feels grounded and real.

Aleks is the founder of AH Web & Design and Next Clue, with over a decade in marketing and experience design, known for creating immersive, story-driven environments that bring people together in meaningful ways.

Together, they bring over 20 years of combined experience in storytelling, facilitation, and experience design — creating a space where women feel both supported and inspired to share, connect, and grow.

Mic & Aleks



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