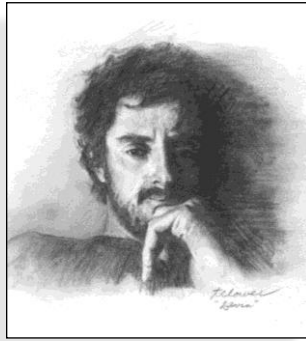




Changing the conversation about drug addiction

SPONSORSHIP OPPORTUNITY

"Drug Addiction: Real People, Real Stories"



Devin Hart Bearden

Original Exhibition + Continuing the Conversation Statewide Tour

THE CRISIS WE FACE

Addiction is a medical condition—a treatable brain disorder—yet 85% of those suffering from substance use disorder (SUD) never receive treatment. Why?

STIGMA

In 2023 alone, 110,037 people died from drug overdose, making this the worst health epidemic the United States has ever experienced. The persistent stereotypes and negative media portrayals of people with addiction as "addicts" and "junkies" create barriers to treatment and perpetuate the cycle of shame that prevents recovery.

TOGETHER, WE CAN CHANGE THE CONVERSATION

The INTO LIGHT Project is working to transform how society views and responds to drug addiction through the power of art, storytelling, and community engagement.

OUR MISSION

The INTO LIGHT Project aims to educate the public about substance use disorder as a disease, erase stigma, promote understanding and inspire hope.

OUR GOAL

The goal of INTO LIGHT is to create original graphite portraits and narratives of 31 individuals of all ethnic and socio-economic backgrounds in each state in the U.S. and to hold public exhibitions that engage the community. Acting as a spark for conversation and education, each exhibition puts a human face on the victims of drug addiction, helps to change the stigma and shame associated with SUD, and connects communities with local nonprofits and health centers that offer evidence-based treatment and support. The long-range goal of INTO LIGHT Project is

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a national exhibition of the amassed 1,500 portraits, narratives, and oral histories in a multi-media exhibition.

OUR VISION

The vision of INTO LIGHT Project is a world where addiction is normalized as a disease, not a moral failing, so that shame, stigma, misunderstanding, and judgment do not keep those suffering from substance use disorder, and their families, from getting the treatment that is needed and deserved.

A TWO-PART APPROACH TO LASTING CHANGE

PART ONE: The Original Exhibition “Drug Addiction: Real People, Real Stories”

In communities across the country, INTO LIGHT Project presents powerful public exhibitions featuring hand-drawn portraits and personal narratives of individuals from each state who have died from drug overdose/poisoning, or related causes.



“Drug Addiction: Real People, Real Stories” exhibitions reveal the complete person—their relationships, families, careers, talents, dreams, achievements, and humanity beyond their struggle with SUD.

Each exhibition provides targeted programming for university, high school, and middle school students; emergency medical services teams; healthcare providers and mental health professionals; faith leaders and community organizations; law enforcement officers; and families affected by addiction.

After the exhibition, the original framed portraits are gifted to the families who submitted their loved ones to the project.



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PART TWO: Continuing the Conversation - Statewide Tour



Continuing education is needed throughout the rest of each state—and that is where Continuing the Conversation begins. To reach and educate a wider audience across each state, the INTO LIGHT Project has developed "Continuing the Conversation" (CTC), a statewide traveling exhibition.

The entire state exhibition is replicated with high-quality reproductions of the original portraits and their accompanying narratives.

EDUCATIONAL IMPACT & COMMUNITY ENGAGEMENT

As a traveling exhibition, *Continuing the Conversation* reaches a broader audience by moving throughout the state, providing opportunities for people in multiple communities to engage with its educational programs. This approach ensures that the impact of the original exhibition extends far beyond a single location, inspiring and connecting communities statewide for years to come, using innovative community engagement strategies that create lasting conversations and connections within each community we serve.

Educational programs accompany both exhibitions, including school visits, workshops, and panel discussions that delve into addiction, recovery, and mental health. According to our surveys, 84% of respondents credited the exhibition with deepening their understanding of addiction as a disease and altering their views on those who suffer from it.

Community-driven initiatives include art therapy sessions, support group collaborations, and public forums that facilitate dialogue and understanding throughout your state. Our innovative "Ask Me About" button campaign empowers exhibition visitors to become advocates for change, creating countless opportunities for education and stigma reduction in everyday interactions.

PROVEN RESULTS

- Thousands of visitors at each exhibition with a reach of 16,000+ visitors through combined exhibitions.
- Engagement with 500+ students through school programs.
- Extensive media coverage across newspapers, radio, and major television networks.
- Growing recognition on national platforms, including feature on PBS "Growing Bolder."
- Measurable reduction in negative stereotypes about addiction based on survey results.
- Increased community engagement with SUD resources and support.
- Multiple community events that facilitate dialogue and understanding



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THE IMPACT OF YOUR INVESTMENT

Your sponsorship doesn't just support exhibitions—it invests in lives saved through reduced stigma and increased treatment access, communities healed through honest dialogue and understanding, families supported in their journey toward recovery, society transformed through education and compassion, statewide reach that touches every corner of your state, and a lasting legacy through continued education long after the original exhibition.

WHY IT MATTERS

Addiction impacts millions of families across the nation, but stigma prevents many from seeking help. By supporting The INTO LIGHT Project's comprehensive approach—both the original exhibition and the statewide tour—you're helping to break down these barriers and pave the way for more compassionate and effective solutions throughout your entire state.

SPONSORSHIP OPPORTUNITIES

COMPLETE STATE IMPACT SPONSOR - \$50,000

Sponsor both the original exhibition (\$30,000) and the statewide traveling tour (\$20,000) to create maximum impact throughout an entire state.

Benefits include title recognition "presented by [Your Company/Name]" on all materials, logo on all exhibition materials, signage, and website, featured placement in newspaper and radio advertising, company name in all press releases, speaking opportunities at opening reception and tour events, prominent social media recognition, and custom partnership opportunities.

Original Exhibition Patron - \$30,000

Sponsor the complete original exhibition in your state including hand-drawn portraits, educational programming, opening reception, "Ask Me About" button campaign, and gifting of originals to families.

Benefits include company name and logo on all exhibition materials, featured media placement, speaking opportunity at opening reception, and social media recognition.

CTC Statewide Tour Patron - \$20,000

Sponsor the complete traveling exhibition with 31 high-quality portrait reproductions reaching communities across the state.

Benefits include logo on all CTC materials and website, VIP speaking opportunities at tour events, featured in press releases and social media

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Opening Reception Sponsor - \$5,000

Host the community gathering that launches the original exhibition with local stakeholders, officials, and families.

Benefits include logo on exhibition materials, speaking opportunity at reception, and social media promotion.

Ask Me About" Button Campaign Sponsor - \$4,000



Support our grassroots "walking exhibition" advocacy initiative that empowers visitors to become advocates for change through conversations about addiction, recovery, and support—extending the exhibition's reach far beyond its physical walls.

Benefits include logo on campaign materials, name in media releases, and social media recognition.

Community Partner - \$1,000

Join the movement with social media acknowledgment.

TESTIMONIALS

"The exhibit humanized and personalized drug addiction and removed the stigma. It definitely changed the way I see people who are struggling with either drug or alcohol addiction. I used to judge and think they were weak and lazy. Now that I understand SUD as a brain disease, I feel more compassion and understanding."

— Mitch, Orlando, Florida

"The INTO LIGHT Project changed the way I see addiction. It's not just a story of loss; it's a story of resilience, love, and humanity."

— Past Participant

READY TO MAKE A DIFFERENCE?

Contact:

Theresa Clower / Founder / CEO

Phone: 302-455-9595

Email: tclower@intolightproject.org

Website: <https://intolightproject.org/contact/>

Donation Information

Contributions can be made via check, credit card, or direct bank transfer. All donations are tax-deductible, and we'll provide the necessary documentation for your records.

INTO LIGHT Project is a 501(c)(3) nonprofit organization dedicated to ending the stigma surrounding drug addiction by humanizing the stories of those affected and inspiring empathy, understanding, and change.

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