



6.23.22
THE GEM THEATER

And, We're Live!

(Assuming COVID cooperates, of course)

The Adcraft Club of Detroit and the D Council are excited to announce that the 15th annual D Show is back with an amazing in-person event planned for June 23rd at the historic Gem Theatre! Always a sell-out, we anticipate the show to be a hot ticket again this year*. We can't wait to celebrate Detroit's best creative work together!

Benefits of Your Sponsorship

As a nonprofit operating during a pandemic, we need your help now more than ever. The benefits of sponsoring the D Show contribute to our mission well after the show ends.

SUPPORT & STRENGTHEN OUR COMMUNITY

Your support of The D Show strengthens our mission of building a diverse and open-minded creative community that gives back. For the 4th year, the "Diversity in the D" scholarship will be awarded to support minority students in their Junior and Senior college years by providing them with mentorship, financial support, and experience gained through internships.

Additional support goes to the Adcraft Club of Detroit, the oldest (116 years!) and one of the largest marketing associations in the nation. Adcraft provides benefits to support our community including professional development programs, networking events, academic and creative scholarships and career services.

HONOR THE BEST OF THE BEST

Now in its 15th year, The D Show has always been more than your typical advertising award show. It recognizes the breadth and depth of talent from Detroit and celebrates the best of the best creative spirit and community in the D.

EXPOSE YOUR BRAND TO DETROIT'S MOST INFLUENTIAL MARKETING LEADERS

This is a way for you to financially support the creative community in Detroit and get your brand in front of our industry's most influential leaders and advertising decision makers.

*This year's event will be smaller due to venue capacity and our commitment to providing a safe space for our guests. We will adhere to current COVID guidelines and monitor the need, should it arise, to shift to a hybrid or virtual event format.

PLATINUM PRESENTING SPONSOR

\$15,000 (SOLD)

- Presenting sponsor recognition from show host
- Prominent sponsor logo/designation on D Show website
- Prominent sponsor logo/designation on event tickets and all promotional materials incl. Adcrafter email blasted to 8,000+ members and industry subscribers
- Sponsor branded check-in and outdoor patio area (Co-created w/ Adcraft)
- Right to display signage and distribute branded promotional items in-person
- Promotion on @AdcraftDetroit social channels
- Category sponsorship w/ host call out
- Full-page ad with premium placement in D Show digital program
- 2x tables / 20 VIP tickets / bottle service
- "Thank you" event recap photos on D Show website and social channels
- Placement of :15 in-show sizzle reel

GOLD SPONSORS

\$10,000

- Gold-level Sponsor recognition from host
- Prominent sponsor logo/designation on D Show website
- Prominent sponsor logo/designation on event tickets and all promotional materials incl. Adcrafter email blasted to 8,000+ members and industry subscribers
- Sponsorship of one custom branded in-person experience and/or virtual to be mutually agreed upon
- Promotion on @AdcraftDetroit social channels
- Category sponsorship w/ host call out
- Full-page ad in D Show digital program
- 1x table / 10 VIP tickets / bottle service
- "Thank you" event recap photos on D Show website and social channels

SILVER SPONSORS

\$5,000

- One *Best of Category* sponsorship with your company mentioned by host
- Prominent sponsor logo/designation on D Show website
- Promotion on @AdcraftDetroit social channels
- Category sponsorship w/ host call out
- Logo on D Show website and all event marketing materials
- Half-page ad in D Show digital program
- 1x table with 10 VIP tickets & bottle service OR 12 Mezzanine seats

BRONZE SPONSORS

\$2,500

- Category sponsorship w/ host call out
- Logo on D Show website and event marketing materials
- Half-page ad in D Show digital program
- Shared table with 5 VIP tickets & bottle service OR 6 mezzanine seats

RESERVED AREA SEATING ONLY

FLOOR TABLES: \$2,500

- 10 VIP tickets / bottle service