



THE 16<sup>TH</sup> ANNUAL D SHOW  
JUNE 1, 2023 | GEM THEATRE | DETROIT, MI  
[thedshow.org](http://thedshow.org)



## It's Our Party

Last year, we were reminded our community that *ain't no party like an Adcraft D Show party*. We came together to sell out The Gem IRL and toast the best creative work in town. This year we'll celebrate our own Sweet 16 but the focus will be on providing better experiences around the event space for our partners and partiers to get down.

Space is limited. Let's talk about putting a package together now so you don't miss out!

## Benefits of Your Sponsorship

As a non-profit, the benefits of sponsoring the D Show contributes to our overall mission, community engagement and educational support 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 5th year, and thanks to **Rocket Mortgage** for their partnership, 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 (117 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 our Sweet 16<sup>th</sup> 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.



### ALL SPONSOR PACKAGES INCLUDE:

- Prominent sponsor logo/designation on D Show website and promotional materials incl. *Adcrafter* email blasted to 8,000+ members and industry subscribers
- Promotion on @AdcraftDetroit social channels
- In-show callouts
- Logo placement throughout The Gem Theatre & D Show stage (TBD on your activation, space and overall branding needs)

### PLATINUM PRESENTING SPONSOR: \$15,000

- Presenting sponsor recognition from show host
- Branded experience in high traffic area: check-in, bar or patio (Created w/ Adcraft)
- Right to display signage and distribute branded promotional items in-person
- 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 within in-show sizzle reel

### GOLD SPONSORS: \$10,000

- Gold-level Sponsor recognition from host
- Branded experience to be agreed upon (Co-created w/ Adcraft)
- Full-page ad in D Show digital program
- 1x tables / 10 VIP tickets / bottle service
- "Thank you" event recap photos on D Show website and social channels

### SILVER SPONSORS: \$5,000

- Sponsorship of Mezzanine bar area
- Half-page ad in D Show digital program
- 1x tables / 10 VIP tickets / bottle service

### BRONZE SPONSORS: \$3,000

- Half-page ad in D Show digital program
- Shared table / 5 VIP tickets / bottle service

### RESERVED AREA SEATING ONLY FLOOR TABLES: \$2,500

- 10 VIP tickets / bottle service

### MEZZANINE BOX SEATING: \$1,000 up (4, 8, 16 seat packages)

- Reserved seating / VIP tickets (\$150 value per)