



6.13.24
THE GEM THEATRE
This Year's Theme: Planet D!
thedshow.org

Welcome to Planet D

Last year, we celebrated our Sweet 16 with the 16th Annual D Show. And celebrate we did. We came together to sell out The Gem and toast the best creative work in town. This year we're going big (again), celebrating our community, our city and the work that makes us all proud with the theme, Planet D. As always, our focus will be on providing the best experiences in and around the event space for our make the evening one-of-a-kind for our partners and attendees.

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 well after the show ends.

Plus, Adcraft Detroit donate 25% of ticket sales to our Scholarship Foundation that is nearing our 1-Million-dollar goal!

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 6th 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 with our beloved city, Detroit!

Additional support goes to the Adcraft Detroit, the oldest (founded in 1905) and one of the largest marketing associations in the nation. Adcraft provides benefits to support our community including professional development programs, networking events, career services and academic/ creative scholarships.

HONOR THE BEST OF THE BEST

Now in our 17th 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 6,000+ 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)
- Premium passed champagne

PRESENTING "COSMIC" SPONSOR: \$16,000

- 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
- (2) Full-page ads with premium placement in D Show digital program- your choosing (front & back)
- 2x tables / 20 VIP tickets
- Adcraft Guest list registration report post event
- Placement within in-show sizzle reel
- "Thank you" event recap photos on D Show website and social channels

GOLD " GALATIC" 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
- "Thank you" event recap photos on D Show website and social channels

SILVER "STARLIGHT" SPONSORS: \$5,000

- Shared sponsorship of other areas around the Gem.
- Half-page ad in D Show digital program
- 1x tables / 10 VIP tickets

BRONZE "NEBULA" SPONSORS: \$3,000

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

FOR SPONSORSHIP INQUIRIES CONTACT:

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