

adcraft  
DETROIT



**SPONSORSHIP OPPORTUNITES  
2026**



The D Show by Adcraft Detroit, now in its 19th year of recognizing the amazing breadth and depth of the creative talent in Detroit. It's true, we create a lot of really great work, and the D Show is designed to be a celebration of ideas that are conceptually amazing and well executed. It's that super power and uber-magical combination that will earn you that highly coveted award. In each category, we truly want it to be all about honoring the creamiest of the crop. So, may the best idea, executed the best, win!





## BENEFITS OF YOUR SPONSORSHIP

As a non-profit, your sponsorship contributes to our overall mission, community engagements and education well after the show ends. Plus, Adcraft Detroit donates 25% of ticket sales to our Scholarship Foundation.

## SUPPORT & STRENGTHEN OUR COMMUNITY

Your sponsorship strengthens Adcraft Detroit's mission of building a diverse and open-minded creative community that gives back.

## ELEVATE OUR BEST

Now more than ever, recognizing the breadth, depth and creativity of our advertising talent in Detroit is so important to the strength of our industry. Your support helps us showcase the creative spirit of this city the way it deserves to be showcased.

## PUT YOUR BRAND CENTER STAGE

We are proud to provide many options within The D Show programming to get your brand in front of Detroit's most influential leaders and advertising decision-makers. Don't miss this opportunity to share the spotlight.





## PRESENTING SPONSORSHIP: \$20K

- Presenting sponsor recognition from Adcraft board member or D Council.
- Branded experience in high traffic area: check-in, bar or patio (co-created with Adcraft)
- Right to display signage and distribute branded promotional items in-person \*
- (2) Full-page ads with premium placement in D Show digital program
- 2x tables/ 20 VIP Tickets
- Potential placement within in-show sizzle reel (pending approvals and lead time)
- “Thank you” event recap photos on D Show website and social channels

\*Materials would need to be approved and received with at least a month ahead of the show in order to accommodate for the event.





## GOLD SPONSORSHIPS: \$10K

- Gold-level sponsor recognition from Adcraft board member or D Council.
- Branded experience in high traffic area: check-in, bar or patio (co-created with Adcraft)
- Right to display signage and distribute branded promotional items in-person
- Full-page ad with premium placement in D Show digital program
- 1x table/ 10 VIP Tickets
- “Thank you” event recap photos on D Show website and social channels

\*Materials would need to be approved and received with at least a month ahead of the show in order to accommodate for the event.



## SILVER SPONSORSHIPS: \$5K

- Sponsorship of other areas around the Gem Theatre
- Half-page ad in D Show digital program
- 1x table/ 10 VIP Tickets
- “Thank you” event recap photos on D Show website and social channels





## ALL SPONSORSHIP PACKAGES INCLUDE:

- Prominent logo/designation on the Dshow.org and promotional materials including the Adcrafter email blasted to 6,000+ members and industry subscribers
- Promotion on @Adcraft Detroit social channels
- Logo placement throughout the Gem Theatre & D Show stage (TBD on your activation, space and overall branding needs)



## D Show Sponsorship Contact:

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Thank you for your support and interest in the 2026 D Show!

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CALL FOR ENTRIES  
NOW OPEN

VISIT [THEDSHOW.ORG](https://thedshow.org)