

2012 MVP AWARDS

SPONSORSHIP OPPORTUNITIES



BENEFITS	TITLE	PRESENTING	PLATINUM	GOLD	SILVER
Logo Placement	Event Title (all media)	Prominent at Bottom (all media)	All Cocktail Reception Signage	On Dinner/lobby Signage, Website	On Dinner/lobby Signage, Website
Complimentary Tickets	2 Tables (16 guests)	1 Table (8 guests)	1 Table (8 guests)	1 Table (8 guests)	1 Table (8 guests)
Program Book Advertisement	Full-page	Full-page	Back Page	Full-page	½ page
25 PSA's on WJR News/Talk Radio	X	X			
Acknowledgement on Earned Media	X				
Article in Community E-Newsletters	X	X			
Mention in TDP Annual Report	X	X	X	X	X
Complimentary reserved tickets to TDP Championship Events	X	X	X	X	X
Exclusivity of sponsorship (equivalent sponsorships not available to direct competitors)	X	X	X		
Final Report w/ Mention in Post Event Survey	X	X	X	X	X
Sponsor Investment	\$15,000	\$7,500	\$6,500	\$5,000	\$3,500

EVENT DETAILS: The 2012 MVP Awards will be held at 5:30 p.m. on February 16, 2012, at the beautiful Detroit Institute of Arts. Nearly 300 guests are expected along with the Honorable Mayor Bing, who will bestow the *Dave Bing Leadership Award* to Mark Fields, EVP and President of the Americas on behalf of the Ford Motor Company. The *John D. Scodellaro Builder Award* will go to George S. Rogers, former CEO of Team Detroit and current Director of Global Business Development with WPP—a world leader in marketing and communications. Finally, we are pleased to recognize Chief Ralph L. Godbee, Jr. of the Detroit Police Department with the *Dan Varner/Mike Tenbusch Game Changer Award*. Chief Godbee is not only a community leader, but a past PAL participant.

EXPOSURE POTENTIAL: Think Detroit PAL has a wide network of supporters and serves more than 10,000 youth participants annually. With our e-newsletter/e-blasts (9,000 e-mail addresses), Facebook friends (4,000) and website (average 30,000 impressions per month, with 3,000 being new visitors) your company will receive wide coverage as a result of being associated with this high-profile event. **Last year's ceremony sold out, with all the top sponsor slots filled.**

OTHER OPPORTUNITIES: Think Detroit PAL is also seeking sponsors in the following areas: floral, broadcast, gift bag product donations, printing, trophy, music and graphic design. We will work with you to craft a recognition package that meets your businesses marketing objectives.

For more information or to become a sponsor contact Ann Serra, Director of Development at (313) 833-1600 ext. 213 or via e-mail at annserra@thinkdetroitpal.org. Donations to Think Detroit PAL are tax deductible to the extent provided by law.