



# closing the gap

**Annual Awards Dinner**

**2019 Sponsorship Package**

**Wednesday, May 1, 2019**

Cocktail Reception: 5:30PM | Dinner & Program: 6:30PM

**Cobo Center | Grand Ballroom B**

1 Washington Blvd. | Detroit, MI 48226

For more information: [newdetroit.org/our-history-copy](http://newdetroit.org/our-history-copy)

**New Detroit** | 535 Griswold St. | Suite 2500 | Detroit, MI 48226 | 313.664.2000





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Annual Awards Dinner



MAY 1, 2019 | COBO CENTER

New Detroit is a coalition of leaders working to achieve racial understanding and racial equity in Metropolitan Detroit. New Detroit presents Closing the Gap, an evening to recognize, celebrate, and honor the work of individuals, community-based organizations, and corporations working to close the racial equity gap.

## 2019 SPONSORSHIP OPPORTUNITIES

### OPPORTUNITY SPONSOR – \$50,000

- Full-page, color advertisement in the dinner program
- Opportunity to address the event attendees from the podium
- Opportunity to appear in high visibility event advertisements produced by event media sponsors
- One table (10 guests) in a premier seating location
- Four reserved parking passes
- Premier logo placement on the Closing the Gap Awards Dinner website's sponsor page with a link to your website
- Premier logo recognition in the "Save the Date" e-mail and invitation
- Premiere logo exposure in a digital and physical capacity throughout the event
- Credit as an Opportunity Sponsor in the event video

### INCLUSION SPONSOR - \$35,000

- Full-page, color advertisement in the dinner program
- Opportunity to appear in event advertisements produced by event media sponsors
- One table (10 guests) in a prominent seating location
- Two reserved parking passes
- Recognition from podium as an Inclusion Sponsor
- Prominent logo placement on the Closing the Gap Awards Dinner website's sponsor page with a link to your website
- Prominent logo recognition in the "Save the Date" e-mail and invitation
- Prominent logo exposure in a digital and physical capacity throughout the event
- Credit as an Inclusion Sponsor in the event video

### EQUITY SPONSOR - \$25,000

- Half-page, full-color advertisement in the dinner program
- Opportunity to appear in event advertisements produced by event media sponsors
- One table (10 guests) with priority location
- Recognition from the podium as an Equity Sponsor
- Priority logo placement on the Closing the Gap Awards Dinner website's sponsor page
- Credit as an Equity Sponsor in the event video
- Priority logo exposure during the event





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## 2019 SPONSORSHIP OPPORTUNITIES

### JUSTICE SPONSOR - \$15,000

- Half-page, full-color advertisement in the dinner program
- One table (10 guests) in a preferred seating location
- Recognition from the podium as a Justice Sponsor
- Preferred logo placement on the Closing the Gap Awards Dinner website's sponsor page
- Preferred logo recognition during the event
- Credit as a Justice Sponsor in the event video

### INTEGRITY SPONSOR - \$10,000

- Half-page, full-color advertisement in the dinner program
- One table (10 guests) at the event
- Recognition from the podium as an Integrity Sponsor
- Listing on the Closing the Gap Awards Dinner website's sponsor page
- Listing exposure during the event

### UNDERSTANDING SPONSOR - \$5,000

- Half-page, full-color advertisement in the dinner program
- One table (10 guests) at the event
- Listing on the Closing the Gap Awards Dinner website's sponsor page
- Listing exposure during the event

### FAIRNESS SPONSOR - \$2,500

- Listing in the dinner program
- One table (10 guests) at the event
- Listing on the Closing the Gap Awards Dinner website's sponsor page
- Listing exposure during the event

### CHANGE SPONSOR - \$1,000

- Listing in the dinner program
- Five guests at the event
- Listing on the Closing the Gap Awards Dinner website's sponsor page
- Listing exposure during the event

### INDIVIDUAL TICKET - \$250 EACH

#### To make a donation:

[www.newdetroit.org/support-us/](http://www.newdetroit.org/support-us/)

Please make checks payable to New Detroit and mail to:  
535 Griswold St. | Suite 2500 | Detroit, MI 48226

Tax ID: 38-615-9215

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