
adcraft
DETROIT

ANNUAL
PARTNERSHIP
OPPORTUNITIES

WHAT IS ADCRAFT DETROIT?



Established in 1905, we are the oldest ad club in the nation



Also one of the largest with 2,000+ active members



Paid membership consists of clients, agencies, production houses, media and technology companies



Host 50+ social, networking, educational and community service events annually

OUR MISSION



To serve as the catalyst that brings together Detroit's advertising, marketing and media professionals to **exchange ideas**, **support and educate** our members and young professionals, **recognize and celebrate great work** and **foster creativity** in our various crafts and greater community

BOARD OF DIRECTORS



- Jari Auger, CFO, **Campbell Ewald**
- John Ballard, President, COO, **Detroit Radio Advertising Group**
- Craig Conrad, President, **Doner**
- Lew Echlin, Marketing Consultant
- Ron Frederick, Sales Director, **Focus Media & Marketing**
- Robby Hukka, Global Marketing Operations, **GM**
- Casey Hurbis, Chief Marketing Officer, **Quicken Loans**
- Jenn Kerasiotis, SVP, Group Creative Director, **Leo Burnett**
- Michael Knight, Marketing Consultant
- Sara Mahmood, Marketing Consultant
- Molly Marchese, EVP, Director, **Starcom**
- Kendra Mazey, Executive Managing Partner, **Assembly**
- Don Peasley, Director of Accounts, **Lafayette American**
- Ally Polzien, Account Manager, **CBS Interactive**
- Andrew Robinson, VP, Sales Manager, **WarnerMedia Portfolio Sales**
- Jazz Robinson, CRM & Corporate Partnerships Manager, **Detroit Tigers**
- Maggie Savage, Senior Director, **AdTheorent**
- Denise Smith, EVP, Managing Partner, **UM**
- Beth Strong, Digital Marketing Manager (Ram/Jeep), **FCA**
- Janelle Tischer, VP, Auto Vertical Solutions, **The Walt Disney Company**
- Anthony Winters, Senior Director, **Verizon Media**



Why Sponsor an Adcraft Event?

- Detroit = \$6 BILLION in ad buying power
- Expose your brand to 2,000+ influential clients and agencies
- It's easy – we handle event logistics, registration, promotion
- Significant discount on annual “upfront” commitment
- Supports Adcraft's educational, professional development, networking and philanthropic activities – as a nonprofit, we need your support!





MEDIA PARTNERS



CORPORATE SPONSORSHIP PACKAGES



Adcraft Detroit is ready to customize a package just for you based on your business objectives and budget!

TIER III	<ul style="list-style-type: none"> Sponsorship of 3 signature Adcraft events (\$9,000 value) 2 Adcrafest golf foursomes (\$2,400 value) 2 Speaker Series tables (20 tickets per program) (\$4,000 value) Publisher event coverage in Adcrafter digital newsletter and masthead takeover + adcraft.org “corporate spotlight” for two weeks (\$1,500 value) D Show bronze sponsor with reserved table for 4 (\$2,500 value) 	<p>\$15,000</p> <p>(\$19,400 value)</p>
TIER II	<ul style="list-style-type: none"> Sponsorship of 2 signature Adcraft events (\$6,000 value) 1 Adcrafest golf foursome (\$1,200 value) 1 Speaker Series table (10 tickets per program) (\$2,000 value) D Show bronze sponsor with reserved table for 4 (\$2,500 value) Adcrafter digital newsletter masthead takeover (\$500 value) 	<p>\$10,000</p> <p>(\$12,200 value)</p>
TIER I	<ul style="list-style-type: none"> Sponsorship of 1 signature Adcraft event (\$3,000 value) 5 Speaker Series tickets (\$1,000 value) 4 Day Show tickets (\$600 value) 4 D Show tickets (\$600 value) Adcrafter digital newsletter masthead takeover (\$500 value) 	<p>\$5,000</p> <p>(\$5,700 value)</p>

Signature Adcraft Events

- **ADvalanche** Boyne Ski Trip (January)
- **March ADness** (March)
- **April Foolishness** Silent Auction (April)
- **Quiet Glow** Silent Disco (May)
- **Day Show** (June)
- **Adcrafest** Golf Outing @ DGC (June)
- **Summer in the D** Yacht Party (July)
- **Golf & Wine** Up North Getaway (September)
- **UM vs. MSU** Tailgate (Fall)
- **Oktoberfest** (October)
- **D Show** (November)

Check out Adcraft Detroit’s Facebook page for event photos

FY19-20 CALENDAR

(SUBJECT TO CHANGE)



DETROIT

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
SOCIAL/NETWORKING												
Summer in the D Cruise	7/11											
Golf & Wine			9/20 - 9/22									
Oktoberfest				10/10								
UM vs MSU Tailgate					11/16							
D Show						12/5						
Billiards							Wednesday nights: 1/15-3/18					
AdValanche						1/24-1/26						
March ADness								3/26				
April Foolishness Silent Auction										4/1		
Quiet Glow Silent Disco											TBD	
Adcrafest Golf Outing												6/29
Bowling League			Thursday Nights									
SPEAKER SERIES												
Weber Shandwick/Cannes Trendspotting	7/25											
Steve Huffman, Reddit CEO Breakfast				10/23								
Program 2								TBD				
Program 3										TBD		
Day Show												6/2
EDUCATION												
Executive Learning Series (ELS)												
AdCon					11/2							
ADvance									3/25 - 5/27			
COMMUNITY SERVICE												
Birthday Party Project				10/14								
Fleece & Thank You							TBD					

QUESTIONS?

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Contact Adcraft Detroit today
to learn more about event
sponsorship opportunities –
or to customize a package
that's right for your brand!

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