



2019
Partnership
Opportunities

What is Adcraft Detroit?



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



Also one of the largest with 2,100+ 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

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Tom Talbert, Strategic Innovations Specialist, **City of Rochester Hills**

Janelle Tischer, VP, Director of U.S. Business Operations, **Carat**

Anthony Winters, Sales Director - Automotive, **Oath**



Why Sponsor an Adcraft Event?

Our events provide you with unparalleled opportunities to connect your brand with an important audience – 2,000+ thought leaders and advertising decision makers in metropolitan Detroit.

It is not only a smart business move, but also a great way to support the educational, professional development, networking and philanthropic activities of Adcraft, the oldest advertising association in the country.





adcraft
DETROIT

Media Partners

ADTHEORENT

aki
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Science

AMOBEE

Autotrader

B-R

Bloomberg

bounce
exchange

CarGurus

CBS Interactive

CLEARSTREAM

COMCAST
SPOTLIGHT

comSCORE

COX
AUTOMOTIVE

dataxu.

ESPN



FUSION MEDIA GROUP

FOX

Google

hulu

iHeartMEDIA

IHS Markit

NATIVO

NBC UNIVERSAL

The New York Times

nielsen

Oath
A Verizon company

OGURY

pandora

PureWow

Spotify

swoop

Turner

UPROXX

VIACOM

VIBRANT

vevo

YuMe

2019 Corporate Sponsorship Packages

TIER III	<ul style="list-style-type: none"> Sponsorship of 3 signature Adcraft events 2 Adcrafest golf foursomes (\$2,200 value) 2 Speaker Series tables (20 tickets per program) (\$4,000 value) P4C Roster ad (\$3,000 value) Publisher event coverage in e-Adcrafter + masthead takeover (\$1,500 value) D Show reserved table for 4 (\$2,500 value) 	\$15,000 (\$22,200 value)
TIER II	<ul style="list-style-type: none"> Sponsorship of 2 signature Adcraft events 1 Adcrafest golf foursome (\$1,100 value) 1 Speaker Series table (10 tickets per program) (\$2,000 value) P4C Roster ad (\$3,000 value) D Show reserved table for 4 (\$2,500 value) 	\$10,000 (\$14,600 value)
TIER 1	<ul style="list-style-type: none"> Sponsorship of 1 signature Adcraft event 5 Speaker Series tickets (\$1,000 value) P4C Roster ad (\$3,000 value) 4 D Show tickets (\$600 value) 	\$5,000 (\$7,600 value)

Signature Adcraft Events

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

***Check out Adcraft Detroit's Facebook page
for event photos***

Questions?

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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