



2018
Partnership
Opportunities

"AD" MEN FORM CLUB

Detroit Advertisers Plan Mutual Benefits.

CHARTER MEMBERSHIP LARGE

Interesting Addresses Are Delivered by Seth Brown, of Chicago, and E. St. Elmo Lewis, E. H. Beach and C. E. Ames, of Detroit—Next Meeting January 9.

Partial organization was attained last night by advertising men of Detroit in forming a club through which it is hoped to promote the best interests of representatives of various advertising agencies and mediums and advertisers.

About forty men were present at the meeting at the Board of Commerce rooms, where they listened to several interesting addresses. C. A. Brownell acted as temporary chairman and H. T. Ewald as temporary secretary.

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 companies and college students
- 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**

Susan Venen-Bock, Adcraft Immediate Past President

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

Kelly Wood, Senior Manager - Automotive, **mitu**



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.



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AUTOMOTIVE

dataxu.

ESPN

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FOX

Google

hulu

iHeartMEDIA

IHS Markit

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NBC UNIVERSAL

The New York Times

nielsen

Oath:
A Verizon company

OGURY

pandora

PureWow

Spotify

SWOOP

TURNER

UPROXX

VIACOM

VIBRANT

vevo

YUme

2018 Corporate Sponsorship Packages

TIER III	<ul style="list-style-type: none"> ▪ Sponsorship of 3 signature Adcraft events (April Foolishness, Oktoberfest, Kentucky Derby, Summer in the D) <i>(\$9,000 value)</i> ▪ 2 Adcrafest golf foursomes <i>(\$2,200 value)</i> ▪ 2 luncheon tables (20 tickets per luncheon) <i>(\$4,000 value)</i> ▪ P4C Roster ad <i>(\$3,000 value)</i> ▪ Publisher event coverage in e-Adcrafter + masthead takeover <i>(\$1,500 value)</i> ▪ D Show reserved table for 4 <i>(\$2,500 value)</i> 	<p style="text-align: right;">\$15,000</p> <p style="text-align: right;"><i>(\$22,200 value)</i></p>
TIER II	<ul style="list-style-type: none"> ▪ Sponsorship of 2 signature Adcraft events (April Foolishness, Oktoberfest, Kentucky Derby, Summer in the D) <i>(\$6,000 value)</i> ▪ 1 Adcrafest golf foursome <i>(\$1,100 value)</i> ▪ 1 luncheon table (10 tickets per luncheon) <i>(\$2,000 value)</i> ▪ P4C Roster ad <i>(\$3,000 value)</i> ▪ D Show reserved table for 4 <i>(\$2,500 value)</i> 	<p style="text-align: right;">\$10,000</p> <p style="text-align: right;"><i>(\$14,600 value)</i></p>
TIER 1	<ul style="list-style-type: none"> ▪ Sponsorship of 1 signature Adcraft event (April Foolishness, Oktoberfest, Kentucky Derby, Summer in the D) <i>(\$3,000 value)</i> ▪ 5 luncheon tickets <i>(\$1,000 value)</i> ▪ P4C Roster ad <i>(\$3,000 value)</i> ▪ 4 D Show tickets <i>(\$600 value)</i> 	<p style="text-align: right;">\$5,000</p> <p style="text-align: right;"><i>(\$7,600 value)</i></p>

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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