

DETROIT FOOD 2018 SPONSORSHIP PACKAGE

PARTNER WITH DETROIT FOOD POLICY COUNCIL TO MAKE A COMMUNITY IMPACT

Businesses looking for creative and engaging ways to make a difference in the lives of Detroit community members are invited to partner with DFPC (Detroit Food Policy Council) to create a powerful impact on the health, wellness, and engagement of the people of Detroit. Sponsors are invited to participate in Detroit Food 2018 to support community education and awareness about the local food system.

Detroit Food 2018 will be the 8th annual Detroit Food Summit held by DFPC. DFPC hosts this annual conference to increase awareness about our food system, and develop strategies for building a healthier food system in Detroit. Detroit Food brings together community members, food industry workers, advocates, researchers and policy makers.

WHY PARTNER WITH DFPC

- DFPC is proud to offer a variety of sponsorship opportunities that can be tailored to your marketing goals and budget.
- Sponsorship allows your company to show support for the work we do at DFPC.
- Event cross-marketing will increase your business exposure within the community through event promotion on the DFPC website, e-newsletter and social media as well as on event materials distributed for the event.
- Sponsorship allows you to get face-to-face and connect with potential customers.

HOW YOUR SUPPORT HELPS

Your support allows DFPC to:

- Engage over 300 people to participate in the two day Detroit Food Summit
- Provide interactive workshops that educate participants about the local food system, and share innovations in addressing challenges faced by the local food system
- Bring national and local speakers to Detroit to share research,
- Provide an opportunity to connect multiple networks across many sectors of the food systems
- Celebrate achievements in our local food system



For more information about Detroit Food Policy Council visit www.detroitfoodpc.org

2018 SPONSORSHIP LEVELS

DETROIT FOOD 2018

March 8-9 2018

Benson and Edith Ford Conference Center

Alfred A. Taubman Center for Design Education, College for Creative Studies

460 W. Baltimore Ave, Detroit, MI 48202

TITLE SPONSOR \$15,000

Business logo and name displayed prominently in advertisements including:

- Titled Sponsor on banners, signs, print advertisements, web postings, programs, and radio advertisements
- Letter in program
- Full page ad in program
- Promotional material included in registration packet
- 20 tickets to the event – to use or donate for use by community volunteers
- 10 scholarships to Detroit Food 2017 named in your honor
- Resource Table
- Link on website, and mentions in social media posts

INSPIRE \$10,000

Estimated Advertising Value \$20,000

- Name included on banners, signs, print advertisements, web postings, programs, and radio advertisements
- Full page ad in program
- Promotional material included in registration packet
- Resource table
- 10 tickets to the event – to use or donate for use by community volunteers
- Eight scholarships to Detroit Food 2017 named in your honor
- Link on website, and mentions in social media posts



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2018 SPONSORSHIP LEVELS

INFLUENCE \$5,000

Estimated Advertising Value \$10,000

- Name included on signs, print advertisements, web postings, programs, and radio advertisements
- 1/2 page ad in program
- Promotional material included in registration packet
- Resource Table
- 6 tickets to the event – to use or donate for use by community volunteers
- Four scholarships to Detroit Food 2017 named in your honor
- Link on website, and mentions in social media posts

MOTIVATE \$2,500

Estimated Advertising Value \$5,000

- Name included on signs, print advertisements, web postings, and programs
- 1/2 page ad in program
- Promotional material included in registration packet
- Resource table
- 4 tickets to the event – to use or donate for use by community volunteers.
- Two scholarships to Detroit Food 2017 named in your honor
- Link on website

CUSTOM AND IN-KIND SPONSORSHIP

We gladly accept financial and in-kind contributions to support Detroit Food 2018. If you would like to make an in-kind donation, or develop a sponsorship at a different level than indicated please contact us. Sponsorship levels for in-kind donations will be based on cash equivalents and food donors will also receive recognition on the menu.

PROGRAM BOOK AD

Program Book is full color 8.5x11

Full Page \$250

Half Page \$175

Quarter Page \$125

Business Card \$75

RESOURCE FAIR

Registration for the Resource Fair includes registration for one person to attend Detroit Food 2018. One table is eight feet long.

Full table \$175

Half table \$90



SPONSORSHIP CONFIRMATION FORM

CUSTOM AND IN-KIND SPONSORSHIP

Name of Business _____

Contact Name: _____ Title: _____

Address: _____

Phone: _____ Email: _____

Sponsorship Level: _____

Total Contribution: \$ _____

Check enclosed

Please invoice my company

Please charge my card

Card No: _____ Card Type: _____

Name on Card: _____ ZIP: _____

Signature: _____ Expiration Date: _____

Please contact me about in-kind support for Detroit Food 2018.

Please mail form along with your contribution to:

Detroit Food Policy Council

Attn: Kibibi Blount-Dorn

Julian C. Madison Building

1420 Washington Blvd., Ste. 230

Detroit, MI 48226

Please make checks payable to Detroit Food Policy Council.

Detroit Food Policy Council is a 501(c)3 non-profit organization. Your donation is tax-deductible as allowed by law.

Contact Kibibi Blount-Dorn at 313-833-0396 or kibibi@detroitfoodpc.org with questions or for more information about how you can make an impact in another way