

# D.O.N. Weekend Sponsorship Opportunity

## Sean Anderson Foundation (SAF) Presents a Benefit for the Motown Museum, **Thursday, June 21st**

Motown Museum's National Legacy Council Members Sean and Myra Anderson are hosting a fundraiser to benefit the Motown Museum Expansion as part of Big Sean's D.O.N. (Detroit's On Now) Weekend.

Embodied with the spirit of Detroit, the Motown Museum is fortifying its legacy and the future of the museum with the launch of a \$50 million capital campaign, expanding on the rich history of Motown. This project will transform the historic site into a 50,000-square-foot, world-class entertainment, education and tourist destination.

Guests will enjoy an exclusive, once-in-a-lifetime experience at the historic Hitsville, U.S.A. where they will have the opportunity to mingle with Big Sean and Motown Alumni while enjoying delicious food and beverages. Attendees can stroll the Museum, visit the Gallery and peek into Studio A where there will be a live Jam Session. All guests will receive a private, one-on-one photo with Big Sean and attending Motown alumni. Event sponsors will receive additional benefits and recognition.

As a supporter of this event, you will be among a prestigious group of individuals, corporations and foundations that are at the heart of Detroit's dynamic transformation. Your contribution will help to build the expanded Motown Museum that will be cherished for generations to come!

### **SAF Presents A Benefit For Motown Museum - Sponsorship Opportunities**

#### **I. Presenting Sponsor of the Event - \$25,000\***

The presenting sponsor of this unique event will receive high level visibility in all event promotions and communications both pre- and post-event along with prominent visibility throughout the venue.

*Benefits include:*

- Presenting Sponsorship recognition. Event title to become "SAF Presents A Benefit For Motown Museum" in partnership with Your Company"

- Recognition as a donor to the Motown Museum expansion
- Prominent logo visibility onsite
- Web site acknowledgment
- Opportunity to distribute a promotional item to all in attendance
- 10 tickets to the event. *Each ticket includes:*
  - Strolling hors d'oeuvres and beverages
  - Photo with Big Sean and Motown Alumni
  - Gift Bag

\*\$23,420 is tax deductible

## II. Event Feature Sponsor - \$10,000\*\*

During this intimate event, guests will enjoy once-in-a-lifetime experiences as we join together in celebration of Detroit's past, present and future! Affiliate with one of the exciting features of the event and receive signage adjacent to the selected feature.

Select from:

- Gift Bag Sponsor
- Food Sponsor
- Beverage Sponsor
- Entertainment Sponsor
- Photo Sponsor
- Auction

*Benefits include:*

- Recognition as a donor to the Motown Museum expansion
- Logo visibility on-site adjacent to the selected event feature
- Web site acknowledgment
- Opportunity to distribute a promotional item to all in attendance
- 10 tickets to the event. *Each ticket includes:*
  - Strolling hors d'oeuvres and beverages
  - Photo with Big Sean and Motown Alumni
  - Gift Bag

\*\*\$8,420 is tax deductible

## III. Individual Ticket - \$1,000\*\*\*

Each ticket includes:

- Strolling hors d'oeuvres and beverages
- Photo with Big Sean and Motown Alumni
- Gift Bag

\*\*\*\$842 Tax Deductible

For more information on becoming a sponsor of The D.O.M. Weekend Basketball Tournament, please contact:

**Sarah Swanson**

248.259.1176

[sarah@fulkersongroup.com](mailto:sarah@fulkersongroup.com)

## BLOCK PARTY: The D.O.N. Weekend Basketball Tournament Saturday, June 23rd

The Detroit's On Now (D.O.N.) 3 on 3 Basketball Tournament is the ultimate neighborhood throw down bringing fans, families, and friends together for an afternoon of fun and fierce competition.

On Saturday, June 23rd, the #205 will be transformed into the ultimate streetball destination for ballers of all ages and skill levels to compete in a full day of back to back matches. The D.O.N. Weekend Basketball Tournament includes:

- 2 guaranteed games per team
- 3 hours of nonstop game play
- Live courtside DJ

### Corporate Event Sponsorship - \$1,500

Build your brand with a captive audience and hometown credibility. As a sponsor of this D.O.N. Weekend Signature Block Party event you are sure to get noticed by potential clients, customers, and fans.

*Benefits include:*

- Prominent company logo placement at Three-On-Three Tournament
- Recognition as a sponsor to The D.O.N. Weekend Basketball Tournament
- Logo visibility on all resulting Ford and FREC City promotional event media
- Web site acknowledgment at <http://www.donweekend.org/>
- Opportunity to distribute a promotional item to all in attendance

For more information on becoming a sponsor please contact:

**Justin Kimpson**

313.350.2803

