



About D Show 2021

The Adcraft Club of Detroit and its D Council are excited to announce that after a pause in 2020 due to the pandemic, the 14th annual D Show is back in June 2021! This year's event will be a hybrid virtual and in-person livestreamed event so everyone can take part based on their comfort level as we celebrate the creativity that makes Detroit advertising great. The D Show will take place at an outdoor venue and we will adhere to all current COVID-19 guidelines on social gatherings to ensure the safety of our guests. We can't wait to celebrate with you!

Partnership Benefits

SUPPORT & STRENGTHEN THE DETROIT MARKETING COMMUNITY

Your support of The D Show helps strengthen the Adcraft Club of Detroit, the oldest (115 years!) and one of the largest marketing associations in the nation. Adcraft provides important benefits to support the Detroit advertising community including professional development programs, industry networking events, academic and creative scholarships and career services. As a nonprofit operating during a pandemic, we need your help now more than ever!

HONOR THE BEST OF THE BEST

Now in its 14th year, The D Show honors the best of the best. It has always been more than your typical advertising award show. It recognizes the breadth and depth of talent from Detroit and celebrates the creative spirit and community in the D.

EXPOSE YOUR BRAND TO DETROIT'S MOST INFLUENTIAL MARKETING LEADERS

This is a way for you to financially support the creative community in Detroit and get your brand in front of our industry's most influential leaders and advertising decision makers.

PRESENTING PARTNER

\$10,000

- Recognition from show host as presenting sponsor
- Opportunity to welcome guests and make brief remarks at start of awards ceremony
- Presenting sponsor logo/designation on thedshow.org event information/registration page
- Presenting sponsor logo/designation on all event promotional materials including Adcrafter digital email blasted to 8,000+ Adcraft members and industry subscribers
- Promotion on @AdcraftDetroit social media channels (Facebook, Instagram, Twitter and LinkedIn)
- 15 VIP tickets with priority seating at in-person livestreamed event
- Full-page ad in D Show digital program
- Right to display signage and distribute branded promotional items at in-person event
- "Sanitization station" sponsor at in-person event including branded facemasks, hand sanitizer, etc. with your logo (Adcraft to produce; cost included in sponsorship fee)
- Thank you recap with event photos on thedshow.org and Adcraft social media channels

EXPERIENCE PARTNER

\$5,000

- Sponsorship of one custom branded experience, virtual (photo mosaic, digital show program, etc.) or in-person (red carpet, step & repeat, photographer, specialty drink, dessert, etc.) to be mutually agreed upon once D Show format/venue finalized
- Recognition from show host as event sponsor
- Sponsor logo/designation on thedshow.org event information/registration page
- Sponsor logo/designation on all event promotional materials including Adcrafter digital email blasted to 8,000+ Adcraft members and subscribers
- Promotion on @AdcraftDetroit social media channels (Facebook, Instagram, Twitter and LinkedIn)
- 8 tickets with priority seating at in-person livestreamed event
- Full-page ad in D Show digital program
- Thank you recap with event photos on thedshow.org and Adcraft social media channels

CATEGORY PARTNER

\$2,000

- Sponsorship of one Best Of category with your logo displayed on screen prior to announcement of category finalists and winner
- Category sponsor logo/designation on thedshow.org event information/registration page and in event promotional materials
- Promotion on @AdcraftDetroit social media channels
- 4 tickets to in-person livestreamed event
- Half-page ad in D Show digital program
- Thank you recap with event photos on thedshow.org and Adcraft social media channels

Disclaimer: The Adcraft Club of Detroit and its D Council fully intend on hosting a hybrid virtual and in-person D Show this year. If government guidelines prohibit a physical gathering in June, we will adjust sponsor packages and pricing accordingly.