



SPONSORSHIP OPPORTUNITIES

2020-2021



Let's Detroit is a new program of the Detroit Regional Chamber Foundation. This program was launched to help the Detroit Drives Degrees initiative achieve its goal to increase postsecondary education attainment in the region to 60 percent by 2030.

Let's Detroit works to retain and attract talent in Southeast Michigan. 36% of college graduates leave Michigan one year after graduation. Developed for young talent by young talent, Let's Detroit seeks to address this issue by improving regional perceptions and strengthening relationships by connecting people to each other, employment, things to do, places to live and opportunities to make a positive impact on Southeast Michigan.

Let's Detroit partnership opportunities offer 12 months of engagement and exposure through let'sdetroit.com, texting, event activation and social media. Your partnership will work to enhance and create programs aimed at driving regional collaboration, social mobility, equity and economic prosperity.

FOUNDER - \$100,000

Industry Exclusivity

For your one year, industry exclusivity investment you will receive the following:

- Premier Company page on Work Here tab
- Job posting inclusion on Work Here job board
- Contribution of multiple editorial content pieces to be shared on relevant pages
- Priority sharing of social media stories that fit the organic voice of Let's Detroit
- Inclusion on investor logo carousel on homepage
- Logo integration on Grow Your Network industry of choice AND Find Your Place city of choice

NETWORKING OPPORTUNITIES

- Opportunity to have a speaking role at select events
- Opportunity to be a part of advisory group as initiative grows
- Invitation for company ambassadors to represent at external events Let's Detroit participates in (Eastern Market After Dark, Detroit Policy Conference, State of the Region, etc.)
- Opportunity to co-host mutually planned and agreed upon event (in-person 2021, or virtually)
- Custom ambassador engagement plan - inclusive of invitation to all Let's Detroit hosted events

ADVERTISING

Promotion

Opportunity to provide Let's Detroit with organization specific marketing materials to be distributed at external events

Creation of co-branded promotional item for distribution at events & by Let's Detroit campus ambassadors

Custom Marketing Integration

Logo recognition on all external marketing pieces and Let's Detroit signage at events

Search

Promote contributed content via search engine advertising for one month to increase traffic to your premier partner page

Social

Paid promotion of organization's contributed editorial Let's Detroit content

Newsletter

Feature contributed content in monthly newsletter

GOLD - \$50,000

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ADVERTISING

Custom Marketing Integration

Logo recognition on all external marketing pieces and Let's Detroit signage at events

Search

Promote contributed content via search engine advertising for one month to increase traffic to your premier partner page

Social

Paid promotion of organization's contributed editorial Let's Detroit content

Newsletter

Feature contributed content in monthly newsletter



SILVER - \$25,000

Not exclusive to any one industry

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- Premier Company page on Work Here tab
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- Contribution of multiple editorial content pieces to be shared on relevant pages
- Priority sharing of multiple social media stories that fit the organic voice of Let's Detroit
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NETWORKING OPPORTUNITIES

- Opportunity to co-host mutually planned and agreed upon event (in-person 2021, or virtually)
- Custom ambassador engagement plan - inclusive of invitation to all Let's Detroit hosted events

ADVERTISING

Social

Paid promotion of organization's contributed editorial Let's Detroit content

Newsletter

Feature contributed content in monthly newsletter

BRONZE - \$10,000

Not exclusive to any one industry

For your one year, you will receive the following:

- Contribution of an editorial content piece to be shared on relevant pages
- Job posting inclusion on Work Here job board
- Priority sharing of a social media story that fits the organic voice of Let's Detroit
- Inclusion on investor logo carousel on homepage
- Logo integration on Grow Your Network industry of choice

NETWORKING OPPORTUNITIES

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