

# Toast OF THE Town

A CELEBRATION OF DETROIT ENTREPRENEURSHIP

Welcome to Detroit and welcome to TechTown —  
Detroit's business innovation hub.

Let's cut to the chase: We work with rock star-status entrepreneurs who make our beloved city what it is today. Our inaugural fundraising event, Toast of the Town, will highlight the rich diversity of these phenomenal people. Want to celebrate their work and Detroit's entrepreneurial community? Join us for an evening jam-packed full of fun and inspiration, and you'll quickly see why supporting our work is important, not only to us, but, more importantly, to the city we serve.

EVENING **Oct. 16**  
at TECHTOWN DETROIT

[techtowndetroit.org/toast](http://techtowndetroit.org/toast)



please email  
[diane@techtowndetroit.org](mailto:diane@techtowndetroit.org)  
to secure your sponsorship

# Why YOU SHOULD Sponsor

## Hear us out:

By contributing to our cause, you're contributing to Detroit's resurgence. The entrepreneurs we serve day in and day out make our city a better place. They're not just dreamers, they're doers, and we couldn't be prouder of who they are and what they will become. Since 2007, we've served over 866 companies alone – and we fully intend to keep growing that number. We don't call ourselves a business innovation hub for nothin'.

*TechTown Detroit is a 501(c)3 nonprofit. A portion of your sponsorship is tax deductible.*

## Crown of the Town Sponsor **\$30,000**

### One sponsorship available

As the exclusive Crown of the Town sponsor, you are the reason this whole evening was able to happen. Without your support, there's no way we could pull this off. To show our undying gratitude, your logo and company name will be everywhere before, during and after the event — truly making you the Crown of the Town.

- » Prominent logo or name recognition as exclusive Crown of the Town sponsor on all event materials and promotions
- Email and print invitations (+ full-page ad)
- Event webpage and registration webpage, includes hyperlinks
- All print signage, including directional signage
- Post-event thank you ad in *Crain's Detroit Business*
- » Verbal acknowledgment from the podium at the VIP reception and main event as the Crown of the Town sponsor
- » Speaking opportunity during VIP reception and champagne toast from the entertainment stage during the main event
- » Ten tickets to VIP reception and main event

**SOLD**

## Out on the Town Sponsor **\$10,000**

### Three sponsorships available

As an Out on the Town sponsor, you will support Toast of the Town's entrepreneur marketplace, band and photo booth. Our highly entertained guests will have your company to thank – and there's nothing wrong with entertaining potential new customers...

- » Logo recognition as a Taste of the Town sponsor on select event materials and promotions
- Email and print invitations
- Event webpage and registration webpage, includes hyperlinks
- Large sponsor banner
- Official program (+ quarter-page ad)
- Digital presentation slides
- Post-event thank you ad in *Crain's Detroit Business*
- » Logo and sponsor recognition at all entertainment and activity stations
- » Recognition from the podium during VIP reception as an Out on the Town sponsor
- » Six tickets to VIP reception and main event

## Taste of the Town Sponsor **\$20,000**

### One sponsorship available

As the exclusive Taste of the Town sponsor, your logo will be prominently displayed at all the strolling food and beverage stations — we all knew you had great taste (wink, wink).

- » Logo or name recognition as exclusive Taste of the Town sponsor on select event materials and promotions
- Email and print invitations
- Event webpage and registration webpage, includes hyperlinks
- Large sponsor banner
- Digital presentation slides
- Official program (+ half-page ad)
- Social media posts
- Post-event thank you ad in *Crain's Detroit Business*
- » Logo and sponsor recognition at all on-site food and beverage stations
- » Recognition from the podium during VIP reception as the Taste of the Town sponsor
- » Eight tickets to VIP reception and main event

## Champagne Toaster **\$3,500** *Six- Four sponsorships available*

- » Logo recognition as a Champagne Toaster on select event materials and promotions
- Event registration webpage, includes hyperlink
- Six tickets to main event
- Thank you page in official program
- Digital presentation slides

## Cocktail Toaster **\$1,500** *Four- One sponsorship available*

- » Logo recognition as a Cocktail Toaster on select event materials and promotions
- Event registration webpage, includes hyperlink
- Four tickets to main event
- Thank you page in official program

## Longneck Toaster **\$750** *Unlimited sponsorships available*

Want to know that you are supporting the cause whether you can attend or not? Become a Longneck Toaster!

- » Logo recognition as a Longneck Toaster on select event materials and promotions
- Event registration webpage, includes hyperlink
- Thank you page in official program