



SPONSORSHIP LEVELS			
	\$20,000	\$10,000	\$5,000
<b>Opportunity for representative to welcome guests at events</b> <ul style="list-style-type: none"> <li>• <b>April 11:</b> Top 10 Reveal (ticketed; expected attendance 100)</li> <li>• <b>May 9:</b> Hatch Off (ticketed; expected attendance 150)</li> <li>• <b>Toast of the Town 2024</b> (ticketed; expected attendance 600) - pre-recorded</li> </ul>	◆ (2-3 mins)	◆ (1 min)	
Verbal recognition from stage in welcome and closing remarks	◆	◆	
Recognition in select press releases (sent up to 20-40 media contacts)	◆ Quote	◆	
Logo placement in promotional collateral and on-site the day of the event	◆	◆	◆
<b>Inclusion in promotional emails</b> <ul style="list-style-type: none"> <li>• Estimated reach: 12,000+/email</li> </ul>	◆ (6 emails)	◆ (4 emails)	◆ (2 emails)
<b>Inclusion in social media posts</b> <ul style="list-style-type: none"> <li>• Estimated impressions: 3,500 per post</li> </ul>	◆ (4 posts)	◆ (3 posts)	◆ (2 posts)
Name/logo inclusion on TechTown and Hatch websites   Estimated views: 200/day	◆	◆	◆
Tickets to Toast of the Town and Hatch events (Top 10 Reveal and Hatch Off)	10 tickets for each event (30 total)	8 tickets for each event (24 total)	6 tickets for each event (18 total)

FOR MORE INFORMATION ON HOW TO SPONSOR TECHTOWN'S IMPACT, or to learn more about TechTown Detroit, please contact Vicki Sitron at [vsitron@wayne.edu](mailto:vsitron@wayne.edu) or (202) 236-9565. Customized packages are available.