



# I'm An Eastsider

## Campaign Sponsorship Opportunities

### Promotion Sponsor \$1,000—5,000

- Your corporate logo on all campaign amenities that are purchased with your sponsorship (T-shirts, car magnets, hats, and tote bags)
- Recognition on counter cards, posters and other collateral items that promote sales

### Performance Sponsor \$5,000—\$20,000

- Your corporate logo on all campaign amenities that are purchased with your sponsorship (T-shirts, car magnets, hats, and tote bags)
  - Corporate logo on all print collateral campaign materials
    - Corporate logo on billboards

### Premiere Sponsor \$20,000 +

- Voice and print sponsorship recognition on all PR materials including print ads, commercials, PSA;s, billboards, transportation ads, flyers, posters, brochures, counter cards, and news releases as Premiere Sponsor
  - Banner advertising and company link on “I’m An Eastsider” website
    - Logo on all printed materials

### Build-Your-Own Non Profit Sponsor

- Your Eastside Organization’s logo and/or message on campaign t-shirts
  - Number of t-shirts produced based on level of sponsorship
- Your Eastside Organization’s volunteers sell t-shirts with campaign logo and your logo or message and retain net proceeds
  - Builds partnership with WCDC partners
  - Posters/flyers/order forms provided by WCDC
  - Provides added exposure to your organization’s efforts

### About The Campaign

The I’m an Eastsider Campaign is aimed at celebrating the accomplishments and excellence of Detroit’s Eastside. This is a prime opportunity for corporations and community organizations to partner by supporting this initiative and affirming their commitment to the people, places and pride of Detroit’s Eastside. It’s an ideal way to build and retain your customer bases, a great community and public relations opportunity and shows good corporate citizenship on all levels.