



SPONSORSHIP INFORMATION

What is Impact48?

We are currently looking for sponsors for our 2014 Edition of Impact48. Your sponsorship dollars will be a vital asset in making our community impact event successful. Your company will also gain further visibility through press outlets for your contributions to the success of this event.

The second annual Impact48 event, developed and hosted by AIGA Detroit, will be held at the Detroit Creative Corridor Center (DC3) May 17-18th, 2014. Impact48 brings together Metro Detroit's most talented design professionals to donate their time for 48 hours to help one non-profit create a new, exciting brand. After the two days of creative brainstorming and collaboration, the non-profit organization will come away with a brand identity package, including logo design or redesign, letterhead and envelope, business card, social networking graphics and more.

AIGA Detroit's Impact48 event is open to non-profit 501(c)(3) organizations that contribute to the Metro Detroit area. Impact48 is our way of giving back our talents to the people who help out our community the most. It is hard for non-profits to build a brand for themselves without sacrificing the work they do for the community. So we make it easy for them by creating a brand identity that will elevate that non-profit's visibility for years to come.

Benefits

We would prominently place your logo on all of our communication pieces and collateral for the event, as well as promote your generosity in our event introduction. Depending on sponsorship levels, you and/or your colleagues are invited to say a few words and be present at the event in addition to having a table with any marketing materials out and available for our volunteers. We also send out multiple press releases across the entire Metro Detroit area to promote awareness of our project.

Where is my money going?

Sponsorship dollars will go towards providing the necessities of food and supplies for our volunteers and non-profit organization during the course of the weekend.

Sponsorship Levels

Principal Sponsor - \$1000 or equivalent services

- Identified as Principal Sponsor on all collateral materials
- Most prominent size/placement of name/logo on all event collateral
- 5 min presentation to participants
- Table for marketing materials at event

Major Sponsor - \$500 or equivalent services

- Identified as Major Sponsor on all collateral materials
- Prominent size/placement of name/logo on all event collateral
- Table for marketing materials at event

Supporting Sponsor - \$250 or equivalent services

- Identified as Supporting Sponsor on all collateral materials
- Prominent size/placement of name/logo on all event collateral

Contact Us

If you are interested in donating to our cause, please contact us at impact48@detroit.aiga.org.

Thank you in advance!

AIGA Detroit - Community Impact Team
detroit.aiga.org/impact48