



SPONSORSHIP OPPORTUNITIES

2021-2022



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 the website, a texting function, engagement opportunities and social media engagement. It also exists offline 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 the Let's Detroit website that features link to job openings, company culture, contributed content and any other information you'd like to share
- Contribute four or more pieces of editorial content to be shared on other relevant pages quarterly
- Share two posts from your company's social pages on Let's Detroit channels
- Let's Detroit shares two organic posts about your company on their channels
- Inclusion on investor logo carousel on homepage
- Job posting inclusion on Work Here job board

NETWORKING OPPORTUNITIES

- Invitation to all Let's Detroit events
- Opportunity to host an event
- Speaking role at one event
- Including Let's Detroit hosted events and campus events
- Prominent logo placement on Let's Detroit marketing materials
- Customized ambassador engagement plan
- Invite to participate in Let's Detroit activities at other Detroit Regional Chamber events including Mackinac Policy Conference
- Participation in Let's Detroit Advisory Council and subgroups

ADVERTISING

Custom Marketing Integration

Recognition on all signage at Let's Detroit events

Search

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

Social

Paid promotion of four contributed pieces of content for one month on the Let's Detroit Facebook or Twitter page

Newsletter

Feature contributed content in monthly newsletter

GOLD - \$50,000

Industry Exclusivity

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NETWORKING OPPORTUNITIES

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- Opportunity to host an event
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- Including Let's Detroit hosted events and campus events
- Prominent logo placement on Let's Detroit marketing materials

ADVERTISING

Custom Marketing Integration

Recognition on all signage at Let's Detroit events

Search

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

Social

Paid promotion of four contributed pieces of content for one month on the Let's Detroit Facebook or Twitter page

Newsletter

Feature contributed content in monthly newsletter



SILVER - \$25,000

Not exclusive to any one investor

For your one year you will receive the following:

- Contribute two or more pieces of editorial content to be shared on other relevant pages
- Share one post from your company's social pages on Let's Detroit channels
- Let's Detroit shares one organic post about your company on their channels
- Job posting inclusion on Work Here job board
- Inclusion on investor logo carousel on homepage

NETWORKING OPPORTUNITIES

- Invitation to all Let's Detroit events
- Opportunity to host an event
- Customized ambassador engagement plan
- Logo placement on marketing materials

ADVERTISING

Custom Marketing Integration

Recognition on all signage at Let's Detroit events

Social

Paid promotion of one contributed pieces of content for one month on the Let's Detroit Facebook or Twitter page

Newsletter

Feature contributed content in monthly newsletter

BRONZE - \$10,000

Not exclusive to any one investor

For your one year you will receive the following:

- Contribute one or more pieces of editorial content to be shared on other relevant pages
- Share one or more post from your company's social pages on Let's Detroit channels
- Let's Detroit shares one or more organic post about your company on their channels
- Inclusion on investor logo carousel on homepage

NETWORKING OPPORTUNITIES

- Opportunity to host an event
- Invitation to all Let's Detroit events
- Logo placement on marketing materials



Find out how Let's Detroit can contribute to your talent recruitment and D&I strategies.

Contact **Jim Connarn** at **313.596.0391** or **jconnarn@detroitchamber.com**.