



Greektown

Heritage Festival

SPONSORSHIP PACKET



GREEKTOWN
NEIGHBORHOOD
PARTNERSHIP



Greektown Heritage Festival

SAT. JULY 29, 2023 • NOON – 9PM

GREEK DANCING • LAMB ROAST • LIVE MUSIC • FREE

Please join us for the return of the Greektown Heritage Festival in the heart of historic Greektown Detroit! Celebrating the rich, ethnic Greek heritage of the downtown neighborhood, the highlight of the festival is the street-side lamb roast with eight spits rotating this celebratory Greek dish. Monroe Street is filled with live Greek music, traditional Greek dancers, Greek food and drink. Opa!

We are seeking partnership and sponsorship support for this annual event with a variety of sponsorship and benefit opportunities available.



ABOUT GREEKTOWN NEIGHBORHOOD PARTNERSHIP

Greektown Detroit is a celebrated entertainment and cultural district, serving both Detroiters and visitors from around the world all year round. The traditional center of Detroit's Greek community, the Greektown neighborhood is one of the last surviving Victorian-era commercial streetscapes in downtown Detroit. Lively Monroe Street is the heartbeat of historic Greektown, and our district is bounded by Gratiot, Randolph, Lafayette, and I-375.

The Greektown Heritage Festival is hosted by Greektown Neighborhood Partnership, a 501(c)3 nonprofit organization dedicated to the long-term economic and cultural vibrancy of Greektown. Through partnerships, we advance the equitable development of the district through community and economic development programs, all while celebrating our cultural roots.





SPONSORSHIP LEVELS

ZEUS SPONSOR \$10,000

- Company name included in all public relations efforts
- Strategically placed signage at the event
- Logo predominantly displayed on event flyers / posters*
- Logo included, and business promoted within the event social media campaign
- Letter of thanks from the Greektown Neighborhood Partnership
- 35 Drink/Food Tickets provided for staff/friends/family to attend and utilize at event

APOLLO SPONSOR \$7,000

- Strategically placed signage at the event
- Logo included on event flyers / posters*
- Logo included, and business promoted within the event social media campaign
- Letter of thanks from the Greektown Neighborhood Partnership
- 25 Drink/Food Tickets provided for staff/friends/family to attend and utilize at event

HERMES SPONSOR \$3,500

- Logo included on event flyers/posters*
- Logo included, and business promoted within the event social media campaign
- Letter of thanks from Greektown Neighborhood Partnership
- 15 Drink/Food Tickets provided for staff/friends/family to attend and utilize at event

FRIENDS OF GREEKTOWN SPONSOR \$1,500

- Logo included, and business promoted within the event social media campaign
- Letter of thanks from Greektown Neighborhood Partnership
- 10 Drink/Food Tickets provided for staff/friends/family to attend and utilize at event

*Print deadline for flyers/posters is May 26, 2023. All logos/art due to Melanie Markowicz at melanie@greektowndetroit.org.



EXCLUSIVE SPONSORSHIP OPPORTUNITY • DISTRIBUTORS

BEER/LIQUOR SPONSORSHIP OPPORTUNITY \$7,000

Official sponsor of Greektown Heritage Festival to receive:

- **Exclusivity** – No other brands in your product category will be represented
- **Featured Brand Cocktail** – A specialty brand cocktail featured for the event
- **Marketing/Public Relations** – Sponsor name/logo will appear in all forms of marketing, including print advertising, posters, flyers, email blasts, web ads, press releases and announcements for the event
- **Social Media** – Creation and management of event dedicated accounts on Facebook and Instagram to include company logo
- **Guaranteed Depletions** – Sponsor will benefit from guaranteed depletions as a result of the event
- **On-site Signage** – Sponsor banners and/or posters will be prominently displayed within the staging/tents
- **Back Bar Displays** – Sponsor products will be prominently displayed at event outdoor bar
- **Increased Order** – As a result of it, orders from district venues will increase

BEER/LIQUOR SPONSORSHIP OPPORTUNITY \$5,000

Official sponsor of Greektown Heritage Festival to receive:

- **Guaranteed Depletions** – Sponsor will benefit from guaranteed depletions as a result of the event
- **On-site Signage** – Sponsor banners and/or posters will be prominently displayed within the staging/tents
- **Back Bar Displays** – Sponsor products will be prominently displayed at event outdoor bar
- **Increased Order** – As a result of it, orders from district venues will increase

WINE SPONSORSHIP OPPORTUNITY \$4,000

Official sponsor of Greektown Heritage Festival to receive:

- **Exclusivity** – No other brands in your product category will be represented
- **Guaranteed Depletions** – Sponsor will benefit from guaranteed depletions as a result of the event
- **On-site Signage** – Sponsor banners and/or posters will be prominently displayed within the staging/tents
- **Back Bar Displays** – Sponsor products will be prominently displayed at event outdoor bar
- **Increased Order** – As a result of it, orders from district venues will increase
- **Marketing/Public Relations** – Sponsor name/logo will appear in all forms of marketing, including print advertising, posters, flyers, email blasts, web ads, press releases and announcements for the event
- **Social Media** – Creation and management of event dedicated accounts on Facebook and Instagram to include company logo



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Sponsorship Form

To discuss sponsorship opportunities, please contact Melanie Markowicz, Executive Director, Greektown Neighborhood Partnership, at melanie@greektowndetroit.org or 313.265.9266.

ORGANIZATIONAL INFORMATION

ORGANIZATION: _____

PHONE: _____ EMAIL: _____

ADDRESS: _____ CITY: _____ ZIPCODE: _____

PRIMARY CONTACT NAME/TITLE: _____

EMAIL: _____ PHONE NUMBER: _____

SPONSORSHIP TYPE

- ☐ ZEUS SPONSORSHIP \$10,000
- ☐ APOLLO SPONSORSHIP \$7,000
- ☐ HERMES SPONSORSHIP \$3,500
- ☐ FRIENDS OF GREEKTOWN SPONSORSHIP \$1,500
- ☐ BEER/LIQUOR SPONSORSHIP \$7,000
- ☐ BEER/LIQUOR SPONSORSHIP \$5,000
- ☐ WINE SPONSORSHIP \$4,000

PAYMENT AND SIGNATURE

☐ CHECK ☐ INVOICE

NAME AND TITLE: _____

AUTHORIZED SIGNATURE: _____ DATE _____

Please return to:
Greektown Neighborhood Partnership
400 Monroe Street, Suite 340, Detroit, MI 48226
melanie@greektowndetroit.org
313.265.9266