



The D Show is turning 18 this year!

After last year's sell-out show at the Gem Theatre, we know that the 2025 event needs to be even more celebratory and inclusive. As always, we'll be focusing on providing the best possible experience, *unlike anything else in town*, for our partners, attendees and sponsors.

Everyone loves being part of The D Show so space is limited!
Don't miss out on helping bring this iconic event to life.

SPONSORSHIP BENEFITS

As a non-profit, your sponsorship contributes to our overall mission, community engagement and education well after the show ends. Plus, Adcraft Detroit donates 25% of ticket sales to our Scholarship Foundation.

SUPPORT & STRENGTHEN OUR COMMUNITY

Your sponsorship strengthens our mission of building a diverse and open-minded creative community that gives back. Learn more about the ["Diversity in the D" scholarship](#) and [Adcraft Detroit](#).

ELEVATE OUR BEST

Now more than ever, recognizing the breadth, depth and creativity of our advertising talent in Detroit is so important to the strength of our industry. Your support helps us showcase the creative spirit of this city the way it deserves to be showcased.

PUT YOUR BRAND CENTER STAGE

We are proud to provide many options within The D Show programming to get your brand in front of Detroit's most influential leaders and advertising decision-makers. Don't miss this opportunity to share the spotlight!

Contact:

Please contact Adcraft Executive Director
Lauren Hustek with any questions at:
lauren@adcraft.org | 248.891.4533

ALL SPONSOR PACKAGES INCLUDE:

- Prominent logo/designation on thedshow.org and promotional materials including the Adcrafter email, blasted to 6,000+ members and industry subscribers
- Promotion on @AdcraftDetroit social channels
- In-show callouts
- Logo placement throughout The Gem Theatre & D Show stage (TBD on your activation, space and overall branding needs)
- Premium passed champagne

PRESENTING SPONSOR: SOLD!

- Presenting sponsor recognition from show host
- Branded experience in high traffic area: check-in, bar or patio (co- created with Adcraft)
- Right to display signage and distribute branded promotional items in-person
- (2) Full-page ads with premium placement in D Show digital program- your choosing (front & back)
- 2x tables / 20 VIP tickets
- Adcraft Guest list registration report post event
- Placement within in-show sizzle reel
- "Thank you" event recap photos on D Show website and social channels

GOLD SPONSORS: \$10,000

- Gold-level Sponsor recognition from host
- Branded experience to be agreed upon (Co-created w/ Adcraft)
- Full-page ad in D Show digital program
- 1x tables / 10 VIP tickets
- "Thank you" event recap photos on D Show website and social channels

SILVER SPONSORS: \$5,000

- Shared sponsorship of other areas around the Gem
- Half-page ad in D Show digital program
- 1x tables / 10 VIP tickets