

DETROIT'S ADVERTISING CAREER CONFERENCE



What is Adcraft Detroit?

Established in 1905, Adcraft Detroit is America's oldest and one of the largest and most respected nonprofit advertising associations in the country. We serve 2,000+ members who come from all segments of the marketing communications industry, ranging from high-level industry executives to young professionals to college students.

What is AdCon?

Now in its 28th year, AdCon (adcondetroit.org) is the region's premier advertising career conference for college students and young professionals. This annual day-long event – taking place virtually this year on Saturday, January 30, 2021 -- attracts hundreds of attendees from colleges and companies throughout Michigan and surrounding states who want to learn about the industry and discover a variety of career options.

Why Sponsor AdCon?

SUPPORT THE NEXT GENERATION OF LEADERS

Your support helps Adcraft provide important benefits to support and strengthen the Detroit advertising community including professional development programs, industry networking events, college scholarships and career services.

OPPORTUNITY TO RECRUIT THE BEST & BRIGHTEST

AdCon puts your company front and center with emerging talent who come prepared to network and discover what it really takes to succeed in the Detroit marketing industry.

AN EASY WAY TO GIVE BACK

For over 100 years, Adcraft has provided vital programs to keep the Detroit marketing community connected because of the support of our dedicated members and industry partners. As a nonprofit operating during a pandemic, we need your financial support now more than ever!

100% OF EVENT PROCEEDS GO TO THE ADCRAFT SCHOLARSHIP FUND, A 501(C)3 NONPROFIT THAT AWARDS ANNUAL SCHOLARSHIPS FROM \$1,000 TO UP TO \$10,000 TO HIGH-PERFORMING COLLEGE STUDENTS STUDYING ADVERTISING OR A RELATED FIELD AT A MICHIGAN COLLEGE OR UNIVERSITY.

QUESTIONS?

Michelle Rossow, Executive Director
Adcraft Club of Detroit
2000 Brush Street • Suite 601 • Detroit, MI 48226
mrossow@adcraft.org

Sponsorship Levels

PRESENTING SPONSOR (2 available)

\$3,500

- Logo and presenting sponsor designation on all event marketing materials including adcondetroit.org, Adcraft social media (Facebook, Instagram, Twitter and LinkedIn) and in the Adcrafter digital newsletter distributed to 8,000+ members and subscribers
- Opportunity to provide speaker and content for conference opening or closing session
- Adcraft to create custom branded Zoom background with your logo and presenting sponsor designation to be used during opening or closing session
- Opportunity for up to three (3) team members to serve as panelists during industry information sessions
- Participation in virtual career fair (Zoom room) with Adcraft coordinating all logistics, including scheduling interview candidates and forwarding resumes in advance of interviews
- Corporate spotlight for two weeks on adcraft.org homepage
- Thank you recap with event photos in Adcrafter newsletter

VIRTUAL INDUSTRY PANEL SPONSOR (8 available)

\$750

- Sponsor 1 of 8 industry panels:
 - (1) Account/Project Management
 - (2) Social 360
 - (3) Creative/Strategy
 - (4) Media Sales
 - (5) Media Planning/Buying/Analytics
 - (6) HR 'Ask Me Anything'
 - (7) Client/Agency/Media Integration/Collaboration
 - (8) Diversity, Equity and Inclusion 'Ask Me Anything'
- Logo and sponsor designation on all event marketing materials including adcondetroit.org, Adcraft social media (Facebook, Instagram, Twitter and LinkedIn) and in the Adcrafter digital newsletter distributed to 8,000+ members and subscribers
- Adcraft to create custom branded Zoom background with your logo to appear behind panelists during information session
- Opportunity for (1) team member to serve as a panelist during your sponsored session
- Thank you recap with event photos in Adcrafter newsletter

VIRTUAL CAREER FAIR SPONSOR (10 available)

\$500 (add up to 2 additional Zoom rooms for \$100 each)

- Participation in virtual career fair (Zoom room) with Adcraft coordinating all logistics, including scheduling interview candidates and forwarding resumes in advance of virtual interviews
- Thank you recap with event photos in Adcrafter newsletter

CAREER FAIR + INDUSTRY PANEL SPONSOR

\$1,000

- All benefits listed above at a 20% discount