

CONCERT OF COLORS

METRO DETROIT'S 25th ANNUAL DIVERSITY FESTIVAL

SECURE YOUR SPONSORSHIP NOW!

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| <input type="checkbox"/> Title Sponsor - \$150,000 | <input type="checkbox"/> 25th Anniversary Sponsor - \$10,000 |
| <input type="checkbox"/> Main Stage Sponsor - \$100,000 | <input type="checkbox"/> Don Was Detroit All-Star Revue - \$10,000 |
| <input type="checkbox"/> Diversity Stage Sponsor - \$25,000 | <input type="checkbox"/> Rainbow Sponsor \$5,000 |
| <input type="checkbox"/> VIP Reception Sponsor - \$15,000 | |

Organization Name _____ Contact Name _____

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- Check enclosed (Make payable to Arab American National Museum)
- Credit Card: Visa MasterCard AMEX DISCOVER

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Please scan and return form via email to Nissrine Hussein, NHussein@accesscommunity.org or fax sponsorship registration to 313.842.5150. ACCESS is a 501(c)3 organization (ID# 23-7444497).

SPONSORSHIP DEADLINE 5 p.m. Friday, April 14, 2017



www.arabamericanmuseum.org

AANM is a national initiative of ACCESS

25TH CONCERT OF COLORS



METRO DETROIT'S 25TH ANNUAL DIVERSITY FESTIVAL
SPONSORSHIP OPPORTUNITIES

MIDTOWN DETROIT
JULY 13-16, 2017

PRODUCED BY



25TH Annual Concert of Colors Sponsorship Program

In 2017 the award-winning Concert of Colors will mark 25 years of celebrating the cultural diversity of metro Detroiters! This beloved annual music festival in Midtown Detroit is one of the few remaining free-admission summer fests in southeast Michigan and the only one with a unifying, community-building theme. The curated presentation of local, national and international performers at Detroit's leading cultural institutions over four days draws some 50,000 music lovers each year.

TITLE SPONSOR \$150,000 (ONE AVAILABLE)

All venues during entire festival

- Sponsor name or logo becomes part of event title on all printed and electronic promotional materials
- On-stage speaking opportunity
- Live on-stage mention by MC
- Name or logo projected on large on-stage screen on the Main Stage (Sat.-Sun.)
- Banners at ALL venues throughout festival
- Sponsor ad on festival website (sponsor must supply content)
- Ten (10) VIP reception invitations (Sat.)
- Reserved box seating for all Main Stage performances (Sat.-Sun.)

MAIN STAGE SPONSOR \$100,000 (ONE AVAILABLE)

Orchestra Hall @ Max M. & Marjorie S. Fisher Music Center (Sat.-Sun.)

- Sponsor name or logo becomes part of event stage title on all printed and electronic promotional materials
- On-stage speaking opportunity
- Live on-stage mention by MC
- Name or logo projected on large on-stage screen on the Main Stage (Sat.-Sun.)
- Banners on Orchestra Hall stage and in the Atrium
- Sponsor ad on festival website (sponsor must supply content)
- Ten (10) VIP reception invitations (Sat.)
- Reserved box seating for all Main Stage performances (Sat.-Sun.)

DIVERSITY STAGE SPONSOR \$25,000 (ONE AVAILABLE)

The Cube @ Max M. & Marjorie S. Fisher Music Center (Sat.-Sun.)

- Sponsor name or logo becomes part of stage title on all printed and electronic promotional materials
- Live on-stage mention by MC and during live Diversity Stage broadcast by WHFR-FM
- Banners on The Cube stage and in the Atrium
- Eight (8) VIP reception invitations (Sat.)
- Reserved box seating for all Main Stage performances (Sat.-Sun.)



Fatoumata Diawara (center) makes her audience part of the show at the 2013 festival.



Yuna performs at the 2016 festival.

VIP RECEPTION SPONSOR \$15,000 (ONE AVAILABLE)

Frankel Donor Lounge at Max M. & Marjorie S. Fisher Music Center (Sat.)

- Speaking opportunity at VIP reception
- Live on-stage mention by MC
- Banner in the Atrium
- Name or logo projected on large on-stage screen on the Main Stage (Sat. headliner)
- Six (6) VIP reception invitations (Sat.)
- Reserved box seating for all Main Stage performances (Sat.-Sun.)

25TH ANNIVERSARY SPONSOR \$10,000

Max M. & Marjorie S. Fisher Music Center (Sat.-Sun.)

- Live on-stage mention by MC
- Banner in the Atrium
- Four (4) VIP reception invitations (Sat.)
- Reserved box seating for all Main Stage performances (Sat.-Sun.)

DON WAS DETROIT ALL-STAR REVUE \$10,000

Max M. & Marjorie S. Fisher Music Center (Sat.)

- Live on-stage mention by Don Was during Revue
- Banner in the Atrium
- Four (4) VIP reception invitations (Sat.)
- Reserved box seating for all Main Stage performances (Sat.-Sun.)

RAINBOW SPONSOR \$5,000

- Two (2) VIP reception invitations (Sat.)
- Reserved box seating for all Main Stage performances (Sat.-Sun.)

ALL SPONSORS RECEIVE PARKING PASSES, FESTIVAL TEE SHIRTS AND FESTIVAL POSTERS, as well as logo or name presence in press materials, festival website, social media and stage slides.

ALL SPONSORS ARE INVITED TO RESERVE OPTIONAL FREE PROMO TABLE SPACE in the Atrium at Max M. Fisher Music Center (Sat-Sun only; must be staffed and offer giveaways).



Multiple Grammy-Award winning producer and Detroit native Don Was curates a lineup of Detroit's best for the 9th time in 2016.



Don Was Detroit All-Star Revue with Rayse Biggs, 2016