



MICHIGAN YOUTH  
APPRECIATION  
FOUNDATION  
PRESENTS

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# THE 41ST METRO DETROIT YOUTH DAY **SPONSORSHIP PROPOSAL**



# EXECUTIVE SUMMARY

## EMPOWERING THE NEXT GENERATION

For over four decades, Metro Detroit Youth Day (MDYD) has been a beacon of hope, unity, and opportunity for the youth of Metro Detroit. What began in 1981 as a response to community unrest has transformed into Michigan's largest youth-focused event, impacting over 2.5 million young people and uniting businesses, civic leaders, and volunteers in a shared mission: to inspire, educate, and uplift the next generation.

Each year, MDYD brings together more than 30,000 youth for a day of sports, mentorship, career exploration, and personal development—providing experiences that go beyond just fun and games. From sports clinics and motivational speakers to college scholarships and career workshops, this event fosters an environment where young people can dream big and access the resources they need to succeed.



# WHY SPONSOR METRO DETROIT YOUTH DAY

## A MEANINGFUL INVESTMENT IN OUR YOUTH

Sponsoring **Metro Detroit Youth Day (MDYD)** is more than just a financial contribution—it's an opportunity to **be part of a legacy of empowerment** and make a **lasting impact** on the lives of thousands of young people. As a highly respected nonprofit event, MDYD has received national recognition, including the **Point of Light Award from President George H.W. Bush**, for its commitment to youth development and community enrichment.

As **Michigan's largest youth event**, MDYD provides sponsors with unparalleled visibility among **30,000+ attendees**, including community leaders, government officials, corporate executives, and families. Sponsoring this event not only strengthens your brand's corporate social responsibility (CSR) efforts but also directly supports college scholarships, mentorship programs, and career development initiatives.



### Key Benefits of Sponsorship:

**National & Community Recognition** – Align your brand with an award-winning, impactful event.

- **Unmatched Brand Exposure** – Gain visibility among thousands of attendees and influential stakeholders.
- **Community Leadership** – Demonstrate a strong commitment to empowering youth and strengthening Metro Detroit.
- **Direct Impact** – Help provide educational resources, scholarships, and mentorship programs.
- **Networking Opportunities** – Connect with government leaders, corporate executives, and civic organizations.

Your support ensures that Metro Detroit's youth have access to educational opportunities, career guidance, and positive role models, reinforcing a message of hope, achievement, and opportunity.

**Join us in shaping the future—because when we invest in our youth, we invest in the future of our communities.**



# SPONSORSHIP LEVELS & BENEFITS

SPONSORSHIP LEVEL - CONTRIBUTION - KEY BENEFITS		
<b>CORPORATE HEROES</b>	<b>\$10,000</b>	On-stage recognition, banner placement, logo & link on website (6 months), media exposure, full-page Thank-You ad, appreciation award.
<b>PLATINUM</b>	<b>\$5,000</b>	Sports clinic sponsor, stage banner, website exposure (3 months), full-page Thank-You ad, appreciation award
<b>GOLD</b>	<b>\$3,500</b>	Education & Exhibit Tent sponsor, website listing (1 month), full-page Thank-You ad, appreciation award
<b>SILVER</b>	<b>\$1,500 - \$2,500</b>	Mini-workshop sponsor, banner, website listing, full-page Thank-You ad
<b>BRONZE</b>	<b>\$1,000</b>	First Aid/Lost & Found Tent sponsor, banner, full-page Thank-You ad
<b>COLLEGE SCHOLARSHIP</b>	<b>\$1,000</b>	Scholarship named after sponsor, recognition in awardee letters
<b>ASSOCIATE</b>	<b>\$1,000</b>	Stage banner, full-page Thank-You ad
<b>MISCELLANEOUS DONATIONS</b>	<b>Varies</b>	In-kind donations (school supplies, sports equipment, etc.)

*\*Sponsorship packages can be customized to meet your company's needs.*

# WHY YOUR SUPPORT MATTERS

## YOUR SUPPORT, THEIR FUTURE

Every sponsorship dollar directly impacts the success of Metro Detroit Youth Day, funding scholarships, career mentorship programs, educational activities, and community-building initiatives. With your support, we can continue inspiring and empowering the next generation.

Become a sponsor today and join us in making a lasting difference in the lives of Metro Detroit's youth!



MDYD Scholarship Recipients

# SPONSORSHIP

## IMPACT & SUCCESS STORIES



For over four decades, Metro Detroit Youth Day (MDYD) has transformed the lives of thousands of young people, providing them with mentorship, educational opportunities, and career pathways. Thanks to the generosity of our sponsors, MDYD has awarded over 2,400 college scholarships and has served as a launchpad for future leaders, entrepreneurs, and professionals.

### Real Impact, Real Stories

#### From MDYD to Higher Education

Many scholarship recipients have gone on to attend top universities, pursue professional careers, and give back to their communities—a testament to the lasting impact of this event.

#### A Network of Support

With the backing of 360+ organizations and 260+ businesses, MDYD continues to serve as a bridge between education, career success, and community engagement.

#### Recognized for Excellence

MDYD has been honored with numerous awards, including the Point of Light Award from President George H.W. Bush, celebrating its positive influence on Metro Detroit's youth.

### Be Part of the Success

Your sponsorship is more than a contribution—it's an investment in the next generation of leaders, innovators, and changemakers.

Join us in building a brighter future—one sponsorship at a time.



# NEXT STEPS

## CALL TO ACTION

Your sponsorship of Metro Detroit Youth Day (MDYD) is an opportunity to make a lasting impact while aligning your brand with a highly respected community initiative. Becoming a sponsor is simple, and we're here to help you find the sponsorship level that best meets your goals.

### How to Become a Sponsor

- **Choose Your Sponsorship Level** – Select from our various sponsorship tiers or customize a package that fits your company's vision.
- **Complete the Sponsorship Form** – Fill out the enclosed Sponsorship Participation Form to confirm your commitment.
- **Submit Your Contribution** – Make your sponsorship payment to the Michigan Youth Appreciation Foundation (a 501(c)(3) nonprofit organization).
- **Maximize Your Sponsorship Benefits** – Provide your logo, company information, and promotional materials to be included in event advertising and marketing.





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## JOIN US IN MAKING A DIFFERENCE

By sponsoring MDYD, you are investing in education, leadership, and positive change for thousands of young people. We invite you to be part of this powerful tradition of empowerment and opportunity.

*\*All contact information listed below is "clickable."*



## Contact Us Today to Secure Your Sponsorship!

**Michigan Youth Foundation**

Edward Deeb

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**DOWNLOAD SPONSORSHIP FORM**