



Sheometry

MUSIC & ARTS FESTIVAL

2023 Sponsorship Deck

Event: Saturday, July 15, 2023

12n - 2am





What Is Sheometry?



Sheometry is a collective Music and Arts Festival with a goal to leverage multiple genres of art and extend intergenerational exposure to benefit innercity, blighted communities throughout the United States.

This festival will lend its center stage to primarily female artists of local, national and international acclaim as well as up-and-coming artists from the area. Our ultimate goal is to replicate this model in similar communities across the country where access to the arts is limited for underserved populations. Our universal, inclusive model is easily adaptable in any community or city, through the transformation of public land into an interactive and engaging experience for members of the community and the surrounding neighborhoods. Sheometry is designed to offer the best DJs and live performers in a multitude of genres including, dance, electronic, fusion, rock and more! Additionally, Sheometry will feature captivating visual art, family-oriented activities, community-based resources, apparel, food trucks and more!

Where and When?

Sheometry will return 2023 in Detroit MI on Saturday July 15, 2023. We have partnered with **Spotlite Detroit** at 2905 Beaufait St. corner of Chalavoix near the Heildelburg Project. Our plan is to continue helping with music & arts come alive, enhaning the development of commuinty in and around Detroit's East side.

ENDORSEMENTS / PARTNERS

Sheometry has joined forces with other community based organizations, venues, and industry professionals including 1XRUN, Deep Space Radio, Give A Beat, Red Bull Radio, M!X Bricktown, Spin Inc., Red Bull Radio, FSDY, and We Found Hip Hop.

Together we will renew and revive the corner of Charlevoix and Meldrum into an interactive playground of music and art for the community connectivity.

Current Sponsors



Previous Sponsors





**SABRINA
NELSON**
Artist

The curator / art director for Sheometry.
She created the word Scared Sheometry
Get to know her
<https://sabinanelsonart.com>

OUR REACH

Sheometry collectively builds a unique demographic of attendees.

This is because of the inclusive and accessible nature of public music and art, the festival has been able to expand its reach from not only local residents but tourist, artists, and media from around the globe that cross traditional demographic boundaries.

From artists that participate, city residents, musicians, and art fans that connect year-round. This festival will tap into a well-connected, socially and diverse market.

Sheometry attendees will identify with brands associated with this festival.

Ages 12 - 18

12%

Ages 25 - 34

38%

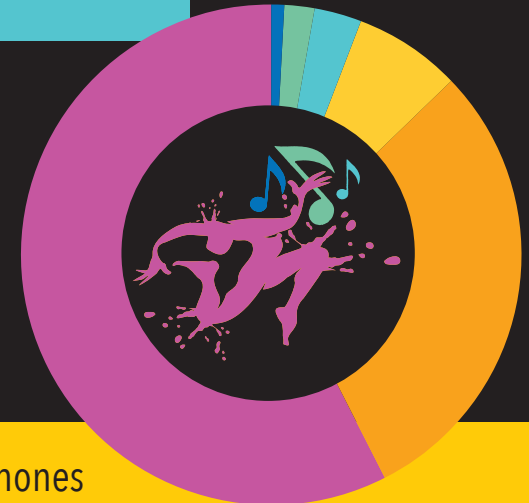
Ages 35 - 44

20%

Ages 45 - 60

12%

1% Native American
2% Multiple Races
3% Asian
7% Foreign Born
30% Caucasian
58% African American



98% Own Smartphones

93% Use internet Daily

78% Enjoy knowing about new music and art

98% Log onto Facebook, TikTok & Instagram weekly

60% Attend Music and Art Festivals
in the Metro Detroit area

PROJECTED DEMOGRAPHICS



**“Festivals
promote
diversity,**
they bring neighbors
into dialogue, they
increase creativity,
they offer
opportunities
for civic pride,
they improve our
general psychological
well-being.

David Binder

BE A PART OF

Sheometry Music and Arts Festival is a unique opportunity to build stronger community ties through music and art, help increase your brand's visibility and bring your business to consumers and influencers through sponsorships. We make connections between brands and consumers that mean something in the culture.



SPONSORSHIP LEVELS

Sheometry Music and Arts Festival is more than just entertainment, it's also to support nonprofit organizations, such as Give A Beat. This is where your company and brand play a vital role in fostering social and economic growth, through financial sponsorships and in kind donations. Your brands visibility increases and, is introduced to consumers by being intimately connected with the festival. We make connections between brands and consumers that directly impact the well-being of people, culture and community.

Your gifts are designated to help pay for artists, stage constructions and logistics.



PRESENTING SPONSOR

\$10,000

STAGE SPONSORSHIP

\$5,000

STAGE SPONSORSHIP

\$1,000

WE FOUND HIP HOP SPONSORSHIP

\$500

YOUTH FOR ARTS SPONSORSHIP

\$250

FRIENDS OF THE FESTIVAL

\$100

INDIVIDUAL VIP SPONSOR

\$75

IN KIND SPONSORSHIP

PRESENTING SPONSOR 10,000

PRESENTING SPONSOR

As the Presenting Sponsor, Here's what we look forward to offering you:

- Company name in title event: (YOUR COMPANY'S NAME) presents Sheometry on all of the following which includes
- All banners and signage for event
- Your company's sponsorship will be acknowledged during the official launch
- Name on all promotional materials (example - T-shirts)
- Sheometry websites.
- Social media campaigns & online ads
- Full page add in program book or on schedule of events
- All media coverage TV, Radio, Cable
- Promotional materials added to Gift Bags
- First right of refusal as Presenting Sponsor.
- Presentation/vendor area
- Press Releases
- VIP Reception / VIP Seating
- 50 Beverage Tickets
- 50 passes
- & more



OUTDOOR STAGE SPONSORSHIP 5,000

Aside from being meaningfully associated Sheometry, what would you receive out of it? Here's what we look forward to offering you:

- Company mentioned first throughout the festival
- Logo displayed at Stage and throughout the festival
- Logo featured in all advertising, newsprint, posters, flyers, press releases and programs
- Logo appears in all online advertising
- Featured first on Sheometry websites
- Live Press Release Interview with headline artist
- Your company mentioned on-air media opportunities such as radio and TV
- Inclusion in all Social Media posting with company acknowledgment in each post
- Vendor table
10x10 space "Restrictions Apply"
- VIP Reception
- VIP Seating
- Gift Bag
- 20 Beverage Tickets
- 20 passes



INDOOR STAGE SPONSORSHIP 1,000

STAGE

As a Sponsor for the Stage, Here's what we look forward to offering you:

- Your company's sponsorship will be acknowledged during the official launch
- Participate in introduction of artists
- Company acknowledged throughout the festival
- Introduces alongside MC, headline artists
- Logo displayed at Stage and throughout the festival
- Logo featured in all advertising, newsprint, posters, flyers, press releases and programs
- Logo appears second in all online advertising
- Featured secondary on Sheometry
- Your company acknowledged on-air media opportunities such as radio and TV
- Inclusion in all Social Media posting with company acknowledgment in each post
- Vendor table
- 10x10 space "Restrictions Apply"
- VIP Reception
- VIP Seating
- Gift Bag
- 15 Beverage tickets
- 15 Passes



WE FOUND HIP HOP SPONSORSHIP 500



As a We Found Hip Hop Sponsor, here's what we look forward to offering you:

- Your company's sponsorship will be acknowledged during the official launch
- Company acknowledged throughout the festival
- Logo displayed throughout the festival
- Logo featured in all advertising, newsprint, posters, flyers, press releases and programs
- Logo appears in all online advertising
- Featured on Sheometry websites
- Your company acknowledged on-air media opportunities such as radio and TV
- Inclusion in all Social Media posting with company acknowledgment in each post
- VIP Reception
- VIP Seating
- Gift Bag
- 10 Beverage Tickets
- 10 Passes

YOUTH FOR ARTS SPONSORSHIP 250

As a Youth for Arts Sponsorship, here's what we look forward to offering you:

- Company's brand will be featured in all festival advertising, newsprint, posters, flyers, and programs.
- Your company logo will appear in all online festival advertising
- 4 designated social media post
- Gift bag
- 5 Beverage Tickets
- 5 passes

FRIENDS OF THE FESTIVAL 250

As a Friend of the Festival Sponsor, here's what we look forward to offering you:

- Company's brand will be featured in all festival advertising, newsprint, posters, flyers, and programs.
- Your company logo will appear in all online festival advertising
- Featured on Sheometry Music & Arts Festival websites
- 2 designated social media post
- Gift Bag
- 3 Beverage Tickets
- 3 passes

INDIVIDUAL VIP SPONSOR 100

As a Individual VIP Sponsor, here's what we look forward to offering you:

- Your name acknowledged on Sheometry Music & Arts Festival websites
- Your name will be acknowledged on a display board listing individual sponsors
- 1 designated social media post
- Gift Bag
- 2 Beverage Tickets
- 2 Passes

IN KIND SPONSORSHIP

As a In Kind Sponsor, here's what we look forward to offering you:

- Your company's sponsorship will be acknowledged during the official launch
- Acknowledged throughout the festival
- Your company's logo will appear in all online festival advertising
- Featured on Sheometry website
- Inclusion in Social Media posting
- Gift Bag
- 10 Beverage Tickets
- 10 passes

*PLEASE NOTE, ALL IN KIND SPONSORSHIP BENEFITS ARE DEPENDENT ON VALUE OF GOODS GIVEN AND WILL BE TAILORED ACCORDINGLY.



HELP MAKE IT HAPPEN LET'S TALK ABOUT IT

STACEY HALE

Festival Director
sheometry@sheometry.org
248-310-9902

ROULA DAVID

Artists Coordinator
Roula@spotlitedetroit.com

KATE ADDY

Public Relations/Sponsorship
kate.abby@sheometry.org
248-259-5182

Sheometry.org