

Circle Events, LLC Presents



The 2019 Detroit Kentucky Derby Day Party



May 4, 2019

4pm-10pm

@ MUSEUM of AFRICAN
AMERICAN HISTORY
315 E Warren Ave
Detroit, MI

Sponsorship Packet

Who is Circle Events, LLC?



The Circle is a group of 6 entrepreneurs and professionals with over 30 years of business and entertainment experience delivering theme-based events to showcase Detroit's resurgence!



Bruce Bailey

- International DJ & Entrepreneur
- Native Detroiter Magazine Entertainer of the Year
- Spirit of Detroit Award for Entertainment



Lisa Jackson

- Owner – Music Hall Boutique by Bailey
- Fashion Designer
- Branding Manager



Phil Clay

- Top Detroit DJ & Entertainer
- DJ for "Mack & 3rd" Concert Benefiting Detroit's Homeless
- Former Radio Personality



Doris Bryant

- Owner – Nail Salon
- Leading Detroit Make-Up Artist
- Beauty Consultant



Ron Spears

- Owner - SpearsConsulting.net
- Global Organizational Change Management Consultant
- Digital Marketing Consultant
- Community Service Leader



Michelle Spears

- Business Owner
- Real Estate Investor
- Wayne County Community Service Award Recipient

Circle Event's Detroit Kentucky Derby Day Party has been featured in the following:

Detroit Channel 7 News, Detroit Free Press, Native Detroiter Magazine and Go Dance Magazine.



Become a Marketing Partner for our Upcoming Derby Event

The Circle would like to invite you to consider a marketing partnership for our 5th annual Detroit Kentucky Derby event on Saturday, May 4, 2019 at the Charles H. Wright Museum. This event will raise money to provide scholarships for deserving youth in metro Detroit.

The growth and success of the Detroit Kentucky Derby day party has attracted classy women and distinguished gentlemen with a few key themes:

- High fashion with a primary focus on elaborate hats or fascinators for the ladies and broad-brimmed or straw “campaign” style hats for the gentlemen
- Partaking of specialty drinks such as Mint Juleps or Flavored Vodkas along with a great appreciation for fine cognacs and bourbons
- Great attention to detail from head to toe such as shoes, socks, watches, make-up, jewelry and cigars).

Based on the success of our first 4 events, we believe this will be a great opportunity for Corporations to help Detroit’s youth while showcasing products or services to our social marketing reach of 25,000 of Detroit’s movers and shakers, college educated, fashion forward and very progressive about enjoying the finer things in life.







The Detroit Kentucky Derby Day Party has become an Annual Tradition!!!

There are few American sporting events with the history and popularity of the Kentucky Derby. It's rich traditions – sipping a mint julep and donning a beautiful hat – have transcended this two-minute horse race held the first Saturday in May at Churchill Downs in Louisville, KY. It has become a celebration of southern culture and a true icon in America dating back to 1875 with global appeal and attendance.

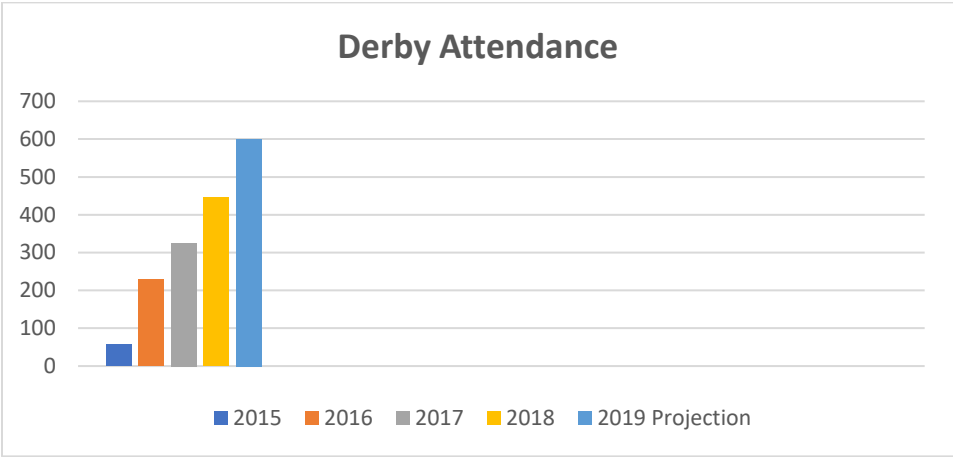
Not long after, another American tradition began in Detroit with the automotive industry which attracted many from the South looking for work. Detroit has long been known as a blue-collar city, but much wealth that has been made from the Automotive industry and the companies that supply the steel and parts.

That wealth is still on display from the historic neighborhoods throughout the city and neighboring suburbs to museums honoring Detroit's rich history. Blending these two rich traditions over the past two years has proven that "high society" in Detroit has not been lost and is very much part of the resurgence of our great city.



<p> Michelle Finley > Kentucky Derby Day Party May 3, 2015 at 10:32am · 🌐</p> <p>Had a blast! Can't wait until next year!</p>	<p> PrettySmile Springer > The Detroit Kentucky Derby Day Party 2016 May 7, 2016 at 8:20pm · 🌐</p> <p>I had an awesome time!! It was a very classy event and everyone looked Fabulous!!</p>
<p> Dana Draper-Swan May 7, 2017 · Redford · 🌐</p> <p>I had so much fun preparing for the party and seeing so many beautiful people Great Job Done Michelle Spears Ron Spears Phil Tha Mixx Clay Bruce Bailey Lisa Jack</p>	<p> Shawn S. Junior May 6 · 🌐</p> <p>We had a great time! We're already looking forward for the 2019 DKD</p>

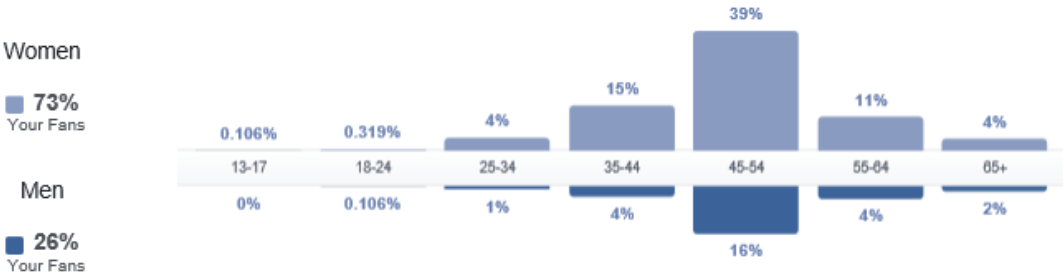
Demographics



Audience

Social Media Reach = 25K metro Detroiters

**Social media platforms = Facebook, Instagram, email list and text blasts.*



Audience Residences



- 70% college educated working professionals
- Average annual salary ~ \$65,000

Charity Partners and donations

2019 Goal donation-200 new members (\$6,000 value)



2018-Detroit Kappa Foundation- Donation - \$1,100



2017 Karmanos Cancer Institute- Donation - \$1,200



Sponsorships Levels



Sample locations of logo or product placement above.

	Event	Corporate	Official	Promotional	Digital	In-Kind
	\$5,000	\$2,500	\$500	\$250	\$75	Donation
Corporate brand presenting this year's event (The Circle Presents the XYZ Detroit Kentucky Derby Day Party)	X					
VIP tickets +(Reserved Table)	8	6				
Reserved Table (General Area)			4			
Corporate branding signage and/or tent at prominent area at event (inside and/or outside)	X	X	X			
Appearance in summary video discussing product or service	X	X	X			
Donation provided to our charity partner	X	X				
Product / Service promotion on radio/TV/news coverage	X	X	X	X		
Brand logo displayed on step & repeat backdrop	X	X	X	X		
Product / Service promotion via social media platforms	X	X	X	X		
Vendor table for your Products to sale or samples on display (optional)	X	X	X	X		
Brand logo / business card displayed on Derby event page including weekly posts on Facebook and Instagram					X	
Product / Service promoted for items donated for event						X

Sponsorship Submissions & Contact Info

Company Logo/Promotional Items:

Please make sure to provide a high-quality JPEG of your company logo, along with the following information to CircleEventsDetroit@gmail.com. Company name or Company contact information (phone, address, website, and social media information/links) Contact person name and number.

Physical Checks:

Make checks payable to “Circle Events Detroit” and mail to Circle Events Detroit, P.O. Box 252443, West Bloomfield, MI 48325

In-Kind Donations:

In-kind donations can be mailed to the address above, or contact Circle Events at CircleEventsDetroit@gmail.com to coordinate time of physical pick up of the items.

PayPal/Credit Card :

Please use the “Friends and Family” option along with the Circle Events email address – CircleEventsDetroit@gmail.com. Credit card payments are also accepted. Please contact us at (248)779-9028 to process any credit card payments.

Online Sponsorship Purchases:

Please visit the “Sponsors” link on the home page of the website – www.DetroitKentuckyDerby.com.