



COME HOME TO DPSCD

Saturday, May 11

Location Samuel C. Mumford
High School

VIP Reception 6:00 – 7:00 pm

Event 7:00 pm – 11:00 pm

Stationed Dinner, Live Performances, DJ Sets,
Activations, Complimentary Bar + Refreshments

**Innovating Opportunities for Detroit Public
Schools Community District Students**



Background Information

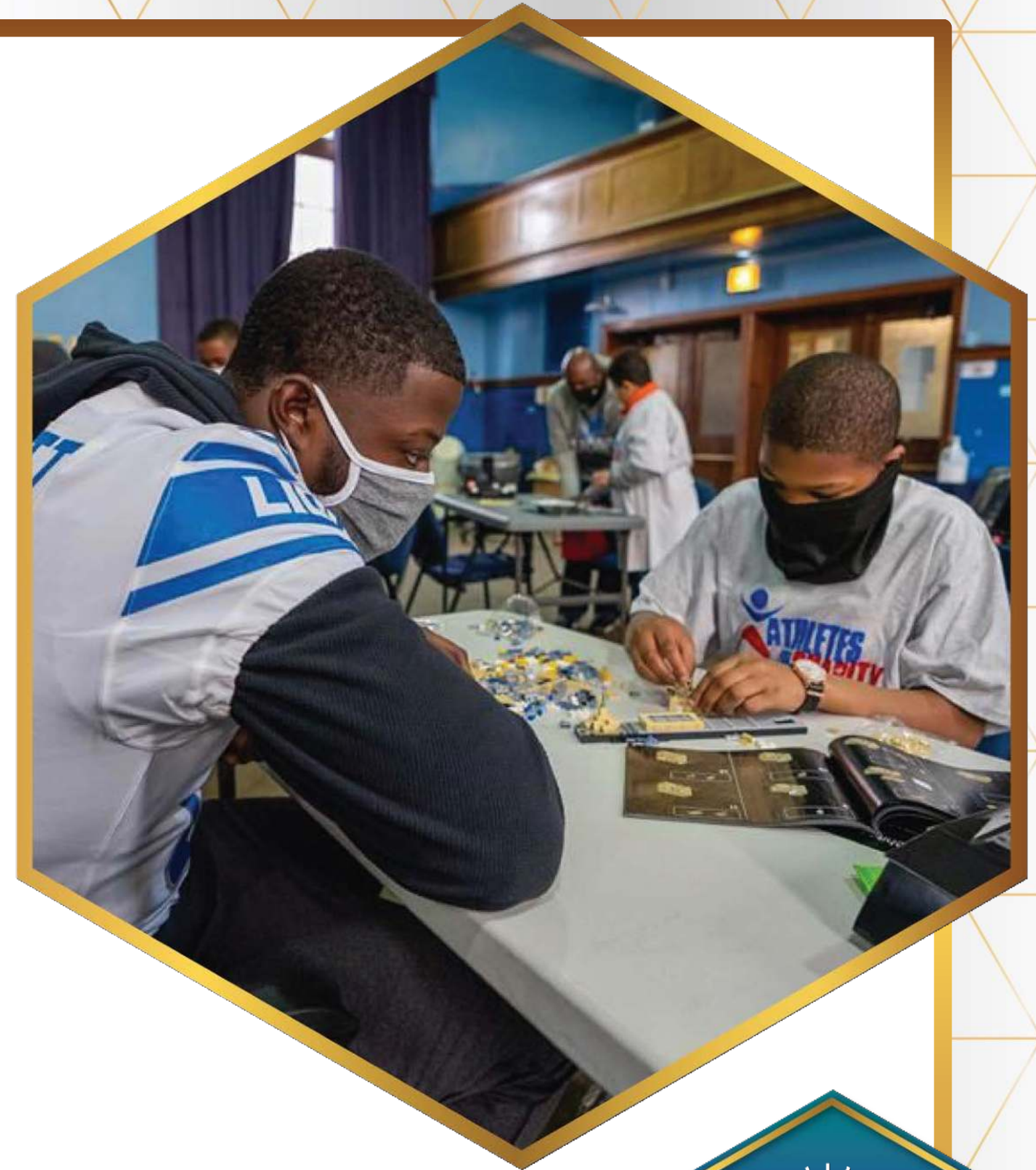


Who We Are

The Detroit Public Schools Community District Foundation is the philanthropic arm of the Detroit Public Schools Community District. Together, DPSCD and DPSCDF are creating and powering opportunities for DPSCD scholars to rise academically.

The Detroit Public Schools (DPS), as a system of urban education, was founded on February 17, 1842.

Throughout its history, the District has educated millions of city residents within pre-kindergarten, elementary, middle, and high school curricula.



Empowering Detroit's Future: DPSCD Foundation's Impact

Since our establishment, the DPSCD Foundation has directed over \$25 million towards enriching student education. Our efforts have consistently supported:

- Student basic needs.
- Experiential learning across all grades.
- College scholarships.

With our refreshed vision, we're committed to expanding our impact to all students



Join Us in Shaping Tomorrow

Your partnership is vital in developing innovative opportunities that empower students to reach their scholastic potential. Together, we can:

- **Ensure Student Readiness:** Address basic needs to promote daily attendance and on-time graduation. A student's learning shouldn't be hindered by hunger.
- **Expand Work-Based Learning:** Provide more paid internships in growth industries, allowing students to visualize and prepare for their futures now.
- **Enhance Academic Opportunities:** Increase access to dual enrollment and AP courses, enabling students to start college early and graduate high school with an associate degree.
- **Enrich Through Electives:** Offer diverse physical and creative electives, making school exciting and engaging.

**Your support is not just a contribution,
it's an investment in Detroit's future leaders.**

Tyrone E. Winfrey Sr. Hall of Fame Gala Planning Committee

Kerrie Mitchell

President & CEO
Detroit Public Schools
Community District Foundation

Rachael Williams-Welch

Chief Development Officer
Detroit Public Schools
Community District Foundation

Whitney Griffin

Director of Donor Relations
Detroit Public Schools
Community District Foundation

Chrystal Wilson

*Assistant Superintendent of
Communications and Marketing*
Detroit Public Schools Community District

Jasmine Stallworth

Property and Liability Claims Supervisor
Detroit Public Schools Community District

Ashley Stevenson

Alumni Affairs Manager
Detroit Public Schools Community District

Rian Barnhill

*Vice President of Government &
Community Affairs*
Olympia Development of Michigan

James Coleman

*VP, Client and Community Relations
Director, and Chief of Staff, Office of
the President*
PNC Bank

Portia Powell

Chief Experience Officer
One Detroit Credit Union

Lauren Winfrey

News Anchor
CBS News Detroit

Gwendolyn Butler

Independent Director
**Goldman Sachs Real Estate
Income Trust**

Dannis Mitchell

*National Sr. Director, Community
Engagement*
Barton Malow Holdings

Janice Winfrey

Detroit City Clerk
City of Detroit

Tyrone Winfrey, Jr.

Chief of Partnerships
Detroit City FC

Tyrone E. Winfrey Sr. Hall of Fame Gala Advisory Committee

Dr. Darienne Hudson

President & CEO
United Way for Southeastern Michigan

Denise Brooks-Williams

*Executive Vice President & CEO, Care
Delivery Systems Operations*
Henry Ford Health System

Linda Little

President and CEO
Neighborhood Service Organization

LaTrice McClendon

Detroit Program Director
The Knight Foundation



Introduction



Detroit has long been underestimated, yet still we rise and deliver beyond expectations!





The Detroit Public Schools Community District has a rich history of creating legends, icons, and leaders, including:

- Decorated athletes
- Elected officials
- Award-winning artists and musicians
- STEM gurus, entrepreneurs, and business leaders
- Educators and medical lifesavers

Our alumni change the world.



**Please join us as we
celebrate our storied
past and share our plans
for empowering future
change-makers at our
annual Hall of Fame Gala.**

Connect with over 800 other influential alumni, community and business leaders, and innovative academics as we enjoy:

- A VIP reception with an immersive red-carpet experience
- Live music, artist performances, and interactive entertainment
- An honoree ceremony
- A selection of delicious food provided by local Detroit businesses

The evening will end with a live DJ and dance party as we toast with signature cocktails.



Help us marshal the resources necessary to activate the potential of current and future DPSCD scholars.

As an Event Sponsor, you will directly support our mission to reimagine public school education and reinforce your commitment to building our community's vibrant future.



\$100,000
Two available

PRESENTING SPONSOR

Name Recognition

- Presenting title to Hall of Fame Gala
- Logo lock up for all Hall of Fame branding

Event Activation

- 26 VIP Pre-reception Meet and Greet tickets
- 26 Hall of Fame Gala tickets
- Double-sized sponsor lounge, personalized with company swag (if available), signage, and refreshments
- Business name mentioned by emcee prior to celebrity performances and various event announcements
- Remarks during the event
- Logo and presenting title featured throughout the entire building on signage and in all activated entertainment spaces

First Right of Refusal for sponsorship in 2025

Marketing and Promotion

- Logo lockup included on all event promotion including TV, radio, print, social, web, and email (\$25,000 value)
- Presenting title and logo inclusion in primary 0:30 and 2:30 Hall of Fame event commercial and trailer (4-month press run)
- Company spokesperson slotted for media interviews if available
- Inclusion in press submissions, pitches and releases
- Inclusion across all digital ads placed on web and social
- Primary logo placement on DPSCD's and DPSCDF's event page
- Presenting title inclusion on digital billboards (\$5,000)
- 0:30 PSA's on iHeart Media radio stations (\$10,000 value)
- Dedicated social media posts on DPSCD and DPSCDF social media channels
- Ad placement in DPSCD and DPSCDF eblasts
- Presenting title inclusion across all secondary promotion and post-event videos

\$75,000
Two available

EDUCATOR SPONSOR

Marketing and Promotion

- 18 Pre-reception Meet and Greet tickets
- 18 Hall of Fame Gala tickets
- Sponsor lounge, personalized with company swag (if available), signage, and refreshments
- Business name mentioned by emcee prior to celebrity performances and various event announcements.
- The Educator Sponsor will support 100 educators to attend the Gala at a discounted rate
- Logo featured as the Educator Sponsor throughout the entire building on signage and in all activated spaces.

First Right of Refusal for sponsorship in 2025

Event Activation

- Announced as the Educator Sponsor on promotional material including TV, radio, print, social, web, and email (\$15,000 value)
- Logo inclusion in primary 0:30 and 2:30 Hall of Fame event commercial and trailer (4-month press run)
- Inclusion in press submissions, pitches and releases
- Inclusion across all digital ads placed on web and social
- Logo placement on DPSCD's and DPSCDF's event page
- Dedicated social media posts on DPSCDF and DPSCD social media channels
- Ad placement in DPSCD and DPSCDF eblasts
- Logo inclusion in select secondary promotional videos

\$50,000

SPECIAL GUEST ENTERTAINMENT SPONSOR

Event Activation

- 14 VIP Pre-reception Meet and Greet tickets
- 14 Hall of Fame Gala tickets
- Private meet and greet with artists
- Sponsor lounge, personalized with company swag (if available), signage, and refreshments
- Business name mentioned by emcee prior to performance(s) by special guest performer(s) and various event announcements
- Logo featured as the Entertainment Sponsor level throughout the entire building on signage and in all activated entertainment spaces

Marketing and Promotion

- Announced as an Entertainment Sponsor on promotional material including TV, radio, print, social, web, and email (\$10,000 value)
- Logo inclusion in primary 0:30 and 2:30 Hall of Fame event commercial and trailer (4-month press run)
- Inclusion in press submissions, pitches and releases
- Inclusion across all digital ads placed on web and social
- Dedicated social media posts on DPSCD and DPSCDF social media channels
- Ad placement in DPSCD and DPSCDF eblasts
- Logo inclusion and company mention in promotional videos/assets focused on entertainment

\$50,000

DETROIT'S VERY OWN ENTERTAINMENT SPONSOR

Event Activation

- 14 VIP Pre-reception Meet and Greet tickets
- 14 Hall of Fame Gala tickets
- Private meet and greet with artists
- Sponsor lounge, personalized with company swag (if available), signage, and refreshments
- Business name mentioned by emcee prior to performances by local artists and various event announcements
- Logo featured as the Entertainment Sponsor level throughout the entire building on signage and in all activated entertainment spaces

Marketing and Promotion

- Announced as an Entertainment Sponsor on promotional material including TV, radio, print, social, web, and email (\$10,000 value)
- Logo inclusion in primary 0:30 and 2:30 Hall of Fame event commercial and trailer (4-month press run)
- Inclusion in press submissions, pitches and releases
- Inclusion across all digital ads placed on web and social
- Dedicated social media posts on DPSCD and DPSCDF social media channels
- Ad placement in DPSCD and DPSCDF eblasts
- Logo inclusion and company mention in promotional videos/assets focused on entertainment

\$25,000
Exclusive

MEET & GREET SPONSOR

Event Activation

- 8 VIP Pre-reception Meet and Greet tickets
- 8 Hall of Fame Gala tickets
- Business name mentioned by emcee throughout the evening
- Logo featured at the bar and as the refreshment sponsor throughout the entire building on signage and in activated entertainment spaces
- Logo placement throughout the food stations

Marketing and Promotion

- Announced as the Meet & Greet Sponsor on promotional material including print, social, web, and email (\$5,000 value)
- Logo inclusion in primary 0:30 and 2:30 Hall of Fame event commercial and trailer (4-month press run)
- Dedicated social media posts on DPSCD and DPSCDF social media channels
- Ad placement in DPSCD and DPSCDF eblasts
- Logo inclusion in select secondary promotional videos

\$25,000

1 Available Per
Decade

DECADES SPONSORS

Event Activation

- 8 VIP Pre-reception Meet and Greet tickets
- 8 Hall of Fame Gala tickets
- Business name mentioned by emcee throughout the evening
- Pre-recorded :30-1:00 decade introduction by your company to play before the curated setlist.
- Logo featured at the bar and as the refreshment sponsor throughout the entire building on signage and in activated entertainment spaces
- Logo placement throughout the food stations

Marketing and Promotion

- Announced as the Decade Sponsor on promotional material including print, social, web, and email (\$5,000 value)
- Logo inclusion in primary 0:30 and 2:30 Hall of Fame event commercial and trailer (4-month press run)
- Dedicated social media posts on DPSCD and DPSCDF social media channels
- Ad placement in DPSCD and DPSCDF eblasts
- Logo inclusion in select secondary promotional videos



\$15,000

One available
per art

YOUTH & FINE ARTS SPONSOR

Event Activation

- 4 VIP Pre-reception Meet and Greet tickets
- 4 Hall of Fame Gala tickets
- Business name mentioned by emcee throughout the evening and during entertainment introduction
- Logo placement and signage throughout the event as the Youth and Fine Arts Sponsor

Marketing and Promotion

- Announced as the Youth and Fine Arts Sponsor on promotional material including print, social, web, and email (\$2,500 value)
- Logo inclusion in primary 0:30 and 2:30 Hall of Fame event commercial and trailer (4-month press run)
- Logo placement on DPSCD's and DPSCDF's event page
- Dedicated social media posts on DPSCD and DPSCDF social media channels
- Ad placement in DPSCD and DPSCDF eblasts
- Logo inclusion in select secondary promotional videos



All-City Marching Band
Sponsor



All-City Dance Group
Sponsor



All-City Choir
Sponsor



All-City Football
Sponsor

EXPERIENCE SPONSORS

\$10,000
Exclusive

VALET SPONSOR

Event Activation

- 2 VIP Pre-reception Meet and Greet tickets
- 20 Hall of Fame Gala tickets
- Business name mentioned by emcee throughout the evening
- Logo featured as the Valet Sponsor throughout the entire building on signage and in activated experiential spaces

Marketing and Promotion

- Announced as the Valet Sponsor on promotional material including social, web, and email (\$1,500 value)
- Logo inclusion in primary 0:30 and 2:30 Hall of Fame event commercial and trailer (4-month press run)
- Logo placement on DPSCD's and DPSCDF's event page
- Dedicated social media posts on DPSCD and DPSCDF social media channels
- Ad placement in DPSCD and DPSCDF eblasts
- Logo inclusion in select secondary promotional videos

\$10,000
Exclusive

PHOTOGRAPHY SPONSOR

Event Activation

- 20 Hall of Fame Gala tickets
- Business name mentioned by emcee throughout the evening
- Logo placement and signage throughout the event as the Photography Sponsor

Marketing and Promotion

- Announced as the Photography Sponsor on promotional material including social, web, and email (\$1,500 value)
- Logo inclusion in primary 0:30 and 2:30 Hall of Fame event commercial and trailer (4-month press run)
- Logo placement on DPSCD's and DPSCDF's event page
- Dedicated social media posts on DPSCD and DPSCDF social media channels
- Ad placement in DPSCD and DPSCDF eblasts
- Logo inclusion in select secondary promotional videos

\$10,000
5 Available

CULINARY SPONSOR

Event Activation

- 20 Hall of Fame Gala tickets
- Business name mentioned by emcee throughout the evening
- Logo placement and signage throughout the event as the Culinary Sponsor with dedicated signage at all food stations

Marketing and Promotion

- Announced as the Culinary Sponsor on promotional material including social, web, and email (\$1,500 value)
- Logo inclusion in primary 0:30 and 2:30 Hall of Fame event commercial and trailer (4-month press run)
- Logo placement on DPSCD's and DPSCDF's event page
- Dedicated social media posts on DPSCD and DPSCDF social media channels
- Ad placement in DPSCD and DPSCDF eblasts
- Logo inclusion in select secondary promotional videos

\$5,000
Unlimited

NEIGHBORHOOD SPONSOR

Event Activation

- 8 Hall of Fame Gala tickets for you
- Business name mentioned by emcee throughout the evening
- Logo placement and signage throughout the event as the Neighborhood Sponsor.

Marketing and Promotion

- Announced as a Neighborhood Sponsor on promotional material including social, web, and email (\$1,000 value)
- Dedicated social media posts on DPSCD and DPSCDF social media channels
- Logo inclusion in select secondary promotional videos

\$2,500
Unlimited

COMMUNITY SPONSOR

Event Activation

- 6 Hall of Fame Gala tickets
- Business name mentioned by emcee throughout the evening
- Logo placement and signage throughout the event as the Community Sponsor

Marketing and Promotion

- Announced as a Community Sponsor on promotional material including social, web, and email (\$1,000 value)
- Logo placement on DPSCD's and DPSCDF's event page
- Social media post carousel on DPSCD and DPSCDF social media channels with community partners
- Ad placement in DPSCD and DPSCDF eblasts
- Logo inclusion in select secondary promotional videos

**For inquiries, more details, or
to purchase a sponsorship, please contact**

Rachael Williams-Welch
rwelch@dpsfdn.org | 248-961-3653

**We look forward to discussing partnership
opportunities with you.**



Thank You!
