

# CHALLENGE. *DETROIT*



2018-2019 Sponsorship Opportunities

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## Live. Work. Play. Give. Lead.

July 1, 2018

Dear Potential Sponsorship Partner:

As we launch the next year of our program, I invite you to consider how you play a role and participate in moving Detroit forward. Challenge Detroit is a unique organization in that through sponsoring us, you connect to multiple organizations through the work we do and that you, therefore, support.

### **We challenge leaders to learn by doing through a year of meaningful employment and intellectual work with area nonprofits designed to positively impact our diverse, culturally vibrant city.**

Challenge Detroit is a leadership and professional development program that invites approximately 30 of tomorrow's leaders to live, work, play, give, and lead in and around the greater Detroit area for one year. During the course of the year, Fellows contribute intellectually and through hands-on service making incremental impact in the community. Learning by doing is a cornerstone of the program and, during their year in Detroit, Fellows gain new insights about the city and the greater Detroit region. We expect, through their experiences with Challenge Detroit, these individuals will be motivated to stay in Detroit, work in Detroit, even start their own business in Detroit. And, by sharing their stories throughout the year, they will educate people near and far about the issues and opportunities facing Detroit.

Since launching our program in 2012:

- Over 4,000 individuals have applied and we have created over 200-jobs.
- Our alumni Fellows continue to have a dynamic presence living, working, playing, giving and leading in the greater Detroit area with 85% remaining in Detroit after their program year.
- We have supported over 45 nonprofits through our social impact challenge projects giving our Fellows an opportunity to learn by doing while making a meaningful impact on important topics such as homelessness, economic development, food security, youth development, and sustainability.
- We have brought over \$8 million in value to our community.

Our remarkable Fellows are individuals who could find gainful employment anywhere in the country. Your belief in our mission will help grow this pool of talented, passionate professionals invested in moving Detroit forward, like you. We expect nothing less from our next class and we hope we can count on your support to accelerate what Challenge Detroit can accomplish. Your gift will directly support the challenge projects, cultural activities, and leadership development opportunities for the next group of Fellows.

Join us as we "challenge Detroit" together. Thank you in advance for your support and generosity!

Sincerely,

A handwritten signature in cursive script that reads "Deirdre Groves".

Deirdre Groves  
Executive Director





## Meet Rory, a Detroit doer

Rory was chosen as one of hundreds of applicants to be a Challenge Detroit Fellow in 2015. A native Michigander with a passion for adventure, upon graduating college Rory spent two-years in Madagascar as a Peace Corps volunteer. His time there only deepened his desire for adventure... in his home state. Upon returning to Michigan, he saw an opportunity to impact the city through Challenge Detroit. Rory consistently shined as a leader during his year as a Fellow and was personally passionate about our community development project where he helped design a bus shelter prototype. After his fellowship year, Rory took initiative and expanded on this project, starting a community-based initiative building these bus shelters across other underserved Detroit neighborhoods. This endeavor, along with his advocacy for public transit and bike riding, helped open the door to being hired at one of our collaborating partner organizations - MOGO - where he helped launch Detroit's first bike share program. Rory is just one example of an individual catalyzing his career and committing to his passion through Challenge Detroit.



## Meet Cornetta, a Detroit storyteller

Cornetta was chosen as one of hundreds of applicants to be a Challenge Detroit Fellow in our inaugural year. A lifelong Detroiter, Cornetta was deeply connected to and passionate about her community. She spent her year placed with the United Way for Southeastern Michigan (UWSEM) and was hired on after the program. UWSEM was so impressed by Cornetta that she was given free rein to create her dream job at the organization; she decided to focus her efforts on human centered design. Soon enough, it was time to embark on her own mission-driven organization. Seeing a need to connect new Detroiters with longtime residents in her childhood neighborhood, Cornetta struck out on an entrepreneurial adventure launching Core City Stories. She continues to develop and launch creative, community-oriented initiatives, such as Pedal to Porch, a neighborhood bike ride with stops along a route where residents use their front porch as a stage to tell their story and celebrate neighborhood history, and most recently, Dinner for 30, which bridges cultural gaps through live storytelling and cooking in Detroit. Cornetta is just one example of an individual launching their career and, in her case, a social movement, through Challenge Detroit.



**Join us by supporting our mission and Fellows like Rory and Cornetta through sponsorship. Not only will your dollars support our impact, but also the impact of nonprofits across the city.**

*Visit [www.challengedetroit.org/sponsorship](http://www.challengedetroit.org/sponsorship) for more details.*

## Program Sponsorship Opportunities

*Challenge Detroit challenges leaders to learn by doing through a year of meaningful employment and intellectual work with area nonprofits designed to positively impact our diverse, culturally vibrant city. Founded on the principles of attracting and retaining top talent, our Fellows are from Detroit and the metro area, the greater region, and across the country. No matter where they are from, they are here to make an impact. And they are doing just that. Year-over-year, our Fellows are serving communities and changing lives through the work they do at their host companies, the challenge projects we tackle supporting non-profits in the city, and the time they commit above and beyond the program. Fellows consistently affirm that Detroit is a city where talent can find an interesting job, make a meaningful contribution, and live an exciting life. We share our Fellows' experiences over the year through social media, regular blogging, events and other media to provide people in the region, around the country and across the world a positive and balanced view of Detroit. Sponsorship at the overarching program level makes annual programming possible and is an ideal opportunity to be recognized as a leading supporter of our vision and values.*

### Presenting Sponsor \$50,000

- Company recognized as the Presenting Sponsor of the program
- Company name identified as Presenting Sponsor in all related materials and publicity
- Opportunity for representative(s) to speak at various points throughout the program year
- Company logo prominently featured on e-blasts, invitations, and marketing materials for all program events and activities
- Company partnership story featured in Challenge Detroit's Annual Report
- Company partnership story featured on Challenge Detroit's website
- Opportunity to provide corporate branded products throughout the program year

### Leading Sponsor \$25,000

- Company recognized as the Leading Sponsor of the program
- Company name identified as Leading Sponsor in all related materials and publicity
- Company logo prominently featured on e-blasts, invitations, and marketing materials for all program events and activities
- Company logo prominently featured in Challenge Detroit's Annual Report
- Company logo prominently featured on Challenge Detroit's website
- Opportunity to provide corporate branded products throughout the program year

### Impact Sponsor \$10,000

- Company recognized as the Impact Sponsor of the program
- Company name identified as Impact Sponsor in all related materials and publicity
- Company logo prominently featured on e-blasts, invitations, and marketing materials for most program events and activities
- Company logo prominently featured in Challenge Detroit's Annual Report
- Company logo prominently featured on Challenge Detroit's website
- Opportunity to provide corporate branded products throughout the program year

## Orientation Sponsorship Opportunities

*Each year, Challenge Detroit kicks off with a week-plus long orientation to the program and the city. Whether Fellows grew up in Detroit or the metro area, or are from other parts of the country or world, the orientation promises to be an important start to the year-long experience of making a meaningful impact in Detroit while learning by doing. The week includes hearing from dynamic speakers, climbing the ropes (literally!) for a team building immersion, focused workshops and trainings, and in-depth tours of the city and conversations with those leading, doing, and helping to move Detroit forward. It's a critical component of the Challenge Detroit experience.*

### Orientation Day Sponsors - (8) \$1,500 Sponsors

Sponsorship of each day of orientation is valued at \$1,500 and ideal for companies that seek to align with the mission of Challenge Detroit by supporting emerging leaders in our community. Sponsors will directly support workshops, spaces, parking, and meals each day. For each of the orientation days listed below, the sponsoring company will:

- Be recognized as the Orientation Day Sponsor that particular day
- Be identified as Orientation Day Sponsor in related marketing materials Be listed in Challenge Detroit's Annual Report
- Be listed on Challenge Detroit's website
- Have the opportunity to provide corporate branded products at the orientation day

### Welcome to Challenge Detroit!

This day of orientation is all about welcoming the new class of Fellows to the program. This day is important to build expectations for the year ahead. It is also a fun day as Fellows begin their storytelling experience with brief presentations about themselves - it is a great way for the Fellows to learn about and support one another. The day ends with a unique Detroit immersion experience in the city. Multiple meals are provided supporting local entrepreneurs and restaurants.

### Team Building Retreat

This day of orientation is focused on coming together as a team. The Fellows literally climb the high ropes and participate in various outdoor activities supporting their development as a team. This day is a crucial bonding experience held 35' above ground. Multiple meals are provided supporting local entrepreneurs and restaurants.

### Detroit Exploration & Learning

This day of orientation takes on a historical perspective. Various speakers and facilitators provide insight on Detroit's history from the civil war era to 1967 and beyond. This day involves many reflective conversations amongst the Fellows as the topics addressed are deep and important. Multiple meals are provided supporting local entrepreneurs and restaurants.

## **Delving into Detroit**

This day of orientation immerses Fellows in Detroit's neighborhoods. A bus and walking tour starts the day and features different neighborhoods every year. Stops are at places well known to residents and also those that are off the beaten path. This day is always eye-opening for Fellows, even those who grew up in the city. Following the tour, Fellows may participate in a team scavenger hunt before hearing from community leaders and doers on various topics. The day ends with a unique Detroit immersion experience in the city. Multiple meals are provided supporting local entrepreneurs and restaurants.

## **Community Engagement**

This day of orientation is a boots on the ground experience. The year ahead will involve engaging the community with purpose and sensitivity, and this day provides a sampling of that experience in a supportive environment. Facilitated by a community leader and held in a neighborhood, Fellows will learn best practices for community engagement. Multiple meals are provided supporting local entrepreneurs and restaurants.

## **Design Thinking & Innovation**

This day of orientation focuses on human centered design. This innovative day is an important introduction to design thinking, an approach that will be used on challenge projects throughout the program year. Stanford's d.school defines design thinking as "a methodology for innovation that combines creative and analytical approaches and requires collaboration across disciplines." Challenge Detroit's focus includes empathy, prototyping, and always asking, "Why?" This day is full of creativity and reflection. Multiple meals are provided supporting local entrepreneurs and restaurants.

## **Goal Setting & Motivation**

This day of orientation prepares and motivates Fellows for the year ahead by giving them the opportunity set individual SMART goals (which will be checked in on throughout the year), develop their personal brand, and define goals and ideals for the entire class. Multiple meals are provided supporting local entrepreneurs and restaurants.

## **Project Management & Special Training**

This day of orientation provides Fellows with a project management toolkit to ensure challenge projects are executed at a high-level. The day includes an alumni panel talking about best practices, trainings on Challenge Detroit's project management systems and tools, and specialized workshops. Multiple meals are provided supporting local entrepreneurs and restaurants.

## Kickoff Celebration Sponsorship Opportunities

*Challenge Detroit's annual celebration is a time to celebrate the start of the program year and reflect back on the impact we have made together in Detroit since our program launched in 2012 while honoring partners and recognizing the new class of Fellows. Sponsorship of the event helps make the Kickoff Celebration possible while also supporting annual programming; it is an ideal opportunity to be recognized as a leading supporter of our vision and values.*

### Platinum Sponsor \$10,000

- Company recognized as the Platinum Sponsor of the celebration
- Company name identified as Platinum Sponsor in all related materials and publicity
- Opportunity for representative to speak at celebration
- Company logo featured in prime location on e-blasts, invitation, and celebration program
- Company name listed in Challenge Detroit's Annual Report
- Company name listed on Challenge Detroit's website
- Opportunity to provide corporate branded products at the celebration

### Gold Sponsor \$5,000

- Company recognized as the Gold Sponsor of the celebration
- Company name identified as Gold Sponsor in all related materials and publicity
- Company logo featured on e-blasts, invitation, and celebration program
- Company name listed in Challenge Detroit's Annual Report
- Company name listed on Challenge Detroit's website

### Silver Sponsor \$3,000

- Company recognized as the Silver Sponsor of the celebration
- Company name identified as Silver Sponsor in all related materials and publicity
- Company logo featured on e-blasts, invitation, and celebration program
- Company name listed in Challenge Detroit's Annual Report
- Company name listed on Challenge Detroit's website

### Bronze Sponsor \$1,500

- Company recognized as the Bronze Sponsor of the celebration
- Company name identified as Bronze Sponsor in all related materials and publicity
- Company logo featured on e-blasts, invitation, and celebration program
- Company name listed in Challenge Detroit's Annual Report
- Company name listed on Challenge Detroit's website

### Supporting Sponsors \$500-1,000

- Company recognized as a Supporting Sponsor of the celebration
- Company name identified as a Supporting Sponsor in all related materials and publicity
- Company logo featured on in celebration program
- Company name listed in Challenge Detroit's Annual Report
- Company name listed on Challenge Detroit's website



## Challenge Presentation Day Sponsorship Opportunities

*The heart of Challenge Detroit centers around the challenge projects with nonprofit partners in the community. During the yearlong program, the cohort of Fellows work together in teams on multiple six-week projects with various nonprofit organizations tackling a range of issues such as economic development, education, food security, land use, and more. Challenge Detroit believes in supporting local nonprofits through intellectual giving with the projects which are valued at over \$25,000 each. The overarching aim of each projects is two-fold, for the Fellows to "learn by doing" about the issues and opportunities facing our city as well as to make a positive, tangible contribution to each nonprofit and ultimately the community.*

### Challenge Presentation Day Sponsors - (4) \$2,500 Sponsors

Sponsorship of each challenge presentation day is valued at \$2,500 and ideal for companies that seek to align with the mission of Challenge Detroit along with the project topic and partner. For each of the challenges listed below, the sponsoring company will:

- Be recognized as the Presentation Day Sponsor for the challenge presentation
- Be identified as Presentation Day Sponsor in all marketing materials, invitations and publicity related to the challenge presentation
- Be listed in Challenge Detroit's Annual Report
- Be listed on Challenge Detroit's website
- Have the opportunity to provide corporate branded products at the presentation



## Leadership & Learning Sponsorship Opportunities

*During the course of the program year, Fellows participate in a robust leadership program to support on-going skill development. Leadership and learning days bookend challenge projects and offer a time to reflect on the past project while preparing for the next one. These days also are opportunities to touch important topics that are relevant in the city. Examples of workshops and special sessions hosted on leadership and learning days: personality assessment sessions, race and equity, peer support, visioning, artistic expression, panel and keynote speaker sessions, executive mentorship, resume development, and more. Leadership and learning days are a critical component of the Challenge Detroit experience.*

### Leadership & Learning Day Sponsors - (4) \$1,500 Sponsors

Sponsorship of each day focused on leadership and learning is valued at \$1,500 and ideal for companies that seek to align with the mission of Challenge Detroit by supporting emerging leaders in our community. Sponsors will directly support workshops, spaces, and meals each day. For each of the leadership and learning days listed below, the sponsoring company will:

- Be recognized as the Leadership & Learning Day Sponsor that particular day
- Be identified as Leadership & Learning Day Sponsor in all marketing materials related to the leadership and learning day
- Be listed in Challenge Detroit's Annual Report
- Be listed on Challenge Detroit's website
- Have the opportunity to provide corporate branded products at the leadership & learning day

## End-of-Year Impact Sponsorship Opportunities

*Each year Challenge Detroit hosts an end-of-year celebration recognizing the impact made over the past program year, specifically the final Fellow impact projects. The annual celebration will feature a gallery walk of the Fellow's final independent impact projects of the year showcasing their dedication to the community. Sponsorship of the event helps make the celebratory event possible while also supporting annual programming; it is an ideal opportunity to be recognized as a leading supporter of our vision and values.*

### Platinum Sponsor \$5,000

- Company recognized as the Platinum Sponsor of the celebration
- Company name identified as Platinum Sponsor in all related materials and publicity
- Opportunity for representative to speak at celebration
- Company logo featured in prime location on e-blasts, invitation, and celebration program
- Company name listed in Challenge Detroit's Annual Report
- Company name listed on Challenge Detroit's website
- Opportunity to provide corporate branded products at the celebration

### Gold Sponsor \$2,500

- Company recognized as the Gold Sponsor of the celebration
- Company name identified as Gold Sponsor in all related materials and publicity
- Company logo featured on e-blasts, invitation, and celebration program
- Company name listed in Challenge Detroit's Annual Report
- Company name listed on Challenge Detroit's website

### Silver Sponsor \$1,000

- Company recognized as the Silver Sponsor of the celebration
- Company name identified as Silver Sponsor in all related materials and publicity
- Company logo featured on e-blasts, invitation, and celebration program
- Company name listed in Challenge Detroit's Annual Report
- Company name listed on Challenge Detroit's website

### Bronze Sponsor \$500

- Company recognized as the Bronze Sponsor of the celebration
- Company name identified as Bronze Sponsor in all related materials and publicity
- Company logo featured on e-blasts, invitation, and celebration program
- Company name listed in Challenge Detroit's Annual Report
- Company name listed on Challenge Detroit's website