

4-22-10
SAVE THE DATE

THE CENTER FOR EMPOWERMENT
& ECONOMIC DEVELOPMENT



26th Annual
Awards Celebration

April 22nd, 2010
MotorCity Casino Hotel - Detroit



Center for Empowerment and Economic Development (CEED) provides entrepreneurs and business owners with the technical, financial, and professional, enrichment support services necessary for business success. CEED takes pride in recognizing it's members, and volunteers, who demonstrate outstanding achievement and give of themselves financially or in time. CEED also recognizes the corporations and government agencies that provide CEED members with growth opportunities and contribute to the successful economy of the business community.

The Annual Membership Meeting and Awards Celebration is a time to reflect upon our 2009 accomplishments. Attendance includes over 500 entrepreneurs, business owners, community leaders and corporate leaders. You have the opportunity to purchase sponsorships, tables and/or advertise in the 26th Annual Awards Full Color Program Book.

The Award Celebration includes a reception, silent auction, VIP reception, CEED's annual meeting, followed by dinner and a brief awards program.

Sponsorship at a Glance

Opportunities: Business Relationships, Signage, CEED Event attendee list, Promotional Giveaway



Estimated Benefits

Item	Quantity	Audience (<i>expectation</i>)
Promotion Ads, (<i>Magazines, Newspapers</i>)	5	776,518
CEED Award Program Booklet	500	575
Branded On-site Signs	6	575
CEED Website & links		64,074
Media Release, Email Blasts, Radio	6	68,000
Volunteer Gifts	75	500
Attendee Gifts	450	500
Table Signage	45	500
Vignette/Event Video	1	500
Promotional Items	500 (<i>each item</i>)	500

2 Title Sponsors: \$7,000

NuTek Steel & MotorCity Casino Hotel

- A Table of 8 with signage (1) Corporate (1) WBE
- Company prominently featured on CEED home page www.miceed.org
- Full page color ads (1) Inside Front Cover, (1) Back Cover of the program book
- Recognition on all signage & event marketing materials and advertisement
- Listed as 'Title' sponsor in all marketing materials
- Company & logo display on event video
- Verbal recognition as 'Title' sponsor at the event
- A representative on the event committee
- 4 Invitations to VIP reception, each Corporate and WBE

Video Sponsor: \$5,000

General Motors

- A Table of 8 with signage
- Company signage on complete video presentation
- Full page color ad in the program book
- Recognition on all signage & event marketing materials and advertisement
- Company & logo Display on vignette video
- Mention as a sponsor in all marketing materials
- Verbal recognition as 'Video' sponsor at the event
- 4 Invitations to VIP reception

VIP Reception Sponsor: \$3,500

DST Industries

- A Table of 8 with signage
- Eight (8) admissions to VIP Reception (networking with speaker, corporate sponsors and CEED board members)
- Company logo prominently displayed on VIP reception tables.
- Full page color ad in the program book
- Recognition on all signage & event marketing materials and advertisement
- Mention as a sponsor in all marketing materials
- Verbal recognition as 'VIP Reception' sponsor at the event

General Reception Sponsor: \$3,000

- A Table of 8 with signage
- Company logo prominently displayed on reception tables
- Full page color ad in the program book
- Recognition on all signage & event marketing materials and advertisement
- Mention as a sponsor in all marketing materials
- Verbal recognition as 'General Reception' sponsor at the event
- 2 Invitations to VIP reception

Silent Auction Sponsor: \$3,000

- A Table of 8 with signage
- Company logo prominently displayed in silent auction, on silent auction video screen, and in the silent auction booklet.
- Full page color ad in the program book
- Recognition on all signage & event marketing materials and advertisement
- Mention as a sponsor in all marketing materials
- Verbal recognition as 'Silent Auction' sponsor at the event
- 2 Invitations to VIP reception

Awards Sponsor: \$3,000

Kellogg Company

- A Table of 8 with signage
- Full page color ad on the inside front cover of the program book
- Recognition on all signage & event marketing materials and advertisement
- Mention as a sponsor in all marketing materials
- Verbal recognition as 'Award' sponsor at the event
- 2 Invitations to VIP reception

Volunteer Sponsor: \$2,500

- A Table of 8 with signage
- Full page color ad in the program book
- Recognition on all signage & event marketing materials and advertisement
- Mention as a sponsor in all marketing materials
- Verbal recognition as 'Volunteer' sponsor at the event
- 2 Invitations to VIP reception

(2) Keynote Speaker Sponsors: \$2,500

- A Table of 8 with signage
- One full page color trim ad in the program book
- Recognition on all signage & event marketing materials and advertisement
- Mention as a sponsor in all marketing materials
- Verbal recognition as 'Keynote Speaker' sponsor at the event
- 2 Invitations to VIP reception

Gold Sponsors: \$2,000*

*WBE special 10% discount by 3/22/10

- A Table of 8 with signage
- Full page color ad in the program book
- Recognition on all event signage
- Option to provide promotional favor with company logo
- Video recognition of 'Gold' sponsors
- 2 Invitations to VIP reception

Silver Sponsors: \$1,500

- A Table of 4 with signage
- Half page color ad in the program book
- Recognition on all event signage
- Option to provide promotional favor with company logo
- Video recognition of 'Silver' sponsors
- 1 Invitations to VIP reception

Bronze Sponsors: \$800

- A Table of 4 with signage
- Quarter page color ad in the program book
- Recognition on all event signage
- Video recognition of 'Bronze' sponsors
- 1 Invitations to VIP reception

Gift Sponsor: \$3,000

- A Table of 8 with signage
- Full page color ad on the inside front cover of the program book
- Labeled with your company logo & message for each attendee (500)
- Recognition on all signage & event marketing materials and advertisement
- Video recognition as 'Gift' sponsor at the event
- 2 Invitations to VIP reception

TABLE, TICKETS AND ADVERTISEMENT OPPORTUNITIES

PROGRAM AD INFORMATION

FULL PAGE Ad

– (7 1/4" X10" no bleed) \$700

HALF PAGE Ad

– (3 5/8 X 5" no bleed) \$400

TABLE FOR (8) & FULL PAGE AD \$1,100
½ TABLE FOR (4) & HALF PAGE AD \$600

TICKETS

Table for 8	\$625.00
Half-Table for 4	\$350.00
Individual Tickets	\$90.00 Member, \$110 Nonmember

For questions contact:

Le'Cathy Burston
734.677.1400
lburston@miced.org

SUBMITTING ARTWORK, DEADLINE IS APRIL 7, 2010

The preferred method of submission is electronic

- All master (bitmap, tiff, etc.) graphics, grayscale and color images should be 300 dots per- inch (dpi) @ 100% the advertisement target size)
- Graphic files may be submitted as tiff (saved at 100% target size), .eps, .ai, or PDF files
- Line art image resolutions: 600-1200 dpi
- It may not be advisable to save files using .jpg compression - to prevent degraded image quality
- Do not resample low resolution images to 300 dpi
- Full color image and photos to be printed in 4 color process must be prepared in CMYK (not RGB)
- All file submittals must have fonts embedded or converted to outline



The Annual Membership Meeting and Awards Celebration is a time to reflect upon our 2009 accomplishments. Attendance includes over 500 entrepreneurs, business owners, community leaders and corporate leaders. You have the opportunity to purchase tables and/or advertise in the 26th Annual Membership Meeting and Awards Full Color Program Book. The deadline for all advertisement is **April 7, 2010**, and table purchase is **April 17, 2010**.

SPONSORSHIP, TICKETS & ADVERTISEMENT OPPORTUNITIES

Company: _____

Contact Person & Title: _____

Phone: _____

Address: _____

City: _____

Email Address: _____

Artwork must be submitted no later than April 7, 2010

SPONSORSHIPS

- (2) Title Sponsors: \$7,000
- Video Sponsor: \$5,000
- VIP Reception Sponsor: \$3,500
- General Reception Sponsor: \$3,000
- Silent Auction Sponsor: \$3,000
- Awards Sponsor: \$3,000
- Volunteer Sponsor: \$2,500
- (2) Keynote Speaker Sponsors: \$2,500
- Gold Sponsors: \$2,000*
- Silver Sponsors: \$1,500
- Bronze Sponsors: \$800
- Gift Sponsor: \$3,000

PROGRAM AD & TABLE

- FULL PAGE – (7 1/4" X10" no bleed) \$700
- HALF PAGE – (3 5/8 X 5" no bleed) \$400
- TABLE FOR (8) and FULL PAGE AD \$1,100
- 1/2 TABLE FOR (4) and HALF PAGE AD \$650

TICKETS

- Table for 8 \$625
- Half-Table for 4 \$350
- Individual Tickets \$90 Member,
\$110 Non-member




No. of Tickets _____

*WBE special 10% discount by 3/22/10

Please invoice me on the following date: _____

Invoice my corporation immediately at the above address

Check Enclosed

Charge \$ _____ to:   

Card # _____

Exp. _____ Security Code _____

Billing Address _____

Phone Number _____

Alt Phone _____

Card Holder _____

Signature _____

MAIL, FAX OR EMAIL YOUR REQUEST TO:
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 734.677.1400, FAX, 734.677-1465, lburston@miceed.org