



## **DIGITAL INCLUSION WEEK 2022: Sponsorship and Partnership Opportunities**

**Digital Inclusion Week in Detroit** is an annual week of awareness, celebration, recognition, and engagement of all things digital. This national event, taking place October 3-7, provides a stage for stakeholders and practitioners - focused on bridging the digital divide - to share their progress and engage members of the community who are impacted by their efforts.

In its fourth year of hosting Digital Inclusion Week, Connect 313 seeks to expand its reach while continuing to solidify its position as the national model for digital inclusion efforts. Over five exciting days, Connect 313 will lead Detroit's Digital Inclusion Week by **celebrating** organizations and leaders who make a difference in our community, **educating** local and national stakeholders and residents about the work of Connect 313, **activating** partnerships and leading exciting activities to increase community engagement, and **connecting** residents to much needed information and resources.

While each sponsorship opportunity is fully customizable to meet your organization's engagement and outreach goals, we have outlined 3 distinct packages of financial support, as well as in-kind opportunities to consider. To discuss sponsorship, please contact Jordan Falby at [info@connect313.org](mailto:info@connect313.org) or 313.757.2560.

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### **Daily Breakdown of Events**

#### **Day 1 – Leadership and Stakeholders**

**What:** The kickoff day of Digital Inclusion Week in Detroit will provide a stage (literally and figuratively) for digital inclusion leaders to present key updates and findings. Most of our talks and panel discussions will occur on this date.

#### **Day 2 – Research Symposium: A Decade of Digital Inclusion**

**What:** The Connect 313 Research Symposium will amplify digital inclusion research from the last decade and raise awareness about the research that modern-day initiatives stand on. Designed to be a day of learning, the research symposium will take place on the campus of Wayne State University and will consist of interactive presentations, panel discussions and screen-side chats that showcase historic scholarship led by local academics.

### **Day 3 – A Focus on Small Business**

**What:** Day 3 will be an interactive day to provide tangible support to local entrepreneurs, highlighting the importance of technology tools for the operational needs of their businesses. Through talks, workshops, and hands-on learning, small business owners will develop a keen understanding of how the digital world provides an abundance of resources to run and scale their companies.

### **Day 4 – Connected Communities**

**What:** To connect the community in a meaningful way, this day will be designed to provide interactive opportunities for Detroiters to learn and engage with Connect 313, and will also provide tangible ways for them to become more digitally connected.

### **Day 5 – The Future is NOW: Engaging Youth in a Meaningful Way**

**What:** As we engage our residents, we must prioritize working with Detroit youth to help increase their awareness to the possibilities that exist in the digital world.

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## **Tier 1 – Sponsorship Package Options**

**\$25,000**

Benefits of Sponsorship at this Level Include:

- Naming rights to an entire day during Digital Inclusion Week  
*Example: Day 1 – Leadership and Stakeholders, Presented by **Your Organization!***
- or -
- Named sponsor for DIW reception event  
*Example: Digital Inclusion Week Member Reception, Presented by **Your Organization!***
- Prominent logo placement on all DIW marketing collateral and signage
- Premier sponsor acknowledgement inclusion in DIW program booklet
- Acknowledgement during all DIW events
- Option to present DIW award for the category of the day that you have sponsored
- Opportunity to facilitate relevant talk, workshop, demonstration, or panel discussion during DIW
- Company swag placement in DIW speaker gift bags and/or for DIW attendees
- Company branded table during Resource Fair

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## **Tier 2 – Sponsorship Package Options**

**\$10,000**

Benefits of Sponsorship at this Level Include:

- Naming rights to a specific DIW talk, session, workshop, or panel discussion  
*Example Session: The Impact of the Digital Divide on Healthcare, presented by **Your Organization!***

- Naming rights to speaker hospitality suite for 1 day during DIW
- Logo placement on all DIW marketing collateral and signage
- Acknowledgement inclusion in DIW program booklet
- Acknowledgement during DIW events
- Opportunity to facilitate a relevant talk, workshop, demonstration, or panel discussion during DIW
- Company swag placement in DIW speaker gift bags and/or for DIW attendees
- Company branded table during Resource Fair

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### **Tier 3 – Sponsorship Package Options \$5,000**

Benefits at this Sponsorship Level Include:

- Logo placement on all DIW marketing collateral and signage
- Naming rights to speaker hospitality suite for 1 day during DIW
- Acknowledgement inclusion in DIW program booklet
- Acknowledgement during DIW events
- Opportunity to facilitate a relevant talk, workshop, demonstration, or panel discussion during DIW
- Company swag placement in DIW speaker gift bags and/or for DIW attendees
- Company branded table during Resource Fair

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### **In-Kind Sponsorship Opportunities**

In-Kind Sponsorship Opportunities Include (*Yet, Certainly Not Limited To!*):

- Printing Services Partner (marketing collateral, signage, and program booklets)
- Food and/or Beverage Partner
- DIW or Reception Venue Partner
- Speaker Travel and Accommodations Partner
- Beer, Wine, or Spirits Partner for Reception

Benefits for all In-Kind Sponsorships Include:

- Logo placement on DIW marketing collateral and signage
- Acknowledgement inclusion in DIW program booklet
- Opportunity to facilitate a relevant talk, workshop, demonstration, or panel discussion during DIW
- Company swag placement in DIW speaker gift bags and/or for DIW attendees
- Company branded table during Resource Fair

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