



DETROIT DIGITAL INCLUSION WEEK 2023: Sponsorship and Partnership Opportunities

Detroit 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 2-6, 2023, provides a stage for stakeholders and practitioners - focused on bridging the digital divide - to share their progress and engage members of the community.

In its fifth 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 **connect** 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 three distinct packages of financial support, as well as in-kind opportunities to consider. To discuss sponsorship, please contact David Luea at david@connect313.org or 313.226.9447.

Daily Breakdown of Events

Policy, People, & Practitioners

Monday, October 2nd

What: Digital Inclusion Week 2023 will begin Monday, October 2nd. To kick off this week of celebration, education, and connection, we will host a day-long series of panels that spark conversation at the intersections of research, policy, and community, relative to digital equity and empowerment. Through these conversational collisions, we hope to advance the application of lessons learned from digital equity and inclusion research and create pathways to action and policy implementation.

Community Engagement Events

Tuesday, October 3rd to Friday, October 6th

STEM Family Game Night: Throughout the week, Connect 313 will offer community-led Pop-up STEM Family Game Nights across the city of Detroit with local partners. These events will include interactive games and problem-solving activities that the whole family can participate in. Our instructors will focus on unplugged activities that don't require devices and help explain common features of computer science like "What is an algorithm?" and "How to debug code." This hands-on approach to learning will help develop the skills necessary to build new pathways to answering different types of problems with basic computer science concepts and problem-solving skills. Some classes will be offered on multiple days, in different locations, to help accommodate schedules throughout the week.

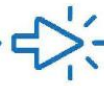
Small Business Technology Learning Circle: Throughout the week, Connect 313 will offer community-led Pop-up Learning circles that lead small business owners and entrepreneurs through information and discussion about getting started with technology. This program is for small business owners and entrepreneurs who want to engage in a peer learning experience around tech tools for business. Participants will watch a video and discuss how they interact or wish to interact with tech for their business. The hands-on activity for this group will be working through Detroit Means Business' Tech Assessment. At the end of the session participants can turn in their tech assessments and schedule one on one appointments with Detroit Means Business Tech workers to assist them in the areas that they indicate.

Community Trainings: Throughout the week we will be highlighting partner and community-led trainings, workshops, events, and talks, that are designed to bring digital equity resources into the hands of residents, right in their neighborhoods.

2022 Media Coverage

DETROIT DIGITAL
INCLUSION WEEK 2022

PR + VIDEO
RECAP



CONNECT  313

MEDIA



CRAIN'S DETROIT BUSINESS

[Click here to read article](#)

Digital Inclusion Week events aim to bridge digital divide for small businesses, residents



Crain's reaches over
450K
executives &
decision-makers

WXYZ-TV DETROIT CHANNEL 7

[Click here to read article](#)

Digital Inclusion Week will highlight digital inclusion efforts & promote digital equity across the country



WXYZ-TV reaches more than
1.9M
homes/week

WXYZ-TV DETROIT CHANNEL 7

[Click here to read article](#)

City of Detroit making it a mission to help residents impacted with lack of internet at a week-long symposium



MORE MEDIA LINKS

DBusiness
DBusiness
Michigan Chronicle
Detroit Regional Chamber

MI Tech News
Wayne State University
WDET Radio



Tier 1 - Sponsorship Package Option

\$25,000

Benefits of Sponsorship as “Title Sponsor” include:

- Title naming rights to D e t r o i t ’ s Digital Inclusion Week
 - *Example: “Detroit’s Digital Inclusion Week powered by **YOUR ORGANIZATION!**”*
- Exclusive recognition as title sponsor in all DIW media materials
- Title Sponsor logo will get integrated into Detroit’s Digital Inclusion Week logo and prominent logo placement on all DIW marketing collateral and signage.
- Acknowledgement and thanked throughout all comms campaign leading up to the event: across social channels, in news releases and digital communications to a variety of stakeholders.
- Title sponsor acknowledgement inclusion in DIW program booklet
- Acknowledgement during all DIW events
- The official sponsor of our DIW awards. Throughout the week, Connect 313 will highlight different Detroit organizations on our social platforms and media channels for their work on closing Detroit’s digital divide.
- Exclusive company swag placement on tabletops for opening session and keynote speaker.
- Company swag DIW speaker gift bags and/or for DIW attendees

Tier 2 - Sponsorship Package Option

\$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!***
- Logo placement on all DIW marketing collateral and signage
- Acknowledgement and thanked throughout all comms campaign leading up to the event: across social channels, in news releases and digital communications to a variety of stakeholders.
- Acknowledgement inclusion in DIW program booklet
- Acknowledgement during DIW events
- Opportunity to open or facilitate the sponsored event talk, workshop, demonstration, or panel discussion
- Company swag placement in DIW speaker gift bags and/or for DIW attendees

Tier 3 - Sponsorship Package Option

\$5,000

Benefits at this Sponsorship Level Include:

- Logo placement on all DIW marketing collateral and signage
- Acknowledgement and thanked throughout all comms campaign leading up to the event: across social channels, in news releases and digital communications to a variety of stakeholders.
- 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

In-Kind Sponsorship Opportunities

In-Kind Sponsorship Opportunities Include (*But 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
- Awards, Plaques, or Certificates for DIW award winners

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

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