

MOTORCITY SNOWBALL 2020 SPONSOR INFORMATION

For the past 8 years MotorCity Snowball has grown into a yearly event held at the end January, inside of Amnesia in the MotorCity Casino. At its core, the event is a dance party, where the community can come and have a great time with friends with a great view of downtown Detroit in a different type of an environment. In addition to the dance party the event is an opportunity to help those in the community who need our help.

This event's main goal is to raise funds for the **Ruth Ellis Center** in Detroit. For the last 2 years we were able to donate over \$15,000 for Ruth Ellis Center each year.

How do we do this? The proceeds from each ticket, along with other fundraising elements prior to the main event, including raffles and a Silent Auction the night of the event go to the Ruth Ellis Center.

Another large fundraising method is reaching out to community businesses and organizations to help through becoming a **Ruth Ellis Snowball Charity Sponsor**. We have broken this sponsorship into affordable levels in order to be able to include everyone who's interested:

- Bronze: \$50 - \$149
- Silver: \$150 - \$249
- Gold: \$250 - \$499
- Platinum: \$500 - \$999
- Corporate: \$1000+

All monies donated through this sponsorship of the event will in return be donated directly to the Ruth Ellis House. In return for this type of donation, your organization or company along with your sponsorship level will be listed on all advertising for the event as a **"MotorCity Snowball Ruth Ellis Charity Sponsor Organization"**. In addition, we will have posters at the Ruth Ellis Center table along with various other locations at the event listing all the organizations who donated. In our videos which play throughout the night of the event on the large screens above the dance floor we will include slides listing our sponsor organizations (or their logos) and the sponsor level. If you become a corporate level sponsor we will list you on the front page of our web site, in addition to our sponsor page. Finally, we also list all sponsors on the Facebook event page and give individual shout outs to the sponsors in the weeks leading up to the event. We are also willing to work with any of the sponsors to have a pre-fundraising event at your location, if you would like. Finally, if any sponsors are interested in being listed as a sponsor of a particular aspect of the event, such as "official DJ sponsor", "official food sponsor", etc, please contact us and we are willing to work with everyone.

Ticket sales for this event will begin in September and posters and ads will follow. We have a website for our event at <http://www.motorcitysnowball.com>, and we create a new Facebook event for each year's event information. As soon as we have your commitment, your information will be placed on the advertising and our web site. This year we are pleased to announce that Visit Detroit magazine will also be featuring our event in their Fall and Winter editions.

Please contact our coordinator, Phil Silvio at motorcitysnowball@outlook.com if interested or for more information.

Thank you,

Phil Silvio
MotorCity Snowball Coordinator