

Thrills for Skills



Photo Courtesy of M1 Concourse



Dear Fellow Car Enthusiasts & Michigan Talent Supporters,

Marketing & Sales Executives of Detroit (MSED) is planning an **exciting fundraiser** at the **fabulous M1 Concourse** in Pontiac to **promote Skilled Trades** in Michigan. On Thursday, May 24th 2018, you can **experience the thrill ride of a lifetime** with an M1 driver, **garage tours, vehicle displays** and **networking** opportunities, all while **supporting a great cause!** We will **raise money for scholarships** to be provided to **students attending a 2-year college or trade school** to be awarded at a future event in the fall of 2018 in **support of education for Skilled Trades**.

I would like to cordially invite you to be one of the event's corporate sponsors to support this important initiative. It is no secret that we are facing a growing shortage of skilled trades workers. MSED would like to highlight this challenge and do our part to encourage young professionals to follow their passion, whether that is in a professional career or a skilled trade. All are important to the continuous growth and success of our Michigan economy.

We have available sponsorship opportunities at all levels so that your company may participate. Please consider investing in one of the following categories:

- Presenting Sponsor \$15,000 Exclusive
- Gold Sponsor \$10,000 Two Available
- Silver Sponsor \$ 7,500 Two Available
- Bronze Sponsor \$ 5,000 Unlimited

For more details about what your company will receive at each level, please review the attachment enclosed.

I hope that you will consider being a sponsor for this event in **support of education for Skilled Trades**. Please feel free to reach out to any of our MSED M1 Concourse task force members shown below. With May just around the corner, and expected excitement for participating in this unique event, we would greatly appreciate your commitment by May 4th.

Kindest regards, and we thank you for your consideration.

Carolyn Sauer
MSED President/HELLA

Grant Faulkner
MSED Past Pres/LMC Automotive

Joe Melnick
MSED Treasurer

Ann Bruttell
Meeting Coordinators, Inc.

Jeff Laskowski
Original Equipment Suppliers Association

Steven Kay
Vitro Automotive Glass

Stacey Eeman
ARCH Global Precision

Kelly Card Schulte
MGM Grand Detroit

Melissa Krause
HELLA

Chad Toms
Reliance One

Marketing and Sales Executives of Detroit (MSED) is the place where metro Detroit's marketing and sales professionals SUPERCHARGE their careers. We recognize the powerful advantage of building and nurturing relationships with our peers at every career stage, from internship to retirement, through community involvement providing scholarships and student mentoring, conducting relevant programs for professional and personal development to increase the value of sales and marketing professionals to their organizations, and recognizing outstanding performance in the sales and marketing profession through our awards program. To date, MSED has given over \$200,000 in college scholarships and awarded countless professionals in the Detroit metro area for their excellence.

Visit us at www.msedetroit.org or call us via Meeting Coordinators, Inc. at (248) 643-6590.

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SPONSORSHIP PACKAGES

PRESENTING SPONSOR - \$15,000 Investment

Exclusive Sponsorship!

Company name in title of the event

Company logo on a Dodge Hellcat during the event!!!

Opportunity for company logo on commemorative t-shirt

Company logo in all promo materials & MSED website

Company name/logo in social media postings

Twenty (20) participants

GOLD SPONSOR PACKAGE - \$10,000 Investment

Only Two Available!

Company logo in all promo materials & MSED website

Company name/logo in social media postings

Fifteen (15) participants

Opportunity to provide item for gift bags

SILVER SPONSOR PACKAGE - \$7,500 Investment

Only Two Available!

Company logo in all promo materials & MSED website

Company name/logo in social media postings

Ten (10) participants

Opportunity to provide item for gift bags

BRONZE SPONSOR PACKAGE - \$5,000 Investment

Company logo in all promo materials & MSED website

Company name/logo in social media postings

Five (5) participants

Opportunity to provide item for gift bags

CORPORATE SPONSOR PACKAGE - \$2,000 Investment

Company logo in all promo materials & MSED website

Two (2) participants

Opportunity to provide item for gift bags

TICKET PRICES*

MSED & OESA Members \$150

Non-Members \$200

Group of 5pp \$600

**Ticket price includes dinner and one thrill ride around the track with an M1 driver. Dinner only cost is \$100.*

Register at www.msedetrot.org or call Meeting Coordinators, Inc. at 248-643-6590.

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SPONSORSHIP PACKAGES – JUST ADDED!

RACING SIMULATOR SPONSOR PACKAGE - \$3,500 Investment

Sponsor this high-end \$35k Racing Simulator machine, allowing guests to feel what it's like to *drive* the course.

Exclusive Sponsorship!

Company logo in all promo materials & MSED website

Two (2) participants

Opportunity to provide item for gift bags

GREEN SCREEN PHOTO SYSTEM PACKAGE - \$3,500 Investment

Sponsor this incredible photo system with instant color prints, social media uploads, text and email. Up to 8 – 10 people per photo.

Exclusive Sponsorship!

Company logo printed on ALL PHOTOS!

Company logo in all promo materials & MSED website

Two (2) participants

Opportunity to provide item for gift bags

-OR-

SPONSOR BOTH THE RACING SIMULATOR & GREEN SCREEN PHOTO SYSTEM - \$6,000 Investment

Sponsor this high-end \$35k Racing Simulator machine, allowing guests to feel what it's like to *drive* the course.

Sponsor this incredible photo system with instant color prints, social media uploads, text and email. Up to 8 – 10 people per photo.

Exclusive Sponsorship!

Company logo printed on ALL PHOTOS!

Company logo in all promo materials & MSED website

Five (5) participants

Opportunity to provide item for gift bags

TICKET PRICES*

MSED & OESA Members \$150

Non-Members \$200

Group of 5pp \$600

**Ticket price includes dinner and one thrill ride around the track with an M1 driver. Dinner only cost is \$100.*

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