

MICHIGAN GLASS PROJECT

ART THAT GIVES BACK

THREE DAYS OF ART AND COLLABORATION FOR A GOOD CAUSE



RUSSELL INDUSTRIAL CENTER
DETROIT, MICHIGAN

WWW.THEMICHIGANGLASSPROJECT.COM

MISSION

Our mission is to unite artists through charitable events that create and foster positive change in the community. We believe that by providing a diverse event space where each individual has the opportunity to offer their unique talents to the chosen mission, we can reach an impactful goal as one team. We believe in the power of many and our mission is to provide space where personal niches are utilized to reach a common objective.

The Michigan Glass Project was created out of a love for:

GLASS / ART / COMMUNITY



PURPOSE

The current beneficiary for our event is **Art Road Nonprofit**. Art Road funds art classes for over 2200 elementary and middle school students at five Metro Detroit Public Schools whose art curriculums were lost due to budget cuts. Students at 55 out of 81 of Detroit Public Schools do not have the chance to experience art as part of their regular learning curriculum. Art Road is working to change those stats and we aim to support them in that mission. Art promotes creativity, enhances learning, creates exposure, and gives children an outlet. Over the last five years, our donations to Art Road raised through our annual event have consistently exceeded expectations.



THE PROJECT

GLASS BLOWING

Each year our featured glass blowers produce pieces that generate the most money for our cause. They are the highlight of the event! These artists work at their own pace over the three day weekend to the awe of beginners and collectors.

LIVE ART

Visual artists from all over the country participate the in event by painting live during the festival. Our art gallery boasts donated work from painters, photographers, and print makers. The donated work as well as pieces finished live on site are available for purchase to benefit the mission.

VENDING

Our indoor and outdoor markets include over 100 vendor booths featuring traditional sales of clothing, jewelry, glass, prints, original works and products from local as well as national artisans and business owners. Local food vendors provide eats for the weekend.

MUSIC

Over the course of 3 days, local and national musicians feature and headline our main stage. Along with the stage, 2 elevated DJ booths provide ambience and bring energy to the event. Attendees can enjoy music from various genres and over 70 music acts.

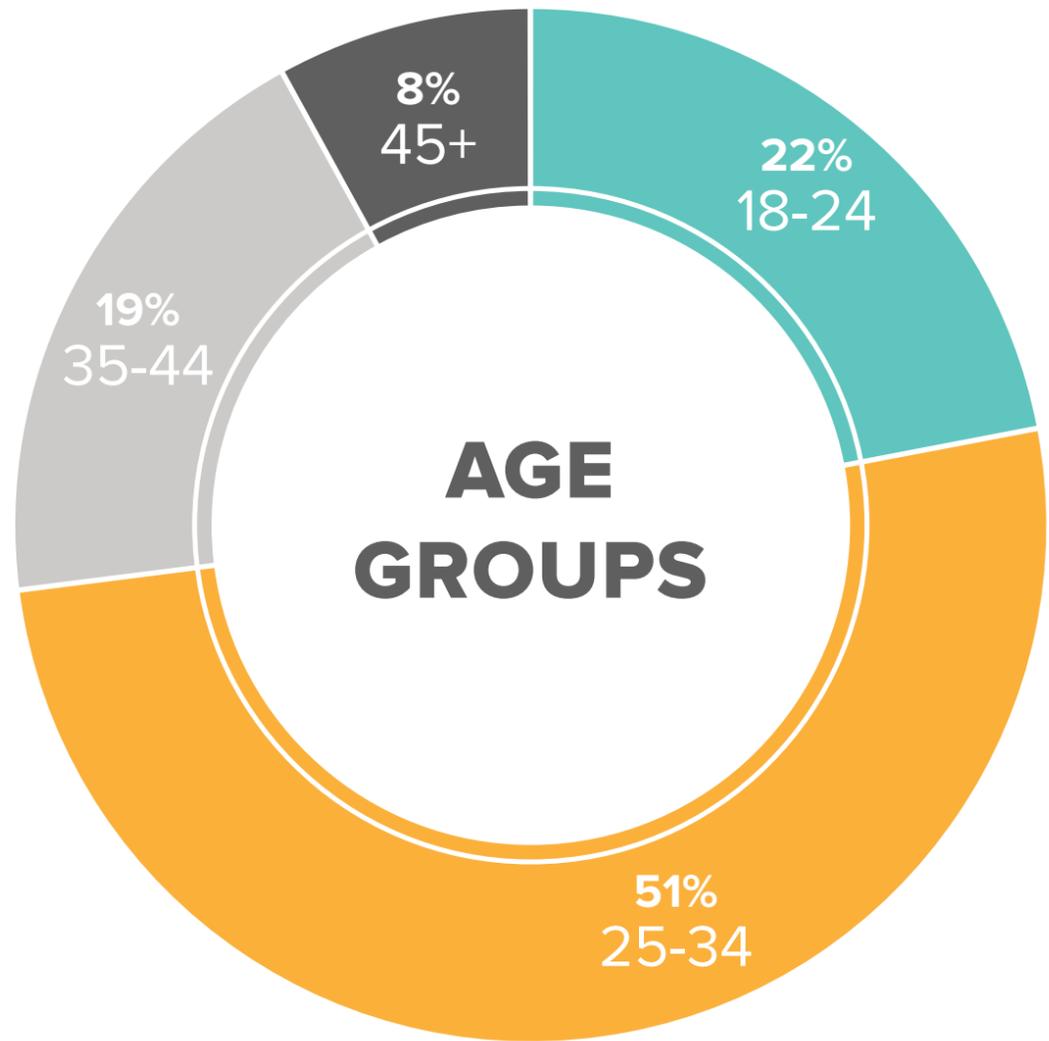
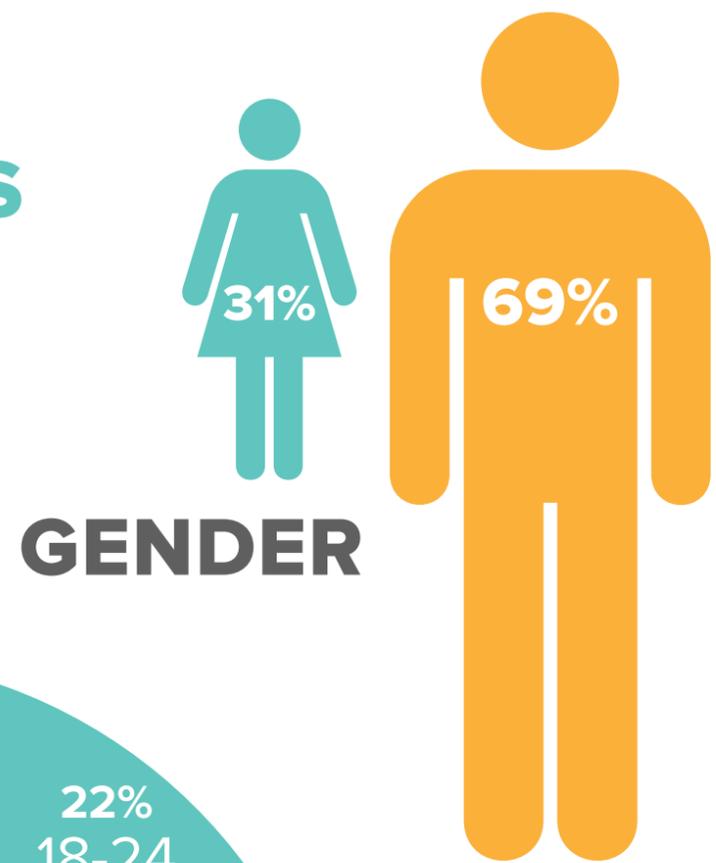
AUCTION

Two silent auctions over the course of the 3-day festival provide a place to purchase hundreds of pieces of glass and fine artwork to benefit the mission of returning art classes to Metro Detroit Public Schools via Art Road Nonprofit. A Live Auction takes place on the mainstage Sunday evening featuring finished glass art made during the festival. The Live Auction is a very energetic and exciting pinnacle to the 3 day event.



2019 ATTENDEES

1000+ DAILY
3500+ TOTAL



THE PEOPLE

SOCIAL SPHERE

	FOLLOWERS	WEEKLY IMPRESSIONS	WEEKLY ENGAGEMENT
INSTAGRAM:	39K	532K	9.8K
	FOLLOWERS	LIKES	AVERAGE DAILY REACH
FACEBOOK:	10.3K	10.2K	5,172

4,600+ EMAIL NEWSLETTER SUBSCRIBERS



SPONSORSHIP OPPORTUNITIES



STAGE SPONSOR **\$15,000**

- Your company's logo prominently displayed on large stage banners
- Your company's logo added to all individual musician announcements on social media
- Your company's logo prominently displayed on MGP music posters as presenting sponsor (minimum 300 copies)
- Your company's logo prominently displayed on MGP music fliers as presenting sponsor (minimum 1000 copies)
- Customized Activation Area near stage
- Your company's logo on all weekend wristbands (minimum 1000)
- 60 beverage tickets
- Your company's logo with prominent placement on all sponsor banners throughout the festival
- Space for 2 banners with your company's logo in the main glassblowing area
- Full page ad in festival program
- Your company's logo with web link prominently displayed on the homepage and event page of the MGP website
- Shout-out on social media upon confirmation of partnership, during lineup launch, and after the festival is complete
- Shout-out from main stage on Sunday night before the headliner takes the stage
- Shout-out by MC minimum of 3 times during festival
- Your company's logo on its own slide on festival re-cap video as presenting music sponsor
- Your company's logo prominently displayed on all magazine ads throughout the year
- Your company's logo displayed on MGP newsletters sent 30 days prior to the festival and in the MGP donation newsletter (4600+ recipients)
- 8 VIP sponsor passes to the event including after-parties

SPONSORSHIP OPPORTUNITIES



ART GALLERY \$10,000

- Your company's logo prominently displayed at main door of art gallery
- Your company's logo on all individual visual artist announcements on social media (minimum of 20 posts)
- Space for 4 banners with your company's logo placed throughout live art gallery
- Space for 2 banners with your company's logo in the main glassblowing area
- Customized Activation Area in live art gallery
- 45 beverage tickets
- Your company's logo with prominent placement on all sponsor banners throughout the festival
- Full page ad in festival program
- Your company's log with web link prominently displayed on the homepage and event page of the MGP website
- Shout-out on social media upon confirmation of partnership, during lineup launch, and after the festival is complete
- Shout-out from DJ booth in live art gallery on Sunday night before the live art silent auction closes
- Shout-out by MC minimum of 3 times during festival
- Your company's logo on its own slide on festival re-cap video as live art gallery sponsor
- Your company's logo prominently displayed on all magazine ads throughout the year
- Your company's logo displayed on MGP newsletters sent 30 days prior to the festival and in the MGP donation newsletter (4600+ recipients)
- 6 VIP sponsor passes to the event including after-parties



SPONSORSHIP OPPORTUNITIES

BEER & SPIRIT GARDEN SPONSOR **\$7,500**

- Your company's logo prominently displayed on banners at the bar in beer & spirit garden
- Branded umbrellas in beer garden
- Your company's advertisement on table tents in the beer & spirit garden
- Your company's logo co-branded with MGP on all beer cups served at the festival
- Pre-batched cocktail promoting your brand offered at both bars throughout the weekend (pertains to liquor company only)
- 30 beverage tickets
- Your company's logo with prominent placement on all sponsor banners throughout the festival
- Space to hang your company's banners at the festival (limit 5)
- Half page ad in festival program
- Your company's log with web link prominently displayed on the homepage and event page of the MGP website
- 4 or more social media posts (IG & FB) promoting your company as the Beer & Spirit Garden Sponsor
- Shout-out by MC minimum of 3 times during festival
- Your company's logo in festival recap video
- Your company's logo prominently displayed on all magazine ads throughout the year
- Your company's logo displayed on MGP newsletters sent 30 days prior to the festival and in the MGP donation newsletter (4600+ recipients)
- 6 VIP sponsor passes to the event including after-parties



OFFICIAL BEER SPONSOR **\$5,000**

- Your beer served as the official beer of MGP at both festival bars
- Beer exclusivity for the festival
- Your company's logo prominently displayed on banners on the reefer truck by the indoor bar and in the beer & spirit garden
- Your company's advertisement on table tents by the indoor bar
- 30 beverage tickets
- Your company's logo with prominent placement on all sponsor banners throughout the festival
- Space to hang your company's banners at the festival (limit 4)
- Your company's logo with web link prominently displayed on the homepage and event page of the MGP website
- Half page ad in festival program
- 4 or more social media posts (IG & FB) promoting your company as the official beer sponsor
- Shout-out by MC minimum of 3 times during festival
- Your company's logo in festival recap video
- Your company's logo prominently displayed on all magazine ads throughout the year
- Your company's logo displayed on MGP newsletters sent 30 days prior to the festival and in the MGP donation newsletter (4600+ recipients)
- 6 VIP sponsor passes to the event including after-parties

SPONSORSHIP OPPORTUNITIES



PLATINUM \$5,000

- Your company's logo on platinum sponsor banners placed throughout the festival
- Your company's logo with prominent placement on all sponsor banners throughout the festival
- Space to hang your company's banners at the festival (limit 4)
- Your company's logo with web link as a platinum sponsor displayed on the homepage and event page of the MGP website
- Half page ad in festival program
- 4 or more social media posts (IG & FB) promoting your company as a platinum sponsor
- Shout-out by MC minimum of 3 times during festival
- Your company's logo in festival recap video
- Your company's logo prominently displayed on all magazine ads throughout the year
- Your company's logo displayed on MGP newsletters sent 30 days prior to the festival and in the MGP donation newsletter (4600+ recipients)
- Option to set up a 10x20 booth at the festival
- 30 beverage tickets
- 6 VIP sponsor passes to the event including after-parties

GOLD \$2,500

- Your company's logo on all sponsor banners throughout the festival
- Space to hang your company's banners at the festival (limit 3)
- Your company's logo with web link as a gold sponsor displayed on the homepage and event page of the MGP website
- Quarter page ad in festival program
- 3 or more social media posts (IG & FB) promoting your company as a gold sponsor
- Shout-out by MC minimum of 3 times during festival
- Your company's logo in festival recap video
- Your company's logo displayed on all magazine ads throughout the year
- Your company's logo displayed on MGP newsletters sent 30 days prior to the festival and in the MGP donation newsletter (4600+ recipients)
- Option to set up a 10x10 booth at the festival
- 15 beverage tickets
- 4 VIP sponsor passes to the event including after-parties

SILVER \$1,500

- Your company's logo on all sponsor banners throughout the festival
- Space to hang your company's banners at the festival (limit 2)
- Your company's logo with web link as a silver sponsor displayed on the homepage and event page of the MGP website
- Quarter page ad in festival program
- 2 or more social media posts (IG & FB) promoting your company as a silver sponsor
- Shout-out by MC minimum of 3 times during festival
- Your company's logo in festival recap video
- Your company's logo displayed on all magazine ads throughout the year
- Your company's logo displayed on MGP newsletters sent 30 days prior to the festival and in the MGP donation newsletter (4600+ recipients)
- Option to set up a 10x10 booth at the festival
- 2 VIP sponsor passes to the event including after-parties

BRANDING OPPORTUNITIES

- Volunteer t-shirts
- Your logo co-branded on all festival lanyards
- Advertising opportunities in 3000 festival guides
- 1000 co-branded hand fans
- Rotating ad banner on festival website
- Artist lounge
- Co-branded swag bags for artists
- Multiple after-party sponsorship opportunities

FEATURED PRESS



We have such a deep appreciation for each soul who has contributed to the united mission that makes our donations possible. The love that is poured out at the event is inspiring and moving and special. Since our 2012 inception, it has allowed us to write checks totaling \$511,000 to worthy causes in Detroit, causes that effect the lives of the youth in our community. Your support for and participation in our event expands to a purpose that is greater than each individual contribution.

We are humbled and grateful to facilitate the space created each year in July. The only way to combat darkness and negativity in this world is to be light and to be love. You are the facilitator of love in your world and you can make a difference in the lives of those around you.

We look forward to creating magic with you.

For more information or to secure your place on the team, email:

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THANK YOU!