



Celebrate with us!  
Wednesday  
May 9, 2012  
6pm to 9pm  
Quicken Loans JA Finance Park

**Who:** Junior Achievement of Southeastern Michigan, in partnership with *DBusiness* magazine and News/Talk 760 WJR.

**What:** Identifying and recognizing business leaders in metro Detroit who are contributing to moving the economy forward in Southeast Michigan.

**Why:** With the goal to inspire growth in our region, a panel of qualified judges from WJR, *DBusiness*, and Junior Achievement will select up to six Champions of the New Economy in February 2012. Those individuals will be introduced and profiled in the May/June 2012 issue of *DBusiness* magazine. *DBusiness.com* and News/Talk 760 WJR will highlight each Champion with an in-depth written interview and podcast.

**When:** JA will recognize the “Champions of the New Economy” at a culminating event on May 9, 2012 at Quicken Loans JA Finance Park in Detroit.

**Questions?** Contact Blythe Spitsbergen at Junior Achievement – 313.962.5685 or [bspitsbergen@jamichigan.org](mailto:bspitsbergen@jamichigan.org).

### Event Sponsorship Opportunities    **SOLD to Quicken Loans**

#### **\$15,000 Presenting Sponsor**

- Category exclusivity
- Logo inclusion on all Champions of the New Economy “call for entries ads”
- Logo inclusion on e-invitations (6,000)
- Logo inclusion on Banner ad on [www.dbusiness.com](http://www.dbusiness.com) (25,000 impressions)
- Logo inclusion on ad promoting the program and event in May/June issue of *DBusiness* magazine
- Logo projection at event
- Opportunity to offer gift bag item
- Twenty (20) tickets to the Champions of the New Economy event on May 9, 2012
- Inclusion as Presenting Sponsor on (25) twenty-five :60 second on air promotion vignettes with cuts from podcasts on WJR
- Podcast mentions in opening billboard for each podcast as presenting sponsor
- Logo inclusion or mention on 115 (15 on WJR and 100 on WJR.com) promotional announcements for Champions of the New Economy
- Link from logo on [www.ChampionsOfTheNewEconomy.com](http://www.ChampionsOfTheNewEconomy.com) to presenting sponsor’s website
- Link from logo on [www.jamichigan.org](http://www.jamichigan.org) to presenting sponsor’s website
- Link from logo on [www.WJR.com](http://www.WJR.com) podcast webpage to presenting sponsor’s website

#### **\$10,000 Major Sponsor**

- Logo inclusion on all Champions of the New Economy “call for entries ads”
- Logo inclusion on e-invitations (6,000)
- Logo inclusion on Banner ad on [www.dbusiness.com](http://www.dbusiness.com) (25,000 impressions)
- Logo inclusion on ad promoting the program and event in May/June issue of *DBusiness* magazine
- Logo projection at event
- Opportunity to offer gift bag item
- Ten (10) tickets to the Champions of the New Economy event on May 9, 2012
- Inclusion as a Sponsor on (25) twenty-five :60 second on air promotion vignettes with cuts from podcasts on WJR
- Podcast mentions in opening billboard for each podcast as a Sponsor
- Logo inclusion or mention on 110 (10 on WJR and 100 on WJR.com) promotional announcements for Champions of the New Economy
- Logo inclusion on [www.ChampionsOfTheNewEconomy.com](http://www.ChampionsOfTheNewEconomy.com)
- Logo inclusion on [www.jamichigan.org](http://www.jamichigan.org)
- Logo inclusion [www.WJR.com](http://www.WJR.com)

### \$5,000 Champion Sponsor

- Logo inclusion on e-invitations (6,000)
- Logo inclusion on ad promoting the program and event in May/June issue of *D*Business magazine
- Logo projection at event
- Ten (10) tickets to the Champions of the New Economy event on May 19, 2011
- Inclusion as a Sponsor on (25) twenty-five :60 second on air promotion vignettes with cuts from podcasts on WJR
- Logo inclusion or mention on 105 (5 on WJR and 100 on WJR.com) promotional announcements for Champions of the New Economy
- Logo inclusion on [www.ChampionsOfTheNewEconomy.com](http://www.ChampionsOfTheNewEconomy.com)
- Logo inclusion on [www.jamichigan.org](http://www.jamichigan.org)
- Logo inclusion [www.WJR.com](http://www.WJR.com)

### \$3,000 Partner Sponsor

- Logo inclusion on e-invitations (6,000)
- Logo projection at event
- Ten (10) tickets to the Champions of the New Economy event on May 19, 2011

### \$2,500 Entrepreneur Sponsor

- Written recognition on e-invitations (6,000)
- Written recognition at event
- Ten (10) tickets to the event

### \$1,500 Student Sponsor

- Written recognition on e-invitations (6,000)
- Written recognition at event
- Six (6) tickets to the event

### \$150 Ticket

- I have enclosed a check payable to Junior Achievement
- Please invoice me
- Charge my credit card  
    Visa/MasterCard/Discover/AMEX

\_\_\_\_\_ Contact Person

\_\_\_\_\_ Organization Name *(exactly as you would like it in print)*

Name on Card: \_\_\_\_\_

\_\_\_\_\_ Address

Card No. \_\_\_\_\_

Expiration Date: \_\_\_\_\_

\_\_\_\_\_ City/State/Zip

Billing Address: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

**MAIL, EMAIL OR FAX FORM TO:**  
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**DETROIT, MI 48226**  
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Email: \_\_\_\_\_