



theroseawards
RECOGNITION OF SERVICE EXCELLENCE

SPONSORSHIP PROGRAM

theroseawards.com

GREETINGS

The Detroit Metro Convention & Visitors Bureau (DMCVB) hosts the annual Recognition of Service Excellence (ROSE) Awards as a way to honor front-line hospitality employees that go above and beyond in their day-to-day jobs. This special night allows us to acknowledge those workers that serve as true ambassadors of Detroit through a special ceremony, attended by coworkers, family and friends.

Supervisors, clients, guests and the general public can nominate someone for a ROSE Award at theroseawards.com. From the nominations, three finalists are chosen in each of six categories: Attractions and Casinos, Hotels, Restaurants, Transportation, Behind the Scenes and Volunteers. One overall winner is also chosen.

Four sponsorship levels are available for the 2018 ROSE Awards. By being a sponsor of the ROSE Awards, not only will you receive what is listed on the following page, but you will increase your organization's visibility in the tourism community, as well as show your appreciation for these hard working hospitality superstars.

If you are interested in being a sponsor at this year's ROSE Awards, please fill out the enclosed application and return it to **Verlonda Thompson** at vthompson@visitdetroit.com. This year's event will take place Wednesday, August 29 at the Max M. & Marjorie S. Fisher Music Center in Detroit, Michigan. Thanks to your support, we know it will be a success.

Sincerely,



Harriet Carter, CMP
Detroit Metro Convention & Visitors Bureau
Director, Bureau Services

2018 SPONSORSHIP PROGRAM

RED ROSE SPONSOR - \$15,000

- Color graphic and link to your website from theroseawards.com
- Company logo on event promotional materials
- Company logo on event program
- Company logo on event signage in digital and print
- One-time placement of ½-page vertical or horizontal advertisement in spring/summer 2019 issue of *Visit Detroit* magazine
- Recognition in full page advertorial announcing winners in the spring/summer 2019 issue of *Visit Detroit* magazine
- Access to the VIP Reception (Nominee Champagne Toast)
- Recognition as Red Rose Sponsor in press release
- Recognition as Red Rose Sponsor in newsletter
- Complimentary set of mailing labels and spreadsheet of event participants
- Podium recognition during the event

WHITE ROSE SPONSOR - \$10,000

- Company logo on promotional materials
- Company logo on event program
- Company logo on event signage and food stations
- Company logo on Photo Booth photos
- Name recognition on theroseawards.com
- Recognition as White Rose Sponsor in press release
- Recognition as White Rose Sponsor in newsletter
- Podium recognition during the event
- Complimentary set of mailing labels and spreadsheet of event participants
- Ten (10) VIP tickets to attend the event
- Six (6) VIP tickets to attend the 2019 Annual Membership Meeting

PINK ROSE SPONSOR - \$7,000

- Company logo at hosted bars throughout the event
- Company logo on event signage
- Social Media recognition on DMCVB Facebook and Twitter
- Champagne Toast sponsor in Nominee VIP Reception
- Name recognition on theroseawards.com
- Podium recognition during the event
- Complimentary set of mailing labels and spreadsheet of event participants
- Access to the VIP Reception (Nominee Champagne Toast)
- Six (6) VIP tickets to attend event
- Four (4) VIP tickets to attend the 2019 Annual Membership Meeting

YELLOW ROSE SPONSOR - \$5,000

- Company logo on valet signage
- Company logo at red carpet and step & repeat
- Company logo on event signage
- Name recognition on theroseawards.com
- Podium recognition during the event
- Complimentary set of mailing labels of event participants
- Two (2) VIP tickets to attend the event
- Four (4) VIP tickets to attend the 2019 Annual Membership Meeting

SPONSORSHIP APPLICATION

Contact Name:

Organization:

Street Address:

City/State/Zip:

Telephone:

Fax:

Email:

PLEASE CHECK YOUR SPONSORSHIP LEVEL:

- Red Rose Sponsor - \$15,000
- White Rose Sponsor - \$10,00
- Pink Rose Sponsor - \$7,000
- Yellow Rose Sponsor - \$5,000

PLEASE MAKE CHECKS PAYABLE TO:

Detroit Metro Convention & Visitors Bureau

MAIL APPLICATION AND PAYMENT TO:

Verlonda Thompson
211 W. Fort St., Ste. 1000, Detroit, MI 48226
(313) 202-1950
(313) 202-1814 FAX
vthompson@visitdetroit.com

If you have any questions please contact Verlonda Thompson at the above phone number or email.

SPONSORSHIP DEADLINE AUGUST 6, 2018

