



2013 DETROIT IMPROV FESTIVAL



The Detroit
Improv Festival
is a **PREMIERE**
national festival
in the heart of
the Midwest.

EYE CANDY (DETROIT, MI)





KEEGAN-MICHAEL KEY (Comedy Central's "Key and Peele")

DETROIT ON THE NATIONAL STAGE

Improv artists of all levels, from Saturday Night Live stars to beginner students at Go! Comedy, converge on Ferndale for five days of laughs, growth and pride in our city.

IMPROV? Improv comedy is an equalizer, and as such it thrives in Detroit. This is not standup where one person puts on a show. In improv comedy a group has to think on their feet, engage with each other and the audience, take risks and put themselves out there. Improv boosts confidence, teamwork and innovation—it's perfect for Detroit.



5 DAYS **4** STAGES
50 TROUPES
200 IMPROVISERS **2,500** FANS
92,237 LAUGHS*
(+/- 14 laughs)



{ WORKSHOP }

Your employees participating, learning.

{ SHOWCASE }

Big Stage, Big Coverage, Big Impact.

ACCESS DIF sponsorship gives you access to this taste-making crowd of young professionals and students from the Detroit metro area. Sponsorship positions you as a core member of the community.

LOYALTY Improv comedy is a loyal and inclusive community. Join it at the Detroit Improv Festival and feel the love all year long.

SUPPORT Proceeds from the 2013 DIF will benefit Gilda's Club of Metro Detroit.



Sponsored by
[Your Name Here]



DETROIT
IMPROV
FESTIVAL



PRESENTED BY

[Your
Name
Here]



DETROIT
IMPROV
FESTIVAL



PRESENTED BY

[Your
Name
Here]

You are more than a venue sponsor.

You are a **PARTNER.**

You are a part of the event before, during and after the festival.



THE 313 (DETROIT, MI)

HOST BENEFITS

TAKE OVER A VENUE Your brand, product and message will saturate one of the DIF venues for the duration of the festival. (First come first serve)

Premier placement in your venue for distributing samples or information.

TABLING Your product and representatives available at all venues during the festival.

FESTIVAL ACCESS You'll receive special passes to the festival allowing priority access to all workshops and showcases, back stage areas, complimentary food and beverage and other perks.

VENUE CONCIERGE A staff member will be available to you for the duration of the festival to help you get the most out of your sponsorship, ensure gorgeous photographs of your involvement and cater to special requests.

EMPLOYEE BENEFITS All employees will receive \$5 off tickets to any showcase or workshop.

ADDITIONAL BENEFITS

- Category exclusivity
- Naming of the stage
- Full page ad in the program
- Prominent placement and link on our website
- Headline placement on venue schedule
- On-stage announcements

Venue Sponsorship \$5,000
Sponsorship of DIF is fully
tax-deductible 501(c)(3)