

28TH ANNUAL

COMEDY NIGHT

JAY LENO

THURSDAY | APRIL 22, 2021

SPONSORSHIP OPPORTUNITIES



Rescuing Fresh Food For Metro Detroit's Hungry



F E A T U R I N G

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2020 COMEDY NIGHT MEDIA HIGHLIGHTS

In 2020, Forgiven Harvest's first televised donation drive, **Feeding Detroit: A Motor City Meal-a-Thon** was established in response to the need to cancel the organization's largest annual fundraising event, the 28th Annual Comedy Night, due to the COVID-19 pandemic. Forgiven Harvest partnered with CBS 62 & CW 50 for a televised donation drive to help communities in need throughout metro Detroit. From Detroit-based actors, comedians, athletes, musicians and more, the virtual fundraising event was a night of entertainment while raising money to support those in need. Some notable participants included Matthew Stafford, Lily Tomlin, Jay Leno, Judge Mathis, and Kristen Bell, to name a few.

Forgiven Harvest's Annual Comedy Night would not be possible without the generosity of our donors and corporate sponsors. It is our goal to ensure our sponsors receive value and exposure for their sponsorship gift. Below is a breakdown of our promotional highlights that we hope to provide again this year.

Radio Promotion

Promotions and ads aired on the following stations:

- WJR 760
- WWJ 950
- 101.9 WDET
- 104.3 WOMC

TV Promotion

- Channel 4 WDIV
- Channel 7 WXYZ
- Channel 2 FOX

Forgiven Harvest E-Communications

- Multiple event e-vites were sent to approximately 45,000 Forgiven Harvest supporters and donors directing them to the event page
- Sponsors were highlighted on the Forgiven Harvest event page

Social Media

- The event was promoted on Forgiven Harvest's Facebook (over 32,000 fans) and Twitter (over 9,000 followers)
- The show was also promoted on the Fox Theatre's social media (over 52,000 on Facebook and over 3,000 on Twitter)

Onsite Event Promotion

- **Sponsors are listed in the event program which will be viewed by over 4,000 participants**

Other Noted Media Placements

- CBS 62
- CW 50
- Click on Detroit
- Crain's Detroit
- Deadline Detroit
- The Daily Tribune
- The Detroit Free Press
- The Detroit News
- HOUR Detroit
- The Macomb Daily
- MetroTimes
- The Morning Sun
- The News Herald
- The Oakland Press
- The Press & Guide
- The Voice





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SPONSORSHIP LEVELS

BENEFACTOR SPONSOR **\$50,000**

Includes:

- Unlimited access to live-stream show
- 4 tickets to the in-person show with Jay Leno at Jay Leno's Garage in Burbank, CA**
- Logo featured in video
- Full page electronic program book ad
- Logo on Forgiven Harvest website
- Featured in local radio, TV, and other promotion
- Tax deduction benefit: \$48,000

SIDE-SPLITTING SPONSOR **\$25,000**

Includes:

- Unlimited access to live-stream show
- 2 tickets to the in-person show with Jay Leno at Jay Leno's Garage in Burbank, CA**
- Logo featured in video
- Full page electronic program book ad
- Logo on Forgiven Harvest website
- Featured in local radio, TV, and other promotion
- Tax deduction benefit: \$24,100

CHORTLE SPONSOR **\$15,000**

Includes:

- Unlimited access to live-stream show
- Branding/logo featured in video
- Full page electronic program book ad
- Logo on Forgiven Harvest website
- Featured in local radio, TV, and other promotion
- Tax deduction benefit: \$14,300

HOOT SPONSOR **\$10,000**

Includes:

- Unlimited access to live-stream show
- Name featured in video
- Half page electronic program book ad
- Name on Forgiven Harvest website
- Featured in local radio, TV, and other promotion
- Tax deduction benefit: \$9,400

**In the event that travel or attending in-person is unsafe in April 2021, ticketholders will receive a personal tour, guided by Jay Leno, of the Jay Leno Garage at a later date.

CACKLE SPONSOR **\$5,000**

Includes:

- 10 access codes to live-stream show
- Name featured in video
- Quarter page electronic program book ad
- Name on Forgiven Harvest website
- Featured in local radio, TV, and other promotion
- Tax deduction benefit: \$4,500

CHUCKLE SPONSOR **\$2,500**

Includes:

- 8 access codes to live-stream show
- Name featured in video
- Inclusion in electronic program book ad
- Name on Forgiven Harvest website
- Featured in local radio, TV, and other promotion
- Tax deduction benefit: \$2,200

IN PERSON EVENT TICKET **\$2,500**

Includes:

- One ticket to the exclusive in-person show with Jay Leno at Jay Leno's Garage in Burbank, CA.**
- \$600 Visa card for airfare and a one night stay in a hotel
- Tax deduction benefit: \$1,850

GIGGLE SPONSOR **\$1,000**

Includes:

- 4 access codes to live-stream show
- Name featured in video
- Inclusion in electronic program book ad
- Name on Forgiven Harvest website
- Featured in local radio, TV, and other promotion
- Tax deduction benefit: \$800

PATRON TICKET **\$500**

Includes:

- One access code

EVERY ONE DOLLAR DONATED
EQUALS SEVEN DOLLARS WORTH
OF FOOD WE CAN PROVIDE TO
METRO DETROITERS IN NEED

