



**2024 EVENT AMBASSADORS:**

State Senator Sarah Anthony

Sweet Encounter CEO &  
Founder Nikki Thompson Frazier

**2024 BIG RED BALL HOST COMMITTEE:**

Paul Gentilozzi

Samantha Harkins

Michelle Reynaert

Lansing Mayor Andy Schor

Lansing City Council Member Peter Spadafore

2024 INAUGURAL

# Big Red Ball

**Bold. Beautiful.  
Boisterous. Black Tie.**

**December 7, 2024.**

**Supporting  
Michigan's  
Downtown.**



**Stunning views, interesting people, seasonal revelry, and a shared mission: cultivating a thriving and inclusive district where community, commerce, arts, and entertainment come together to lead the way forward for our state.**

**The Big Red Ball. An evening of spectacle and celebration supporting Downtown Lansing's ongoing transformation. Proceeds fund critical improvements in placemaking, streetscapes, and historic rehabilitation.**

**This inaugural year will bring us together to infuse energy into our region's central business district: our core, our heart, our home. We invite you to join us as a sponsor.**

generously  
funded

### **Exclusive Presenting Partner: \$15,000**

Prominent recognition as the Premier Partner of the event in all marketing materials, including invitations, press releases, and social media posts.

Exclusive mention in the Big Red Ball opening speech by the host or a prominent figure.

Logo placement on event banners, signage, and screens throughout the venue.

VIP cocktail hour and sixteen (16) tickets to the event.

Opportunity for a representative to speak during the Big Red Ball event about the company's commitment to local economic development and community investment.

Feature video recording (roughly :30secs) of sponsor business or organizational leads on why they donated and how it impacts the community.

Inclusion in the event slideshow or media playing during breaks.


Special mention and logo placement on the Downtown Lansing Inc. website and in post-event communications.

Invitation to a special pre-event donor reception with key stakeholders.



*As an entrepreneur and creative, I'm inspired by the energy downtown radiates. Downtown Lansing is a great community constantly growing and changing for the better.*

*- Ryan Holmes, local artist*

 **Transformational Partner:  
\$10,000 (two remaining)**

Recognition as a Transformation Partner in event marketing materials and press releases.

Logo placement on select event banners and signage.

VIP cocktail hour and ten (10) tickets to the event.

Opportunity for a representative to briefly address attendees during the Big Red Ball event.

Feature video recording (roughly :15secs) of sponsor business or organizational leads on why they donated and how it impacts the community.

Inclusion in the event slideshow or media playing during breaks.

Invitation to a special pre-event networking reception with key stakeholders.

Special acknowledgment on the Downtown Lansing Inc. website and in post-event communications.

Invitation to a special pre-event donor reception with key stakeholders.

 **City Center Partner:  
\$5,000 (three remaining)**

Recognition as a City Center Partner in event marketing materials.

Logo placement on event signage.

VIP cocktail hour and six (6) tickets to the event.

Verbal acknowledgment during the Big Red Ball event.

Inclusion in the event slideshow playing during breaks.

Listing on the Downtown Lansing Inc. website and in post-event communications.

Invitation to a special pre-event donor reception with key stakeholders.

 **Impact Partner:  
\$2,500 (seven remaining)**

Recognition as an Impact Partner in event marketing materials.

Logo placement on event materials.

VIP cocktail hour and four (4) tickets to the event.

Inclusion in the event slideshow or media playing during breaks.

Listing on the Downtown Lansing Inc. website and in post-event communications.

Opportunity to include brand in promotional materials.

Recognition during the Big Red Ball event.

Invitation to a special pre-event donor reception with key stakeholders.



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### Donor Reception Sponsor: \$1,500

Recognition as exclusive cocktail hour sponsor with logo or name and thank you message.

VIP cocktail hour and two (2) tickets to the event.

Logo placement on reception banners, signage, and screens throughout the venue.

Special opportunity to speak at the beginning of the private networking event.

Invitation to a special pre-event donor reception with key stakeholders.

### I Love Downtown Partner: \$1,000 (three remaining)

Recognition as a I Love Downtown Partner in event materials.

Listing on event signage.

VIP cocktail hour and two (2) tickets to the event.

Inclusion in the event slideshow or media playing during breaks.

Listing on the Downtown Lansing Inc. website.

Invitation to a special pre-event donor reception with key stakeholders.

### Vitality Sponsors: \$500 (unlimited)

Recognition as a sponsor in event materials.

Listing on event signage.

Two (2) tickets to the event.

Inclusion in the event slideshow or media playing during breaks.

Listing on the Downtown Lansing Inc. website.



**We're committed to promoting the culture and vitality of Michigan's Downtown. We know that downtown is more than a district — it's a place to unwind, a place to start, a place to connect, a place to live, and a place to celebrate.**

Learn more at [downtownlansing.org](https://downtownlansing.org)

**Become a sponsor today.**

