

SPONSOR THE 2024 HATCH DETROIT CONTEST BY TECHTOWN



The **Comerica Hatch Detroit Contest by TechTown** is a retail competition that gives savvy entrepreneurs the chance to win a cash grant and package of in-kind services to open their brick-and-mortar storefront in Detroit, Hamtramck or Highland Park. The Hatch Top 10 Reveal will take place on April 11 at TechTown and the Hatch Off will take place May 9 at the Wayne State University Industry Innovation Center.

Join us as a sponsor to build pathways to economic independence by helping Detroit's entrepreneurs turn their side hustles and "what if" dreams into reality.

With the right resource at the right time, there's nothing Detroit's entrepreneurs can't do.



IMPORTANT STATS

In 2023, there were **22,935 public votes** for the top 10 finalists and 6,530 for the final four Hatch contestants.

On average, **29,000 individuals** visit the Hatch website 71,000 times.

Current audiences:

- Twitter: 19,000
- Facebook: 16,700
- LinkedIn: 6,000
- Instagram 8,400



JOIN US

**TUESDAY, APRIL 11
TOP 10 REVEAL**

+

**WEDNESDAY, MAY 9
HATCH OFF**

SPONSORSHIP LEVELS			
	\$10,000	\$5,000	\$2,500
Opportunity for representative to welcome guests at events <ul style="list-style-type: none"> • Thursday, April 11: Top 10 Reveal (ticketed; expected attendance 100) • Thursday, May 9: Hatch Off (ticketed; expected attendance 150) 	◆ (2-3 mins)	◆ (1 min)	
Verbal recognition from stage in welcome and closing remarks	◆	◆	
Recognition in select press releases (sent up to 20-40 media contacts)	◆ Quote	◆	
Logo placement in promotional collateral and on-site the day of the event	◆	◆	◆
Inclusion in promotional emails <ul style="list-style-type: none"> • Estimated reach: 12,000+/email 	◆ (4 emails)	◆ (2 emails)	◆ (1 email)
Inclusion in social media posts <ul style="list-style-type: none"> • Estimated impressions: 3,500 per post 	◆ (3 posts)	◆ (2 posts)	◆ (1 post)
Name/logo inclusion on Hatch's website Estimated views: 200/day	◆	◆	◆
Tickets to Hatch events (Top 10 Reveal and Hatch Off)	10 tickets for each event (20 total)	8 tickets for each event (16 total)	6 tickets for each event (12 total)

FOR MORE INFORMATION ON HOW TO SPONSOR HATCH DETROIT BY TECHTOWN,
 or to learn more about TechTown Detroit, please contact Vicki Sitron at vsitron@wayne.edu or (202) 236-9565.
 Customized packages are available.