



SPONSORSHIP OPPORTUNITIES

Big Red Ball

Downtown's most dazzling night

NOVEMBER 21, 2026 | MICHIGAN HISTORY MUSEUM

2026 EVENT AMBASSADORS

Tiffany Marie Luke,
La Fille Gallery

Kevin and Amy Guskiewicz,
Michigan State University



Supporting Transformational Change

At Downtown Lansing Inc., we believe that thriving Downtowns don't just happen—they're built through collaboration, creativity, and commitment. In short, they are built by the people who believe in them. The Big Red Ball isn't just our signature fundraising gala—it's a call to action. Every dollar raised directly supports the bold, people-centered work that's transforming Michigan's Downtown into a capital city we can all be proud of! A place where businesses flourish, creativity thrives, and every resident and visitor feels invested and welcome.

By becoming a Big Red Ball sponsor, you're not just underwriting an event. You're investing in a shared vision: a Downtown that's full of energy, diverse businesses open to welcome you at all hours of the day, and uniquely reflective of the people who call it home.



YOUR SPONSORSHIP FUELS:

Seasonal Holiday Décor & Enhanced Public Spaces:

We're brightening up downtown with festive seasonal décor and investing in a downtown that is more walkable, inclusive, and full of life.

Revitalizing Storefronts and Supporting Local Businesses:

Through our retail support programs, our Monthly Learning Series and local merchant grants, we've helped over 60 small businesses, activated nine previously empty storefronts, and supported rehab/improvements in beloved Downtown businesses.

Free and Cultural Downtown Experiences:

Through live music, multicultural celebrations, public art, and free family-friendly events—your support helped us draw almost one million people Downtown last year.

SPONSORSHIP TIERS

Exclusive Presenting Sponsor — \$15,000

- Prominent recognition as the Exclusive Presenting Sponsor of the event in all marketing materials, including invitations, press releases, and social media posts.
- Exclusive mention in the welcome speech by the host or a prominent figure.
- Logo placement on event banners, signage, and screens throughout the venue.
- Ten (10) tickets to the event and a speaking opportunity during the VIP Donor Reception.
- Personal quote in all press releases about why you're supporting.
- Opportunity for a representative to speak during the event about the company's commitment to local economic development and community investment.
- A brief (:30) video played during the event sharing why you chose to give and the impact of your support.
- 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.



Transformational Partner — \$10,000

- Recognition as a Transformation Partner in event marketing materials and press releases.
- Logo placement on select event banners and signage.
- Eight (8) tickets to the event and invitation to the VIP Donor Reception.
- Opportunity for a representative to briefly address attendees during the Big Red Ball event.
- A brief (:15) video played during the event sharing why you give and the impact of your support.
- Inclusion in the event slideshow or media playing during breaks.
- Special acknowledgment on the Downtown Lansing Inc. website and in post-event communications.



City Center Sponsor — \$5,000

- Recognition as a City Center Partner in event marketing materials.
- Logo placement on event signage.
- Six (6) tickets to the event and invitation to the VIP Donor Reception.
- 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.

Sponsorship of the Big Red Ball aligns your brand with the region's innovators, decision-makers and leaders, as well as those who strongly believe in a vibrant, active capital city.

READY TO JOIN US?

Cathleen Edgerly
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(517) 485-3357

downtownlansing.org



SPONSORSHIP TIERS CONTINUED

Donor Reception Sponsor — \$5,000

- Recognition as exclusive cocktail hour sponsor with logo or name and in event marketing materials.
- Four (4) tickets to the event and a speaking opportunity during the VIP Donor Reception.
- Logo placement on Donor Reception signage and other signage throughout the venue.
- Verbal acknowledgment during the Big Red Ball event.
- Listing on the Downtown Lansing Inc. website and in post-event communications.

Impact Partner — \$2,500

- Recognition as an Impact Partner in event marketing materials.
- Logo placement on event materials.
- Four (4) tickets to the event and invitation to the VIP Donor Reception.
- 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.

I Love Downtown Sponsor — \$1,000

- Recognition as an I Love Downtown Partner in event materials.
- Listing on event signage.
- Two (2) tickets to the event and invitation to the VIP Donor Reception.
- Inclusion in the event slideshow or media playing during breaks.
- Listing on the Downtown Lansing Inc. website.

Michigan’s Downtown
Experiential Sponsor

This year’s event leans into our unique stature — the capital city, representing every city and county, every winding road and beautiful view, every industry, every special place in our Great Lakes state. As an Experiential Sponsor, you will not only receive recognition in traditional channels, but the ability to align your brand with your favorite Michigan moment.

Opportunities include:

- Michigan Tasting Room Sponsor: \$8,000
- Musical Moments Sponsor: \$6,000
- Hometown Hospitality Sponsor: \$3,000
- Mitten Memories Sponsor: \$2,500

If you’re interested in custom Michigan-based experiential opportunities, contact **cathleen@downtownlansing.org** to help design the perfect sponsorship package for you.

2026 BIG RED BALL
HOST COMMITTEE

Courtney Bollman \	Jenea Markham
Dominic Cochran	Dan Montes
Shelley Davis-Boyd	Breina Pugh
Patrick Dean	Josh Pugh
Jen Estill	Jamara Randall
Amiee Evans	Michelle Reynaert
Mary Gajda	Alex Rusek
Dawn Haddad	Lisa Sack
Samantha Harkins	Rachel Sampson
Deb Hart	Andy Schor
Dana Kromer	Ryan Sebolt
Mark Lawrence	Abbie Tykocki
Janet Lillie	Kimberly Wadaga

As a nonprofit organization, all contributions to Downtown Lansing Inc. are tax-deductible to the extent allowable by law.