

# *The* **CONEY**

*A celebrity charity event with everything on it.*

Named after our city's most delicious dish, The Coney is a culture-forward entertainment event with serious heart. Some of the world's funniest comedians, celebrity guests, and Detroit's most iconic voices will come together for a weekend of fun, laughter, and celebration of the city they will always call home. Together, we will raise the critical resources to support youth arts education for Detroit's kids, today and tomorrow.



## **WE'VE ROUNDED UP A POSSE**

The star-studded lineup includes **Kristen Bell, Sam Richardson, Tim Meadows, J.K. Simmons, Dax Shepard, Diona Reasonover, Marc Evan Jackson**, and many more Detroit originals (and some out-of-towners, too).

*Have some*

## **MESSY GOODNESS**

### **THE WELCOME PARTY**

We kick off the weekend on Friday, September 25 with an exclusive Welcome Party that toasts the start of an incredible weekend. This is your chance to get up close and personal with your favorite stars, community leaders and top-tier sponsors.

### **THE CONEY**

A premier variety show that could only happen in Detroit. It all goes down on Saturday, September 26, at The Detroit Opera House. You'll kick it off at a VIP pre-party, and then head in for a tasty lineup of comedy, music, and surprise appearances.

*The Coney is a celebrity-led homecoming weekend*

established by **Marc Evan Jackson**, television and film actor and founder of the **Detroit Creativity Project**, in partnership with the **Children's Foundation of Michigan**.

# The **CONEY**

## Sponsorship Combos

### #1. TOP DOG

\$500,000 (1 Available)

- Listed as "Presenting Sponsor" on all marketing collateral for The Coney weekend
- Premier logo visibility on stage during The Coney show (9/26)
- 30 second sponsor ad during The Coney show (9/26)
- Scripted acknowledgment by host/talent at The Coney show (9/26)
- Priority check-in and arrival at The Coney show (9/26)
- Logo on The Coney event website and auction website
- 2 Opera Boxes - includes access to the VIP Reception and food/beverage service during The Coney show (9/26)
- 40 Premier Seating Tickets at The Coney show (9/26)
- 10 Welcome Party Tickets (9/25)
- Logo on all printed and digital signage
- Inclusion in social media posts
- Opportunity to put branded items in attendee goodie bags
- Representative listed as Host Committee Member for The Coney

### #2. FULLY LOADED

\$100,000 (Limited Availability)

- 1 Opera Box - includes access to the VIP Reception and food/beverage service during The Coney show (9/26)
- 30 Premier Seating Tickets at The Coney show (9/26)
- 6 Welcome Party Tickets (9/25)
- Priority check-in and arrival at The Coney show (9/26)
- Logo on all printed and digital signage
- Inclusion in social media posts
- Logo on The Coney event website
- Opportunity to put branded items in attendee goodie bags
- Representative listed as Host Committee Member for The Coney

### #3. HEAVY CHILI

\$50,000 (Limited Availability)

- 1 Opera Box - includes access to the VIP Reception and food/beverage service during The Coney show (9/26)
- 10 Premier Seating Tickets at The Coney show (9/26)
- 4 Welcome Party Tickets (9/25)
- Logo on digital signage
- Inclusion in social media posts
- Logo on The Coney event website
- Representative listed as Host Committee Member for The Coney

### #4. DELUXE

\$25,000

- 20 Premier Seating Tickets at The Coney show (9/26)
- 2 Welcome Party Tickets (9/25)
- Logo on digital signage
- Inclusion in social media posts
- Logo on The Coney event website

### #5. CLASSIC

\$10,000

- 10 Premier Seating Tickets at The Coney show (9/26)
- Logo on digital signage
- Inclusion in social media posts
- Logo on The Coney event website

### #6. HOLD THE ONIONS

\$10,000 (Limited Availability)

- 1 Four Top Bistro Table in the pit of Detroit Opera House for The Coney show (9/26)
- Includes food and beverage service
- Access to the VIP Reception of The Coney show (9/26)
- 4 Coney Event Posters

### A LA CARTE - SIDE OF FRIES

\$2,500 (Limited Availability)

1 Welcome Party Ticket

# ALL THE GOALS

**CELEBRATE (AND SHOW OFF) DETROIT • GENERATE NATIONAL ATTENTION  
CREATE A PLATFORM FOR OUR CITY'S BIGGEST NAMES TO DEMONSTRATE THEIR  
HOMETOWN PRIDE • RAISE MONEY FOR ARTS EDUCATION IN DETROIT  
BUILD SOMETHING THAT LASTS AND LASTS**

# Fundraiser OBJECTIVES

Detroit continues to produce extraordinary talent. That pipeline starts early, in school arts programs and community spaces where young people first discover what's possible. But youth arts education in our city does not have permanent infrastructure.

*Our goal is to raise \$2 million through The Coney.*



## Immediate Impact (60 percent of what's raised)

### Arts-Focused Youth Serving Organizations

Provide support to organizations that expand access, instruction, and cultural expression across the city.

### Art Based Experiences

Expand travel, competition, exhibition, and performance opportunities that allow Detroit students to share their art with the city, nation, and world.

### Teaching Artists

Increase presence of working artists who bring professional expertise, mentorship, and real-world exposure into learning environments.

### Arts Infrastructure

Funding for people, supplies, instruments, uniforms, and technical equipment that support youth experiences with the arts.

## Long-Term Investment (40 percent of what's raised)

Establish a permanent endowment for arts education, held at the Children's Foundation of Michigan, to provide annual grants, informed by educators and guided by youth voice.

*The* **CONEY**  
**COMMITMENT FORM**  
**COMMITMENT DEADLINE SEPTEMBER 11, 2026**

Company/Name as you would like it to appear where there is recognition

Dr.  Mr.  Mrs.  Ms.

Contact Name & Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**SPONSORSHIP OPPORTUNITIES**

Top Dog \$500K     Fully Loaded \$100K     Heavy Chili \$50K     Deluxe \$25K     Classic \$10K  
 Hold the Onions \$10K Table     A La Carte \$2.5K

Additional Donation Amounts & Opportunities

**PRINT DEADLINE: AUGUST 28, 2026**

Low resolution/logos received after this date will NOT be printed on signage or other promotional materials.

**PAYMENT/BILLING**

**ALL SPONSORSHIPS MUST BE PAID IN FULL PRIOR TO SEPTEMBER 26, 2026**

Payment Enclosed (Check payable to The Children's Foundation (Federal Tax ID 32-0087353))     Send invoice to address below

Please charge my credit card     American Express     Discover     Visa     Mastercard

Name on card/Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CCV \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

For questions, or to return this form and submit hi-res logos, please contact:

**Ashley Ashkenazi** | [AAshkenazi@YourChildrensFoundation.org](mailto:AAshkenazi@YourChildrensFoundation.org) | 313.261.9865

**Children's Foundation of Michigan**  
3011 W. Grand Blvd. Suite 218  
Detroit, MI 48202