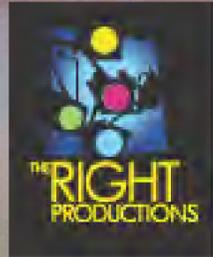


Presented by:



ARETHA FRANKLIN

AMPHITHEATRE

DETROIT

2025 SPONSORSHIP OPPORTUNITIES



THE 40TH ANNIVERSARY SEASON

2025 marks a milestone for the venue. It was established in 1985. The Chene Park Amphitheatre - then - was rebranded in 2019 to honor Detroit's own music icon.

The Aretha is a favorite of world-class artists and loyal customers alike. Corporations, organizations and private groups are welcome to join the celebration by activating from May to September.

40+ Events

Season Long Celebration

Iconic Cultural Moment

Exclusive Access Events



OVERVIEW

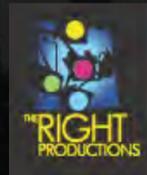
The Aretha Franklin Amphitheatre offers a range of touchpoints that brands can utilize to achieve marketing goals, reach a loyal audience and create memorable moments.

Live Events

Out-Of-Home

Media

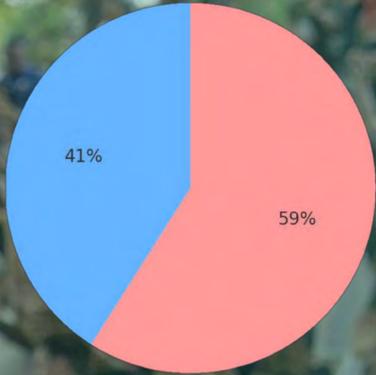
Community Impact



THE AUDIENCE

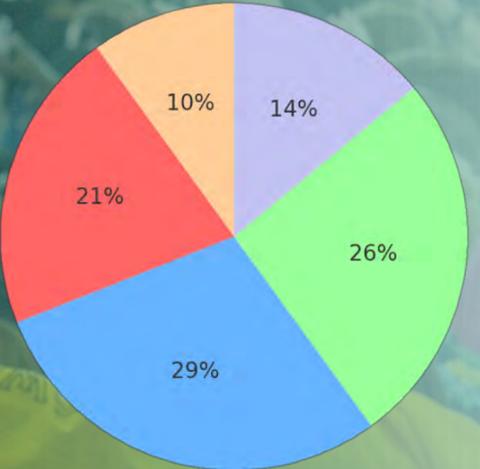
- **150,000+** highly engaged attendees every season.
- **Regional** guests from Southeast Michigan, Northern Ohio, and beyond.
- **Diverse** age groups and backgrounds, reflecting the rich cultural landscape of the region.
- **Prime location** – A waterfront venue with strong appeal, attracting loyal attendees and new visitors.

GENDER



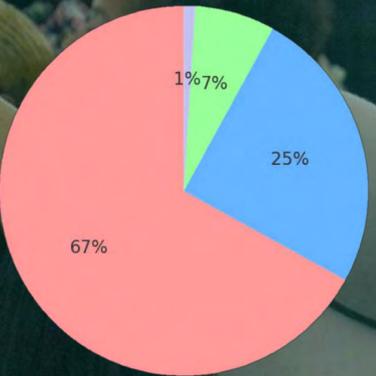
59% FEMALE
41% MALE

AGE

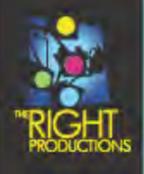


29% - 35-44
26% - 45-54
21% - 25-34
10% - 18-24
14% - 55 +

ETHNICITY



67% African American
25% Caucasian
7% Hispanic
1% Asian



LIVE EVENTS

The Aretha's waterfront stage feels intimate to the 6,000 in the venue. Plus, the 9-acre site serves the surrounding community of neighborhood businesses, residents, and boaters.



TAKE A LOOK AT THE ARETHA

Click > to play video or

[click link here.](#)



CONFIRMED PERFORMERS

2025 TALENT

Here are just a few of the shows that are on the calendar for the '25 season. Talent is still being added. There will be:

12 Wednesday Jazzy Nights Shows

20+ Weekend shows / events

Maxwell

Clint Black

**October London
f/ Tamar Braxton**

Jamey Johnson

Count Basie Orchestra

Jagged Edge

Boyz II Men

KEM

Samara Joy

King George & Southern Soul

Damien Escobar

Howard Hewitt

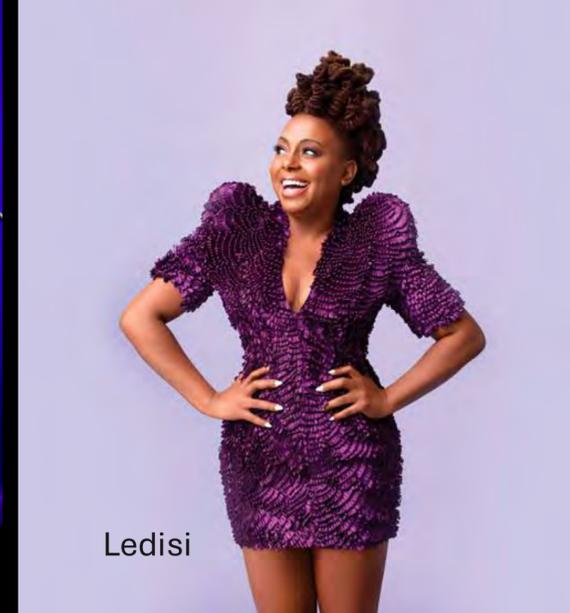
PJ Morton

Ledisi

& MORE TO BE ANNOUNCED



Maxwell



Ledisi



Damien Escobar



October London



Boyz II Men



Jamey Johnson



Count Basie
Orchestra



Clint Black

40TH ANNIVERSARY SEASON SPONSOR

FULL SEASON - PRESENTING

\$175K

The full season presenting sponsor will have presence in all Weekend shows, Wednesday night shows and special events. Sponsor branding included in:

LIVE EVENTS / ON-SITE

- Brand recognized as presenter of full concert season
- Brand Activations on-site
- Product Displays – Public & Exclusive Backstage
- 6 premium Seats (3 pair) to the full season*
- 6 VIP Fast Passes (3 pair) to full season*
- Branding on (7) LED Screens in-venue - all events
- 10% Discount on additional tickets purchased*
- Stage Announcements from Emcee*

OUT OF HOME

- Branding on The Marquee
- Branding on all 2025 printed assets
- Branding on (3) LED Screens facing the Detroit River
- Branding on OOH billboards in metro Detroit
- Retail location activation – ticket giveaways/specials

MEDIA

- Branding on All Digital assets for 2025
- Branding on All Broadcast assets for 2025
- Branding on Social Media promo assets
- Branding on TheAretha.com
- Branding In Direct-to-Consumer assets (Email, App)
- PR / Media releases – Earned Media

IMPACT

- Support Community Impact Event (TBD)
- Graduation Season presence
- Employee Orientation / engagement
- 3 Special On-Stage Presentations
- 1 Exclusive event (VIP / Pre-show or corporate**)

* TRP produced shows only. Not applicable to rental events.

** Catering, bar and production will determine final cost.



40TH ANNIVERSARY WEEKEND SPONSOR

FULL SEASON – WEEKEND SERIES

\$100K

The presenting sponsor will have a presence in all weekend shows.* Sponsor branding included in:

LIVE EVENTS / ON-SITE

- Brand recognized as presenter of Weekend series
- Brand Activation on-site - Weekend
- Product Display – Public & Exclusive Backstage
- 4 premium Seats (2 pair) to Weekend shows*.
- 4 VIP Fast Passes (2 pair) to Weekend shows
- Branding on (7) LED Screens in-venue all events
- Brand appears on (3) LED Screens facing the river
- 10% Discount on additional tickets purchased*
- Stage Announcements on all Weekend shows*

OUT OF HOME

- Brand appears on The Marquee
- Brand appears on Weekend shows printed assets
- Brand appears on OOH billboards in metro Detroit
- Retail location activation – ticket giveaways/specials

MEDIA

- Branding on Weekend Digital assets for 2025
- Branding on Weekend Broadcast assets for 2025
- Branding on Social Media promo assets
- Branding on TheAretha.com
- Branding on Direct-to-Consumer assets (Email, App)
- PR / Media releases – Earned Media

IMPACT

- Support Community Impact Event (TBD)
- Employee Orientation / engagement
- 1 Special Stage Announcements
- 1 Exclusive events (VIP / Pre-show or corporate**)

* TRP produced shows only. Not applicable to rental events.

** Catering, bar and production will determine final cost.



JAZZY NIGHTS PRESENTING SPONSOR

FULL SEASON - WEDNESDAY SERIES

\$90K

The presenting sponsor will be included in all 12 Jazzy Nights shows. Sponsor branding included in:

LIVE EVENTS / ON-SITE

- Brand recognized as presenter of Jazzy Nights series
- Brand Activation on-site – Jazzy Nights shows
- Product Display – Consumer & Exclusive Backstage
- 4 premium Seats (2 pair) to (12) Wednesday shows
- 4 VIP Fast Passes (2 pair) to (12) Wednesday shows
- Branding on (7) LED Screens in-venue Wed. events
- Branding on (3) LED Screens water facing Weds.
- 10% Discount on additional tickets purchased*
- Stage Announcements on all Jazzy Nights shows

OUT OF HOME

- Branding on The Marquee
- Branding on Jazzy Nights printed assets
- Branding on OOH billboards in metro Detroit
- Retail location activation – promotional team

MEDIA

- Branding on Jazzy Nights Digital assets for 2025
- Branding on Jazzy Nights Broadcast assets for 2025
- Branding on Social Media promo assets
- Branding on TheAretha.com
- Branding on Direct-to-Consumer assets (Email, App)
- PR / Media releases – Earned Media

IMPACT

- Support Community Impact Event (TBD)
- 1 Special Stage Announcements – Brand representative introduce a special guest.
- 1 Exclusive event (VIP / Pre-show or corporate**)

* TRP produced shows only. Not applicable to rental events.

** Catering, bar and production will determine final cost.



VIP LOUNGE TITLE SPONSOR

FULL SEASON - 3 YEARS

\$50K/YR

The VIP Lounge Title sponsor will be entitled to:

DELIVERABLES

- Brand recognized as presenter of VIP Lounge
- Branding installation on-site
- Premium Product Display
- 2 premium Seats (1 pair) to full season*
- 2 VIP Fast Passes (1 pair) to full season*
- Branding on (7) LED Screens in-venue
- Branding on (3) LED Screens water facing
- 10% Discount on additional tickets purchased*
- Stage Announcements from Emcee
- Branding on The Marquee
- Branding on Social Media content
- Branding on TheAretha.com
- Branding on Direct-to-Consumer assets (Email, App)
- PR / Media releases – Earned Media
- 1 Exclusive event (VIP / Pre-show or corporate**)



* TRP produced shows only. Not applicable to rental events.

** Catering, bar and production will determine final cost.



40TH ANNIVERSARY SPONSOR

2025 ACTIVATION AND EVENT \$25K

As an official sponsor, host a pop-up event that can be customized to scale.

DELIVERABLES

- 4 premium Seats (2 pair) to (3) shows*
- Promo table and tent at (3) shows*
- Branding on (7) LED Screens in-venue*
- Branding on (3) LED Screens water facing*
- Inclusion in (3) Email distributions
- Inclusion on TheAretha.com as a sponsor
- Inclusion in The Aretha mobile App
- Signage / POS throughout the venue
- Stage Announcements from Emcee
- 10% Discount on additional purchases*
- Inclusion on Marquee (May-Sept.)
- Inclusion in (2) Two branded dedicated social posts

- 1 Exclusive Event on Non-Show Day**
- Or
- 1 Exclusive VIP event on a Show Day**

*TRP produced shows only. Not applicable to rental events.
 ** Catering, bar and production will determine final cost



40TH ANNIVERSARY SPONSOR

2025 VISIBILITY AND ACTIVATION \$15K

As an official sponsor, have a visible and impactful presence during the 2025 season.*

DELIVERABLES

- 2 premium Seats (1 pair) to (4) shows*
- Promo table and tent at (4) shows*
- Branding on (7) LED Screens in-venue 15 shows*
- Inclusion in (2) Email distributions (May-Sept.)
- Inclusion on TheAretha.com as a sponsor
- Inclusion in The Aretha mobile App
- Stage Announcements from Emcee
- 10% Discount on additional tickets purchased

*TRP produced shows only. Not applicable to rental events.



LAKE LOUNGE

Job Fairs

The Right Productions, Inc. hosts a series of hiring events to staff up for the summer. We want to use this opportunity to highlight our sponsors benefits.

Orientation

TRP welcomes new hires to the venue for orientation before the season and this is an opportunity to be included in pre-recorded content that all employees will see. There is also an option to have a rep appear at orientation to inform employees about products and benefits.





VIP EXPERIENCES

The Aretha Franklin Amphitheatre has the flexibility to customize spaces for exclusive experiences.

VIP Lake Lounge

- East Riverside VIP area
- Backstage VIP area
- Custom VIP Experience

Options from 15 - 3,000 Guests.*

* 15 Person minimum for exclusive VIP. Tickets to shows required for entry.

* 3,000-person capacity for Lake Lounge Events. Based on White Party and International DJ series attendance.



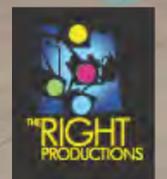
OUT-OF-HOME

The Aretha is a part of the Detroit Riverfront conservancy and is highly visible as a downtown Detroit destination. The Marquee located on Atwater and Chene is a key platform that supports stills and video

(2x) 24 / 7 Digital Screens

1,020,000 Impressions Seasonally.*

*Based on SEMCOG (Southeast Michigan Council Of Governments) traffic study data and 300 Days of activity.



ON-SITE VISIBILITY

The Right Productions, Inc. and the city of Detroit have invested in 10 LED Screens. Three screens are visible from the river. There are also twin jumbo projections on the canopy.

- (3) River-facing LED screens
- (7) LED screens
- (2) Jumbo Projections (30' x 70)

(10x) Digital Screens + (2x) Jumbo Projections

2,420,500+ Impressions Seasonally.*

*Based on annual attendance and 10 LED Screens, twin jumbo projections - in-venue and water facing boat traffic on the Detroit River.



MEDIA

Welcome to
THE ARETHA



THE
ARETHA

REACH & IMPRESSIONS

The Aretha Franklin Amphitheatre has a robust media buy to support the events throughout the season. This translates to considerable reach for sponsors and brand messaging.

Social Media

Organic social engagement, paid boosting and dark ads are folded into every media plan. Reach over **150,000 followers across FB, IG, X.**

Direct To Consumer

Tap over **65,000 Email subscribers** and **10,000 Mobile App users.**

Digital Media

Paid Search, display units, programmatic audio and video are strategically leveraged for every show.

Broadcast Media

Local TV covers The Aretha regularly. Commercials and ticket giveaway contests are tools often used to expand awareness and engagement.

Approx. 23MM impressions for a 175K investment at less than a \$10 CPM.*

*Projection based on annual impressions for 2023 Jazzy Nights Presenting Sponsor Huntington



THE CEO: SHAHIDA MAUSI

"Since 2004, my team and I have been honored to present the top music artists in the world at one of the country's premiere amphitheatres.

As we celebrate 40 years of the venue in 2025, we have expanded our ability to showcase unparalleled talent beyond Detroit. Our partnerships with municipalities, non-profits, brands and other leading promoters are continuing to grow.

On behalf of The Right Productions team, we look forward to curating customized experiences for your specific needs."

*President & CEO, The Right Productions, Inc.
Managing Director, The Aretha Franklin Amphitheatre*



THANK YOU

Contact:

Rashid Mausi
Brand Integrations
Rashid@TheAretha.com
313-598-8914

