



[www.thegospelshowcase.net](http://www.thegospelshowcase.net)



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**Media Partners**

## **All Vendors Are Invited To Participate The Detroit Gospel Showcase & Awards®**

Kick off the 2007 holiday season by participating in the Detroit Gospel Showcase & Awards® gospel music festival, Saturday October 27, 2007. Capitalize on the growing popularity of gospel music to reach the “faith-based” community as people come to hear some of the premiere gospel choirs in the Detroit Metropolitan area, giving praise, thanks and glory to God. This provides an excellent opportunity to increase the awareness and success of your business. **A study conducted by Don Coleman Advertising and Yankelovich showed that 94% of African Americans belong to a church, and 69% consider the church to be highly important in their lives.**

### **Program information:**

**Event:** The Detroit Gospel Showcase & Awards® program  
**Location:** Greater Emmanuel Institutional C.O.G.I.C. 19190 Schaefer Hwy. (7 mi. & Schaefer) Detroit 48235  
**Date:** Saturday October 27, 2007, 5:00 PM – 10:00 PM ( vendors 12:00 noon, doors open at 3:00 PM)  
**Attendance:** 1,700 people

### **Advertising Support:**

This event will be supported with print and radio advertising from our media partners Clear Channel Radio and the Michigan Chronicle. WMXD and WJLB have a combined listening audience of more than 90% of metropolitan Detroit’s targeted African American population. This event will be promoted on Praise and Worship hosted by Pastor Marvin Winans and by Dr. Deborah Smith Pollard on “Strong Inspiration,” who will serve as Mistress of Ceremony. Each station will distribute flyers during our van runs, appearances and event to help promote the Detroit Gospel Showcase & Awards. Flyers will be distributed during appearances by their promotion teams. 92.3 FM the Mix Detroit’s #1 Classic Soul & R & B station, & WJLB FM 98 # 1 for Hip Hop

### **Price:**

Vendors with the radio package will be mentioned in our rotating radio spots on both stations

- Display space plus being mentioned during radio commercials, **\$500**
- Display space only **\$300**
- **If paid in full by October 15, 2007 (discount pricing)**
  - Display space only **\$180**
  - (Packages include one 6 foot table, 2 chairs, 2 \$10 tickets, a \$30 business card program ad, and 1 free program booklet)

### **Reservation:**

**Name:** \_\_\_\_\_ **Phone** \_\_\_\_\_

**Address:** \_\_\_\_\_

**E-Mail** \_\_\_\_\_ **Product/Service** \_\_\_\_\_

Make check payable to Detroit Gospel Showcase and mail your check to Detroit Gospel Showcase & Awards, Attn: Derryl L. Reed, 3297 Woodview Lake Road, Suite 100, West Bloomfield, MI 48323 For complete details Called Derryl L. Reed, 248-851-5586, or log onto [www.thegospelshowcase.net](http://www.thegospelshowcase.net) and click on Detroit.