

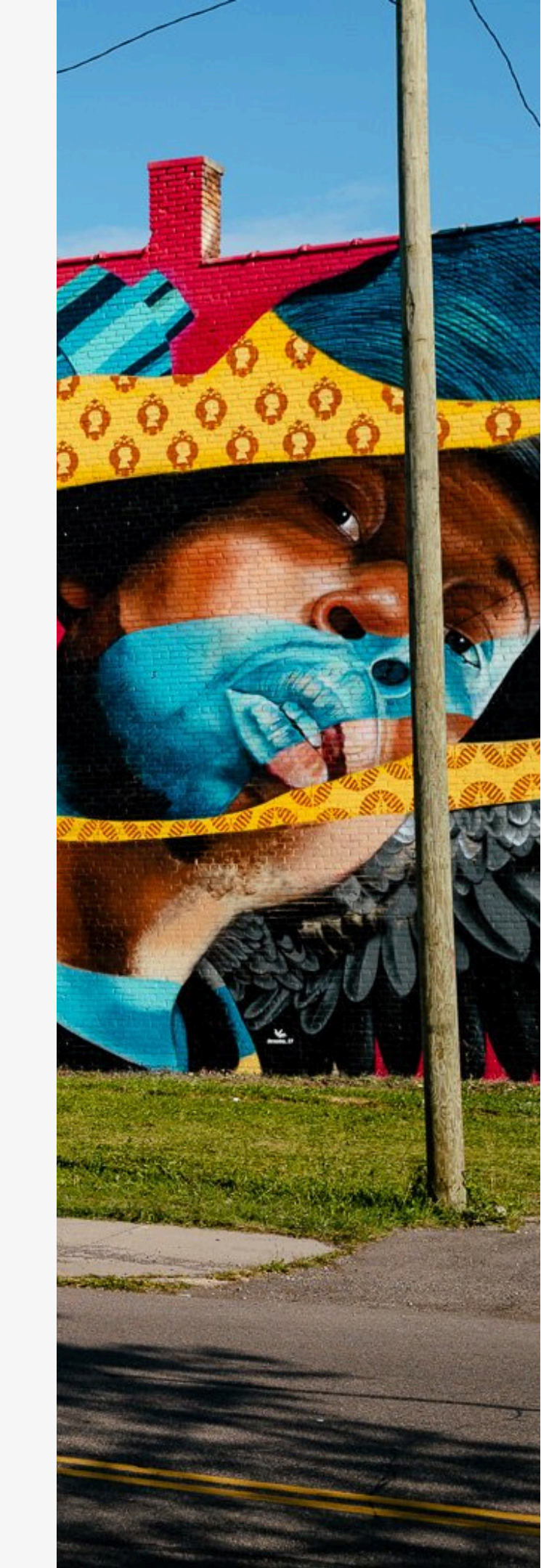
Sponsorship Deck

PHELPS FEST **SEPT 19, 2026**

A Tribute to Detroit's Music Legacy

On the original site of Phelps Lounge
Presented by Detroit Musix





Executive Summary

Detroit Musix preserves and celebrates the rich legacy of Detroit music by honoring the six genres in which Michigan artists and creators have made a lasting global impact. Through expressive arts programming, curated live music experiences, educational lectures, and immersive cultural tours, Detroit Musix connects visitors, organizations, corporate groups, and local communities to the sound, history, and cultural soul of the city.

Phelps Music Festival ("Phelps Fest") will take place on the original site where Phelps Lounge once stood in Detroit's North End. By activating this site, we are transforming memory into experience and ensuring that the legacy of Phelps Lounge continues to live in the very place it was created.

Saturday September 19, 2026 (3pm-8pm)

Location: 9000 Oakland Ave.

Attendance: 800+ anticipated attendees

Cost: Free Public Event

Audience: Multi-generational, culturally engaged Detroit residents, creatives, regional and international visitors

Sponsors have the opportunity to:

- Align with Detroit's globally recognized music heritage
- Engage directly with a culturally influential audience
- Support youth development through our impactful programs
- Be positioned as a leader in cultural preservation and music history



THE LEGACY OF PHELPS LOUNGE



A Cultural Anchor in Detroit's North End

Phelps Lounge (1959–1981) was:

A premier destination for Black artists and touring musicians

A cornerstone of Detroit's live music scene

A gathering space for culture, fashion, and community

**500+ live performances across
R&B, Blues, Jazz, Funk & Gospel.**

Dozens of Hall of Fame Artists.





Legends of Phelps Lounge

A Legacy Written in Sound

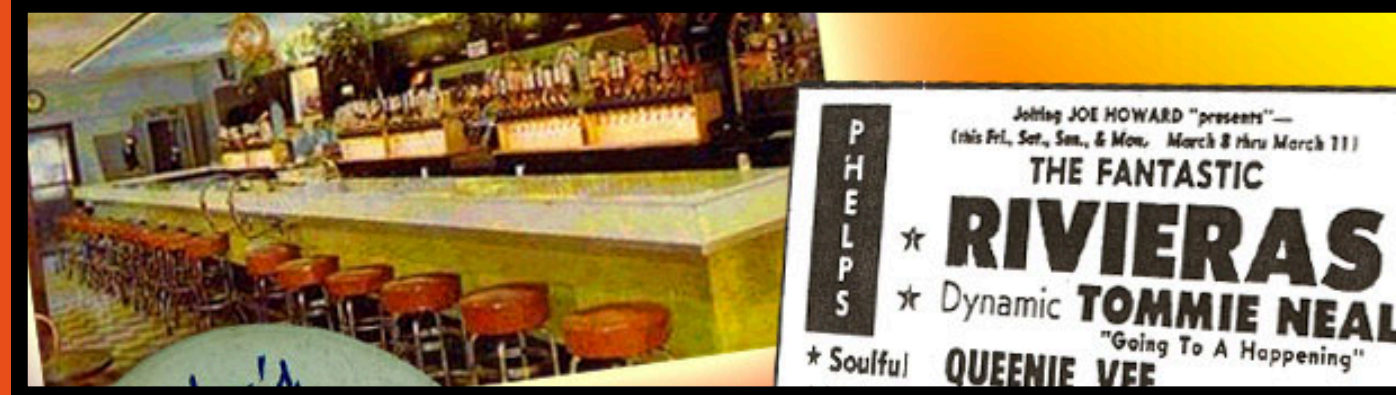
The stage welcomed icons including:

- James Brown
- The Temptations
- B.B. King
- Etta James
- Aretha Franklin
- Gladys Knight & The Pips
- Jackie Wilson
- Wilson Pickett
- Otis Redding
- The Isley Brothers
- Count Basie
- Anita Baker
- Lloyd Price

- Bobby "Blue" Bland
- Sam Cooke
- Betty Lavette
- Earth Wind & Fire
- The Spinners
- Stevie Wonder
- Marvin Gaye
- Ike & Tina Turner
- Pigmeat Markham
- The Staples Singers
- Martha Reeves & The Vandellas
- Smokey & The Miracles

- Parliament-Funkadelic
- Clarence Carter
- Curtis Mayfield
- Solomon Burke
- Fats Domino
- Diana Ross & The Supremes
- Jackie Wilson
- Wilson Pickett
- Joe Tex
- Count Basie
- The O'Jays
- Johnnie Taylor





Festival Experience

An Immersive Cultural Environment

Attendees will experience:

- Curated live tribute performances
- DJ sets spanning Detroit's musical eras
- Dance spaces celebrating movement and expression
- Food vendors and Detroit culinary culture
- Local creatives and small businesses
- Community resource partners
- VIP lounge experience

Anticipated Attendance: 800+



Audience & Reach



Phelps Fest is designed to attract a highly engaged, culturally influential audience:

Audience Profile

- Detroit residents + regional visitors + International Visitors
- Ages 18–80+ (multi-generational appeal)
- Strong representation of multicultural consumers and creatives
- Artists, entrepreneurs, businesses, families, and culture enthusiasts

Projected Reach

- 1,000 in-person attendees
- 100,000+ estimated digital impressions (social + partner amplification)
- Local + regional visibility through community networks and media





Phelps Fest Sponsor Types



Total Event Investment: \$75,000

Phelps Fest Title Sponsor: \$75,000 (Exclusive)

- Naming rights: “Phelps Fest presented by [Sponsor]”
- Opportunity to address the audience
- Premium logo placement across all materials
- VIP access + private experience with performers
- Dedicated branded activation space
- Lead recognition in all media and promotions
- Producer credit in Documentary Film
- Additional logo placement at two pre-events (Detroit Bass Day @ Motown Museum (8/15/26) & Phelps "Then & Now" Techno Event (8/29/26))

Headliner Sponsor: \$40,000

Legacy Sponsor: \$20,000

Rhythm Sponsor: \$10,000

Community Sponsor: \$5,000

Sponsors have the opportunity to create memorable, high-impact brand experiences, including:

- Branded VIP Lounge or hospitality space
- “Presented by” performance stage
- Interactive installations or cultural activations
- Product sampling or experiential engagement
- Co-branded content and storytelling opportunities

Marketing & Brand Amplification

Phelps Fest is supported by a multi-channel promotional strategy designed to maximize sponsor visibility.

Digital & Social

- Targeted social media campaigns
- Artist and partner amplification
- Countdown + storytelling content leading up to the event

Community Engagement

- Grassroots outreach in Detroit neighborhoods
- Partnerships with local creatives, organizations, and cultural leaders

Media & Public Relations

- Local press coverage and media outreach
- Event listings and cultural calendars

On-Site Visibility

- Branded signage and stage recognition
- VIP and experiential brand integration

Sponsors benefit from pre-events, on-site, and post-event exposure—not just a single-day presence.



Impact:



Key Detroit Musix Community Programs Include:

M.I.L.E.S. (Music in Literacy Equals Success)

The MILES program:

- Integrates music creation into literacy development to strengthen reading, writing, and comprehension skills
- Uses songwriting and rhythm-based learning to improve memorization and academic retention
- Builds confidence and self-expression through creative storytelling and performance
- Encourages teamwork, collaboration, and peer learning through group music projects

Higher Ground Music & Mental Health

The Higher Ground program provides:

- Specialized programming led by industry professionals and behavioral health experts
- Expressive arts and music training for neurodiverse youth
- Development of creative entrepreneurship pathways

M.U.S.E. Music's Use in Special Education

The MUSE program provides:

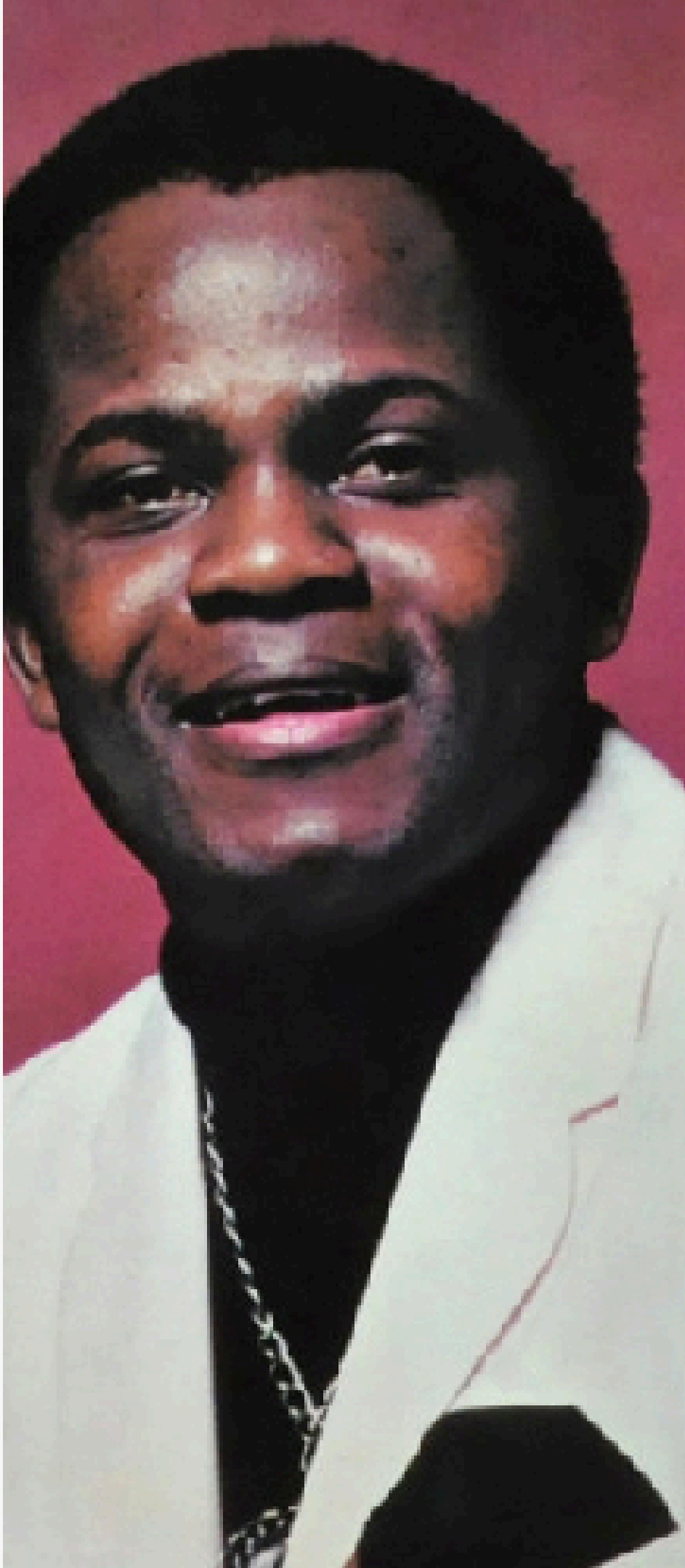
- Specialized programming led by industry professionals and behavioral health experts
- Expressive arts and music training for neurodiverse youth
- Development of creative entrepreneurship pathways
- Socialization opportunities with peers
- Career pathway tracts

CODA (Consistency. Order. Discipline. Accountability.)

The CODA program provides:

- Build resilience and emotional regulation
- Improve focus, behavior, and self-discipline
- Strengthen positive identity and self-worth
- Develop healthy coping strategies
- Increase engagement with school and peers

Supporting the Next Generation of Creators & Leaders



An Invitation

Honor the Legacy. Invest in the Future.

Phelps Fest is more than an event —
it is a cultural responsibility and an opportunity.

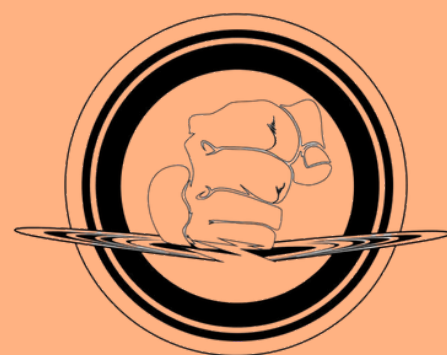
An opportunity to:

- Preserve Detroit's global music legacy
- Honor the artists who shaped generations
- Reinvest in the community where this legacy was built
- Support the next generation of creators

We invite you to stand with us as a sponsor, partner, and steward of Detroit's music culture.

Commitment for the Title Sponsor is requested to ensure full production and planning alignment.

Phelps Fest Community Partners



Oakland Avenue Urban Farm



LOVE JOY MEDIA GROUP



Next Steps



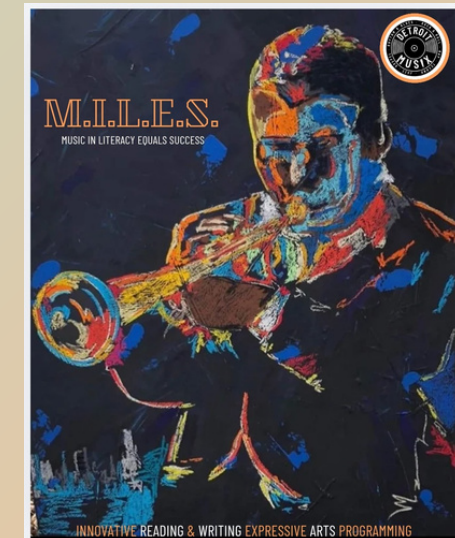
We invite you to join as a founding sponsor of Phelps Fest.

To move forward:

Confirm your level of interest
Schedule a brief partnership discussion
Finalize sponsorship agreement

Contact:

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thank you

