



THE
MACOTTA
CLUB

Welcome to the Club.

**Downtown Lansing Inc.'s newest
Incubator Program focused on advancing
Lansing's Culinary Talent**



**DOWNTOWN
LANSING INC.**

THE MISSION:

Operated by Downtown Lansing Inc., The Macotta Club offers a 24-month incubator program for 15 diverse culinary startups to establish a foundation for their business before expanding into the broader Mid-Michigan market.



Why Downtown Lansing?

The Macotta Club will be a catalyst for creating a 24/7 downtown experience & a space for inclusive community connection. Our goal is that 51% of program participants represent women or BIPOC owned businesses to ensure a diverse business mix within downtown Lansing.

Repurposing a long-vacant space in an architecturally significant building, The Macotta Club will cause a ripple effect on the local Downtown economy, inspiring spinoff development for investors, businesses & residents as we reimagine downtown Lansing into a more vibrant, inclusive neighborhood & business district.

A soft launching point has been designed to test flavors, build brands & clientele. Food entrepreneurs will be able to curate resources, experience, & the fan base needed to expand to their permanent location upon completion of the program.



PARTICIPANTS RECEIVE:

- A branded restaurant space in a food hall environment
- A state of the art shared commercial kitchen
- Innovative business programming
- Partnerships with industry experts
- Below market rate rent & startup costs
- Marketing and Brand support

You can be part of this once in a lifetime opportunity to design a more vibrant, sustainable downtown that represents all the people & places of Michigan.

Downtown Lansing Inc., as part of Michigan's Capital City, feels a responsibility to design progressive recovery programs, & innovative shared spaces like The Macotta Club, with the intent to share what we learn with other communities throughout Michigan & beyond.

Join the Club

Join Downtown Lansing Inc. as we support tomorrows food entrepreneurs.
Become a sponsoring member of "The Club"!

BUILD IT & THEY WILL COME: \$150k/year (3 YEAR COMMITMENT)



As The Macotta Club's primary sponsor you contribute to the success of the program by helping to build a state of the art commercial teaching kitchen, provide low-cost startup costs for participants while also creating a modern dining experience for the people of Lansing!

SPONSORSHIP INCLUDES:

- VIP Dining Experience prior to opening with speaking opportunity
- Brand Recognition during construction phase on outside of The Macotta Club
- Speaking Opportunity at all Grand-Opening events
- Top recognition as primary sponsor on "Story Plaque" within both entries of The Macotta Club
- Logo/image of your choosing prominently displayed on TheMacottaClub.com
- Recognized as primary program sponsor in all Macotta Club press releases, social media & event marketing for The Macotta Club
- Recognized twice/month on The Macotta Club social media platforms
- Recognized 1/month on Downtown Lansing Inc. social media platforms
- Recognized as a sponsor of one 2023 Downtown Business Huddle of your choice.
- Recognized as a Downtown Believer Partner at Evening of Excellence, DLI's annual downtown volunteer & business celebration event

RETAIL PATRON: \$150k/year (3 YEAR COMMITMENT)



As The Macotta Club's Retail Patron you support food entrepreneurs as they bring their brand to the wholesale market by allowing us to offer low/no cost UPC codes, certifications, education, & packaging resources.

SPONSORSHIP INCLUDES:

- VIP Dining Experience prior to opening with speaking opportunity
- Brand Recognition during construction phase outside The Macotta Club
- Speaking Opportunity at all Grand-Opening events
- Retail Patron branding within Retail storefront within The Macotta Club
- Logo/image of your choosing prominently displayed on the Retail page of TheMacottaClub.com
- Recognized as Retail Patron in all Retail marketing & programming for The Macotta Club
- Recognized 1/month on The Macotta Club social media platforms
- Recognized 6/year on Downtown Lansing Inc. social media platforms
- Recognized as a sponsor of one 2023 Downtown Business Huddle of your choice
- Recognized as a Downtown Believer Partner at Evening of Excellence, DLI's annual downtown volunteer & business celebration event

TEACH THEM & THEY WILL THRIVE: \$100k/year (3 YEAR COMMITMENT)



As The Macotta Club's Business Education Sponsor you support the monthly business classes, mentorships and food certification programming necessary to ensure participants are fully versed in the business side of entrepreneurship.

SPONSORSHIP INCLUDES:

- VIP Dining Experience prior to opening with speaking opportunity
- Brand Recognition during the construction phase outside of the Macotta Club
- Speaking Opportunity at all Grand-Opening events
- Logo/image of your choosing prominently displayed Resource page of TheMacottaClub.com
- Branding rights for business Education Classroom
- Recognized as program sponsor in all Educational marketing & programming
- Recognized 1/month on The Macotta Club social media platforms
- Recognized 6/year on Downtown Lansing Inc. social media platforms
- Recognized as a sponsor of one 2023 Downtown Business Huddle of your choice
- Recognized as a Downtown Believer Partner at Evening of Excellence, DLI's annual downtown volunteer & business celebration event

MACOTTA CLUB BRASS: \$150K (one time sponsorship)



The Macotta Club's Brass Sponsor contributes to the success of the program by helping build a state of the art, flexible commercial kitchen & dining room, innovative food delivery systems & training programs that guide participants to success!

SPONSORSHIP INCLUDES:

- VIP Dining Experience prior to opening
- Logo displayed as Brass Sponsor outside main level private dining room until 1/2025
- Logo/image of your choosing prominently displayed on TheMacottaClub.com website for 12 months
- Recognized as Macotta Brass Sponsor in all Macotta Club Grand-Opening press releases, social media & event marketing
- Recognized twice/month on The Macotta Club social media platform for 12 months
- Recognized twice/month on Downtown Lansing Inc. social media platform for 12 months
- Recognized on 2 hanging planter sponsor signs hung near The Macotta Club (May-October)
- Recognized as a sponsor of one 2023 Downtown Business Huddle of your choice
- Recognized as a Downtown Believer Partner at Evening of Excellence, DLI's annual downtown volunteer and business celebration event

MACOTTA CLUB BLUE: \$100k (one time sponsorship)



The Macotta Club Blue Sponsor contributes to the success of the program by helping build a state of the art, flexible commercial kitchen & dining room, innovative delivery systems & training programs that guide participants to success!

SPONSORSHIP INCLUDES:

- VIP Dining Experience prior to opening
- Logo displayed as a Macotta Club Blue Sponsor outside upper level private dining room until 1/2025
- Recognized as Macotta Club Blue Sponsor in all Macotta Club Grand-Opening press releases, social media and event marketing
- Logo/image of your choosing prominently displayed on TheMacottaClub.com website for 12 months
- Recognized 1/month on The Macotta Club social media platform for 12 months
- Recognized 6 times on Downtown Lansing social media platforms within 1 year
- Recognized on 1 hanging planter sponsor signs hung near The Macotta Club (May-October)
- Recognized as a Downtown Believer Partner at Evening of Excellence, DLI's annual downtown volunteer and business celebration event.

RECORDING KITCHEN PATRON: \$50K/year (3 YEAR COMMITMENT)



The Recording Kitchen Patron supports food entrepreneurs & surrounding Lansing businesses as they add a cooking class component to their revenue stream. This kitchen will have space & equipment for hosting & teaching classes that can be recorded & streamed as a marketing tool to aid in brand development.

SPONSORSHIP INCLUDES:

- VIP Dining Experience prior to opening
- The Recording Kitchen will include branding/naming rights for sponsor
- Recognized as Recording Room Sponsor in all Macotta Club Grand-Opening press releases, social media and event marketing
- Recognized when Recording Room is being celebrated, promoted or used
- Recognized once/month on The Macotta Club social media platforms
- Recognized 6 times on Downtown Lansing Inc. social media platforms

Custom Sponsor Package: Let's Talk!