

Jokes, Jazz & Jams 2027

Father's Day weekend in Detroit. A night of comedy, jazz, R&B, hip-hop and gospel for the men who show up, and the families who celebrate them.

SPONSORSHIP AT A GLANCE

5,000+ GUESTS IN 2026	6,000 SEAT RIVERFRONT AMPHITHEATRE	10 ACTS ON ONE STAGE	1 GRAMMY-WINNING HEADLINER
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The opportunity

Father's Day has plenty of ads and very few main events. In 2026 more than 5,000 people came to the Aretha Franklin Amphitheatre for ours, headlined by Grammy winner Gregory Porter. A partner is part of the celebration: on stage, on site, and across weeks of TV, digital, print and social.

The audience

Multi-generational Detroit families on a premium night out: dads, the partners and children celebrating them, and grandparents in the same row.

The purpose

The 2027 show closes Men's Health Week (June 14–20). A portion of the proceeds will benefit Men's Health Network.

Partnership levels

	Presenting 1 ONLY	Stage 2 AVAILABLE	Supporting 4 AVAILABLE	Community 8 AVAILABLE
BILLING	"Presented by" in the show's name; industry exclusivity	A named show segment or the VIP lounge	Logo on all materials	Name on the event page
TV, DIGITAL, PRINT	Logo and mention in every TV, digital and print piece	Logo in every TV, digital and print piece	Logo on print and digital	Social thank-you
ON SITE	Premier activation space; entrance, stage and VIP signage	Activation space and signage	Signage	—
STAGE AND SCREENS	Host recognition all night; LED logo all evening; on-stage moment	LED logo all night; one host mention	LED logo in rotation	Group thank-you from the stage
HOSPITALITY	40 VIP tickets; reserved hospitality area	20 VIP tickets	10 tickets	4 tickets
INVESTMENT	\$100,000	\$35,000	\$15,000	\$2,500

Ideas we would build with you

- A Dad of the Year honor, presented on stage in your name
- A VIP lounge with your name on it
- Wear BLUE Day with your team, Friday, June 18
- Seats given in your name to deserving Detroit dads

Reserve a level:
j3presents.com/sponsorship

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