Explore Programming and Public Event Partnership Opportunities!
Dear Friends

When my grandmother, Esther Gordy Edwards, founded Motown Museum nearly 40 years ago, her dream was to preserve a modest house in Detroit famously known as Hitsville U.S.A., the birthplace of Motown Records. She would be proud to see her vision for Motown Museum has grown to become one of Michigan’s top international tourist destinations and has engaged millions of music fans from all over the world.

As Motown Museum moves towards our bold new future, we strive to serve those who find inspiration in the Motown story. Through interactive docent-led tours and exhibits, the Museum promotes the values of Motown’s proven model of creativity, artistry, and entrepreneurship. Our community education and artist development hub, Hitsville NEXT provides essential career mentoring and training for the next generation of artists and entrepreneurs. This critical programing helps establish a supportive artist community and offers access to networks and resources which help to retain talent in the City of Detroit.

Currently, the Museum is undergoing a $65M expansion to grow the campus to nearly 50,000-square-feet and become a world-class entertainment, education, and tourist destination. When completed, the expanded Museum will contribute greatly to Detroit’s resurgence, transforming the neighboring communities, providing jobs, opportunity for business growth all while bolstering tourism for the State of Michigan.

This journey would not be possible without the support of our giving family who share our desire to preserve, promote and celebrate the authentic Motown story. We hope you will be inspired by the work we are doing and will consider supporting one or more of the programs in the Giving Guide that matches your philanthropic objectives. There is no time like the present to be part of Motown’s growing legacy. We look forward to continuing this journey with you.

With Warm Regards,

Robin R. Terry
Chairwoman and CEO of Motown Museum
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Help sustain our rich musical and cultural legacy!

MISSION
To preserve, promote and celebrate the authentic Motown Story as a platform for others to flourish as thinkers, creators, neighbors and entrepreneurs.

VISION
That all generations will come to know, be inspired and transformed by the legacy, sound and unparalleled cultural and social impact of Motown.

MOTOWN MUSEUM
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The Motown story began in 1959, when founder Berry Gordy, a young aspiring songwriter, borrowed $800 from his family’s savings club and created his own record label. With early success, he purchased a home in the Northwest Goldberg neighborhood in Detroit, where he lived upstairs with his family and worked on the first floor, converting an attached photography studio into a fully equipped recording studio. To manifest his vision, he hung the now-famous sign outside dubbing the location Hitsville U.S.A., the place where hits were made.

The house on West Grand Boulevard became a home for talented neighborhood youth whose unparalleled sound came to define a generation and change the world. Few companies in American history have wielded such enormous influence on the style and substance of popular music and culture as Motown Records. With over 180 number-one hit songs its impact—from pop to hip-hop—continues to be felt today. Smokey Robinson and the Miracles, Diana Ross and the Supremes, the Four Tops, Gladys Knight & the Pips, Stevie Wonder, Marvin Gaye, The Temptations, Martha Reeves and the Vandellas, and the Jackson 5 are just a few of the legendary artists who contributed to what the world came to know as the “Motown Sound.”
Founded in 1985 by Esther Gordy Edwards, Motown Museum is a 501(c)(3) not for profit, tax-exempt organization in Detroit. The Museum is committed to preserving, protecting, and presenting the Motown story through authentic, inspirational, and educational experiences. Located on the original site where Motown Records was founded and operated, the Museum is the beating heart of the extraordinary Motown legacy, a destination that celebrates the past while simultaneously building a bridge to the future.

Today we have an opportunity to leverage this profound legacy of music, business acumen, and community to help share this unique Detroit story with the world; to rebuild the historic Northwest Goldberg neighborhood; and to empower people, particularly youth, with inspiration and access to the art and business of entertainment. Join us as we begin the next chapter of the Motown story with a gift to the Museum’s Annual Fund.

In 2016, Motown Museum announced an expansion campaign to increase the Museum’s current footprint to a nearly 50,000-square-foot world-class entertainment and education tourist destination. When completed, the expanded site will have an impact on the surrounding Detroit neighborhoods, providing employment, sustainability, and community pride by serving as an important catalyst for new investment and tourism in the historic area.

**MISSION:** To preserve, promote and celebrate the authentic Motown Story as a platform for others to flourish as thinkers, creators, neighbors, and entrepreneurs.

**VISION:** That all generations will come to know, be inspired, and transformed by the legacy, sound, and unparalleled cultural and social impact of Motown.
Hitsville NEXT shares the extraordinary resources of the Motown Museum to empower and nurture individuals and communities through the legacy and unparalleled social and cultural impact of Motown Records. Hitsville NEXT further cements Motown’s role in transforming future generations by providing access to education and resources designed to cultivate creativity and empower emerging artists and entrepreneurs of all ages.

Programs of Hitsville NEXT include a suite of educational enrichment and public engagement activities designed to empower and bridge the opportunity gap.

**ARTIST DEVELOPMENT**
Skill development programs for emerging creatives in the recording industry

- AMPLIFY: The Sound of Detroit
- Motown MIC: The Spoken Word
- SPARK and IGNITE Summer Camps
- Lyric Project
- Master Class Series for Aspiring Artists

**ENTREPRENEURIAL DEVELOPMENT**
A creative resource and opportunity hub for innovators and entrepreneurs

- The Pop Shop: Entrepreneurs in Residence
- The Marketplace
- Master Class Series for Aspiring Artists

More information, visit motownmuseum.org/program
Are You? Next
SPARK SUMMER CAMP
Grades 6-8 | Application Required

More more information, visit motownmuseum.org/program

SPARK summer camp at Hitsville NEXT is a day camp that provides a safe space for middle school youth to explore their artistic talent and career opportunities available in the music industry. This camp is designed to draw connections between music creation and business development, exposing participants to the parallels between the music industry and entrepreneurship.

Participants attend workshops that cover career development topics such as songwriting, beat making, and performance. Immersed in the legacy of Motown, participants will actively engage with Motown Alumni and music industry professionals as they develop the understanding of what it takes to create their own original music.

Master classes and workshops provide high level facets of teaching discovery through each career focus, advocating for oneself, and developing an understanding that no one path is the same.

PROGRAM OUTCOMES:

- Engage up to 40 aspiring artists in grades 6-8
- Offer diverse career development skills rooted in Motown’s success
- Provide immersive camp experience in historical cultural environment
- Encourage collaboration and interpretation of a classic Motown composition
- Prepare participants for public performance

Partnership Opportunities Available $5K-$50K | Details on page 32
“I was so excited to do this summer camp that I drove all the way from New York! With my experience being here, I’ve grown to love Motown and the City of Detroit.”

Princess, 12
Bronx, NY

“My daughter is really introverted and in this program I saw her blossom!”

Mother of Summer Camp Participant
IGNITE SUMMER CAMP
Grades 9-12 | Application Required
More more information, visit motownmuseum.org/program

IGNITE summer camp at Hitsville NEXT is a two-week day program for high school aged singers that will take them on an artistic journey through collaborative performances, group lessons, and workshops catered to the development of their songwriting, music production and performance skills. Camp curriculum offers specific outcomes designed to build strong musical foundations to successfully seize opportunities for long and sustainable careers.

This audition-based program provides participants with an authentic experience of being a performer inclusive of rehearsals, deadlines, and artistic development highlighting stage presentation, speaking skills and image counseling. Students are coached daily and supported by former Motown and Detroit artists and entertainment industry professionals from around the country. As the culminating project, all participants collaborate to record and perform an original song, as well as a Classic Motown song which is featured in a final showcase.

PROGRAM OUTCOMES:

• Engage up to 40 aspiring artists in grades 9-12
• Offer diverse career development skills rooted in Motown’s success
• Provide immersive camp experience in historical cultural environment
• Encourage collaboration and creation of original composition
• Prepare participants for competitive public performance

Partnership Opportunities Available $5K-$50K
Details on page 32

“What I love the most about this program is that it makes me feel welcome as an artist and as a person. Hitsville NEXT feels like a second home for me.”

Michael, 15
Macomb, MI
LYRIC PROJECT
AGES 14-18 | Audition Required
More information, visit motownmuseum.org/program

Lyric Project is a Hitsville NEXT program that brings together ten aspiring young singers and songwriters and immerses them in the basics of writing and music production. Focusing on the communication of emotion through music, participants learn about the tradition of protest songs in the United States and Motown’s prominent role in advancing societal change. Young musicians are given the opportunity to engage deeply in lyric development, music production, and authentic expression, grounded in the legacy of Motown.

Through live class sessions and clinics supported by former Motown and Detroit-based artists and entertainment industry professionals from across the country, young songwriters share ideas, receive feedback, and collaborate with other writers to develop their own songs. Once completed, each artist records their track in our professional recording studio and is given a copy for their portfolio. The conclusion of the two-week program features each independent artist in a showcase of original material generated in the workshop.

PROGRAM OUTCOMES:
• Audition and mentor up to 20 aspiring songwriters ages 14-18
• Offer musical composition and lyricist skills development
• Provide engagement with legacy songwriters inspired by Motown
• Encourage creation of one original composition through collaborative experiences
• Work with producers and engineers to record their personal composition in a professional recording studio

Partnership Opportunities Available $5K-$50K | Details on page 32
AMPLIFY: THE SOUND OF DETROIT
AGES 16+ | Audition Required
More more information, visit motownmuseum.org/program

AMPLIFY: The Sound of Detroit seeks to build on the rich legacy of Classic Motown by celebrating the unique voices of Detroit and the creative synergy of artists past and present to curate authentic experiences for artists to grow and connect.

AMPLIFY invites aspiring Detroit talent to take part in three months of artist development comprised of master classes with Motown Record Label executives, vocal coaching, professional styling, and rehearsals with our Music Director. All of this to perform on stage and compete for the chance to be awarded AMPLIFY Artist of the Year, cash prize, performance opportunities, studio time in our recording studio, a national media tour, professional coaching, and more.

The AMPLIFY Grand Finale event is an open-to-the-public, family-oriented event celebrating the unique voices of Detroit and the creative synergy of artists past, present, and emerging.

PROGRAM OUTCOMES:

- Audition and mentor 10 aspiring artists ages 16+
- Direct artists in developing vocal techniques, image, and public performance style
- Provide engagement with industry professionals inspired by Motown
- Guide artists to select and reimagine a Motown classic for competitive performance
- Provide finalists with studio time with nationally recognized producers and arrangers

Partnership Opportunities Available $5K-$50K | Details on page 32
Motown MIC is a poetry competition which pays homage to the Black Forum label created by Motown Records in 1970. An outlet for expression, Black Forum recordings captured the voices of African American poets and orators such as Langston Hughes, Stokely Carmichael, Elaine Brown and Ossie Davis. Dr. Martin Luther King Jr.’s historic “I Have a Dream” speech was first delivered in Detroit in June of 1963.

Motown MIC strengthens the narrative that the Museum celebrates more than music. It can be argued that songwriting is a form of poetry.

Motown MIC celebrates one of the greatest songwriters of all time, Smokey Robinson and writers like Amari Baraka simultaneously. Poetry contestants must be solo acts, reside in southeast Michigan, and be 16 years of age or older. Contestants under 18 must submit a performance release signed by a parent or legal guardian. Winnings include a cash prize, a published opportunity on Broadside Lotus Press, and more.

As Motown revolutionized the music industry, its Black Forum Label documented the social consciousness of a generation—Motown MIC: The Spoken Word competition is a continuation of that rich legacy.

**PROGRAM OUTCOMES:**

- Audition and mentor 10 aspiring artists ages 16+
- Direct artists in developing lyrical techniques, image, and public performance style
- Provide engagement with Motown Records and industry professionals
- Guide artists in creating a Motown-inspired, original spoken work for competitive public performance
- Provide finalists with studio time with nationally recognized producers and arrangers

Partnership Opportunities Available $5K-$50K Details on page 32
THE POP SHOP: ENTREPRENEURS IN RESIDENCE
AGES 13-18 | Application Required

More more information, visit motownmuseum.org/program

The Pop Shop perpetuates the greatest entrepreneurship success story and business model of our lifetime—Motown Records. Inspired by the Gordy family’s entrepreneurial values, Pop Shop offers a cohort of four aspiring entrepreneurs a unique opportunity to experiment with business concepts, explore career paths in business, network with peers, and receive mentoring from accomplished executives, entrepreneurs, and artists.

Through three months of educational workshops, one-on-one mentoring, and networking with business experts, Pop Shop participants are given resources to establish lifelong commitment to their entrepreneurial development. Attendees will develop the ability to conceptualize and recognize innovation in business and opportunities for the creation of new ventures.

PROGRAM OUTCOMES:

• Interview and offer business development opportunities to four aspiring entrepreneurs ages 13-18
• Present a collaborative business education experience modeled on Motown’s successful corporate strategies
• Provide access to business-related workshops, mentoring sessions, and networking opportunities
• Allow participants a safe space in which to experiment with business concepts related to the music and entertainment industry
• Develop a low-risk marketplace environment in which entrepreneurs can interact with consumers to advance their business acumen

Partnership Opportunities Available $5K-$50K
Details on page 32
COMMUNITY ENGAGEMENT

Motown Museum has long upheld the traditions and tenets that define the Motown legacy; perseverance, entrepreneurial spirit, and commitment to excellence pioneered by those who helped create a cultural phenomenon. The impact of Motown Museum still reverberates throughout the world today.

The Museum promotes this enduring spirit through interactive tours, Hitsville NEXT educational and entrepreneurial opportunities, curating and preserving artifacts and collections that represent all aspects of the Motown legacy, and by engaging with our partners, neighbors and guests to foster and strengthen the sense of community and inclusivity that has defined Motown from the beginning.

Rocket Plaza, located on the historic Motown Museum campus, provides Detroit residents and visitors a safe space for accessible fun and educational experiences. Activities include special events such as Founder’s Day and Bass Day, health and wellness events, live concert performances, and DJ dance parties.

Curated activities and installations perfectly enhance the Museum’s Hitsville NEXT programs, which emphasize education, entrepreneurship, and equity by providing unique experiences and exposure that nurtures and elevates tomorrow’s history makers, allowing great art, big ideas and innovation to flourish.

EVENTS AND ENGAGEMENT ACTIVITIES INCLUDE

- Performances
- Musical instruction and poetry workshops
- Health and wellness events
- Pop-up retail and holiday markets
- Festivals and cultural celebrations
- Concerts, dance and listening parties
- Special co-sponsored events
- Food truck rallies
- Meet and greets
- Book signings
- Family game days
Weekends
ON ROCKET PLAZA

All Ages | Free Programs Open to Community Members and Museum Guests

Events on Rocket Plaza fill the summer with fun and activity. Located next to Hitsville U.S.A., this outdoor gathering space demonstrates the Museum’s commitment to community engagement by presenting weekly summer programs and events. Live musical performances, hands-on experiences, Motown Marketplace, AMPLIFY and Motown MIC showcases, Zumba, Yoga, and Tiny Porch concerts are just a few of the ways the Motown Museum activates Rocket Plaza. These community events create a visible expression of the Museum, reinforce it as a community anchor, and offer guests who may not otherwise visit the Museum the chance to support and engage within their neighborhood. It is through our community events on Rocket Plaza that we are able to build and deepen our community partnerships.

PROGRAM OUTCOMES:

• Develop community programs that cater to diverse interests located at Motown’s authentic, historical location
• Host events that are free to the public and multigenerational to promote inclusivity and eliminate restricted access to the arts
• Provide a safe outdoor space for visitors to experience diverse programming
• Partner with area businesses and organization to develop engaging community activation events
• Offer a venue for local artists to showcase their talents

Partnership Opportunities Available $5K-$50K
Details on page 32
FOUNDER’S DAY

All Ages | Free Community Event

Each May, Motown Museum welcomes visitors to a celebration honoring Museum Founder Esther Gordy Edwards. Founders Day brings the community together to enjoy performances from Hitsville NEXT program participants, dance to legendary Motown tunes, visit the Museum at a discounted admission, and even experience Motown-unique surprise performances. Face painting, pop up shops featuring local vendors, and other all-ages activities create a festival atmosphere honoring our founder and her life-long work to preserve the Motown legacy.

PROGRAM OUTCOMES:

• Honor and celebrate Museum Founder Esther Gordy Edwards in a way that emulates the family spirit of Motown
• Host an event that is free to the public, multigenerational, and located in the historic Northwest Goldberg neighborhood of Detroit
• Provide a safe space for fellowship between artists, Detroit residents, local and state dignitaries, tourists, and other visitors
• Offer Museum program participants opportunities to perform in front of live audiences
• Utilize elements of our expanded campus in ways that create memorable experiences

Partnership Opportunities
Available $5K-$50K | Details on page 32
MOTOWN BY THE BOOK SERIES

In collaboration with Detroit Public Schools
Free Reading Incentive Program
Opportunities for Adult and Child Engagement

Starting in March in honor of National Reading Month, this program typically runs through June and offers engagement activities to adults and children.

Adult programming has, in the past, consisted of both virtual and in-person formats, featuring former Motown artists such as Mickey Stevenson and Claudette Robinson.

Detroit Public Schools (DPS), the largest school district in Michigan, joins the Museum once again this year to encourage reading to inspire a lifelong love of books. During National Reading Month, DPS elementary students compete to accumulate the most hours of extracurricular reading. Students who complete the most hours are awarded a tour of the Museum on a specifically designated date, with discounted admission for the adult accompanying them, and a Motown-themed children’s book.

PROGRAM OUTCOMES:

- Encourages reading by children and families
- Instills a lifelong habit of reading at an early age, and improves related skills
- Encourages involvement in a child’s education
- Promotes the library as an invaluable resource for reading, social activities, and engagements
- Enhances and supports the DPS educational experience
- Shares the importance of the Motown story

Partnership Opportunities Available $5K-$50K
Details on page 32
Motown Museum’s Expansion Campaign is a $65 million strategic construction plan that celebrates Motown’s musical history and honors its incredible impact on the nation. Increasing the Museum’s footprint to nearly 50,000 square feet, the expansion will include immersive and interactive exhibits, new programs that support creativity, music making, and entrepreneurship, and allow for greater engagement through added program spaces. When complete, the new, state-of-the-art Motown Museum will emerge as an entertainment and education destination, strengthening community relationships and attracting hundreds of thousands of visitors from around the world to Detroit each year.

Today we have an opportunity to leverage a profound legacy of music, business, community, and unity to help tell this unique Detroit story to the world; to rebuild the historic Northwest Goldberg neighborhood; and empower people, particularly youth, with inspiration and access to the art and business of entertainment. On behalf of the Museum, we invite you to be a part of this transformational neighborhood development.

For more information email development@motownmuseum.org, call 313.875.2264 ext. 226, or visit motownmuseum.org
Motown Museum is an exempt organization as described in Section 501(c)(3) of the Internal Revenue Code. Your gift is deductible to the fullest extent allowed by law.

Partnership

RECOGNITION

Your leadership and support as a community partner will ensure our transformative programs cultivate and inspire a new generation of entrepreneurs and artists. Additionally, you will secure our ability to offer inspirational visitor experiences while preserving the story and legacy of Motown and its artists.

FRIEND
$5,000+

SUPPORTER
$10,000+

PATRON
$25,000+

PRESENTING
$50,000+

LEADERSHIP
Call for opportunities

BENEFITS INCLUDE:
Annual Fund
Donor Wall Listing
Annual Report Recognition
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Website Acknowledgment
(additional benefits may apply)
Annual Donors

Motown Museum is a 501(c)(3), tax exempt organization. We thank our generous donors for their annual partnership and support.

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Donors of $5,000 or more | List as of September 30, 2023
ANNUAL FUND
Your tax-deductible personal or corporate contributions support important education and resource opportunities. Over the years, young aspiring artists and entrepreneurs, mostly inner-city youth, have engaged in our transformative programs.

PLANNED GIVING AND ENDOWMENT SUPPORT
The Motown Museum offers several planned giving opportunities, all of which can be tailored to meet your specific financial and estate-planning needs. By remembering the Museum in your will, establishing a charitable gift annuity or charitable trust, supporting our endowment or making the Museum a beneficiary of your 401K, IRA, or Life Insurance policy, you may create a lifetime stream of income for you and/or a member of your family, as well as enjoy a significant charitable income tax or estate tax education.

MOTOWN MUSEUM EXPANSION
Motown Museum has engaged in an expansion campaign to preserve the treasured birthplace of Motown Records, Hitsville U.S.A. and legendary recording Studio A. The expanded campus will become a 50,000 square foot world-class tourist destination featuring Hitsville NEXT, our education and community hub and feature dynamic, interactive exhibits, a state-of-the art performance theater, recording studios, expanded retail experiences, and more.

MEMBERSHIP
Fans from Detroit to Denmark have shown their support by becoming a valued Motown Museum Member. For as low as $45, your exclusive benefits will include a personalized membership card, free admission for a year and retail discounts. Plus, you will enjoy exclusive private events, artist meet and greet opportunities, event presale access and more! A Membership makes a great gift for the Motown enthusiast in your life.

For additional ways to support Motown Museum, scan this code or visit motownmuseum.org/support

Thank you
PLEDGE FORM

Please print this form to email or mail your commitment or visit motownmuseum.org/support to make your gift online.

Commitment
☐ I/We will gladly support Motown Museum with our tax-deductible gift with the following commitment

Donor Level
☐ $5,000 Friend ☐ $10,000 Supporter ☐ $25,000 Patron ☐ $50,000 Presenting

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RETURN FORM
Email development@motownmuseum.org | Mail Motown Museum Annual Fund 2648 W. Grand Blvd., Detroit, MI 48208

QUESTIONS: Paul Barker 313.875.2264 ext. 226 | development@motownmuseum.org

Motown Museum is a 501(c)(3) non-profit tax-exempt organization. Thank you for your consideration and support.