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MILE
BOULEVARD
ASSOCIATION

SPONSORSHIP OPPORTUNITIES 2015-2016



16th ANNUAL

8MBA LEADERSHIP LUNCHEON

Now in its 16th consecutive year, the 8MBA Leadership Luncheon assembles the region's "Big Four" leaders—the Mayor of Detroit and The Executives of Macomb, Oakland and Wayne Counties, for an off-script discussion of the region's current events and challenges.

In 2014, more than 700 movers, shakers and decision-makers from throughout southeast MI joined us, the Big Four, and WWJ's Charlie Langton, for a riveting panel discussion and luncheon.

Our sponsorship opportunities connect you with the Luncheon's huge and diverse audience. With that connection comes the brand exposure and networking that comes with a first-rate event.



PRESENTING SPONSOR
\$15,000 SOLD OUT!

NEW!

Exclusive sponsorship, name/logo tied to event name/promo

INCLUDING:

- 2 Minute Speaking Opportunity
- Ten (10) VIP Head Table Tickets
- Twenty (20) Gen. Admission Tickets
- 6ft Covered Table/Display Space in Pre-Event Area
- Full Page Ad in 8MBA Program and Annual Report (Color)
- 1-Year 8MBA Membership w/ Website Listing
- Article about your sponsorship in 8MBA e-newsletter (1000+ contacts)
- **Exclusive Logo placement** on screens during Luncheon behind stage
- **Prominent Logo exposure** (on event stage back-drops)
- General Logo Exposure:
 1. Centerpieces in pre-event Luncheon space
 2. Attendee Nametags & Gifts
 3. Displayed digitally on inside Cobo screens before/during event
 4. Displayed under sponsors page in Luncheon program
 5. Displayed on rotating electronic displays during entire event
- Listing in all materials as **“Presenting Sponsor”**

PLATINUM SPONSOR
\$10,000

Lead Sponsor, Prominent Exposure

INCLUDING:

- Eight (8) VIP Head Table Tickets
- Ten (10) Gen. Admission Tickets
- 6ft Covered Table/Display Space in Pre-Event Area
- Full Page Ad in 8MBA Program and Annual Report (Color)
- 1-Year 8MBA Membership w/ Website Listing
- Article about your sponsorship in 8MBA e-newsletter (1000+ contacts)
- **Prominent Logo exposure** on event stage back-drops
- General Logo Exposure:
 1. Centerpieces in pre-event Luncheon space
 2. Attendee Nametags & Gifts
 3. Displayed digitally on inside Cobo screens before/during event
 4. Displayed under sponsors page in Luncheon program
 5. Displayed on rotating electronic displays during entire event
- Listing in all materials as **“Platinum Sponsor”**

GOLD SPONSOR
\$7,500

NEW!

Sponsoring refreshments and hi-top tables in pre-event space

INCLUDING:

- Five (5) VIP Head Table Tickets
- Ten (10) Gen. Admission Tickets
- 6ft Covered Table/Display Space in Pre-Event Area
- 1/2 Page Ad in 8MBA Program and Annual Report (Color)
- 1-Year 8MBA Membership w/ Website Listing
- Article about your sponsorship in 8MBA e-newsletter (1000+ contacts)
- General Logo Exposure:
 1. Centerpieces in pre-event Luncheon space
 2. Attendee Nametags & Gifts
 3. Displayed digitally on inside Cobo screens before/ during event
 4. Displayed under sponsors page in Luncheon program
 5. Displayed on rotating electronic displays during entire event
- Listing in all materials as **“Gold Sponsor”**



SILVER SPONSOR \$5,000

Sponsoring cost of A/V services

INCLUDING:

- Two (2) VIP Head Table Tickets
- Ten (10) Gen. Admission Tickets
- 6ft Covered Table/Display Space in Pre-Event Area
- 1/2 Page Ad in 8MBA Program and Annual Report (B&W)
- 1-Year 8MBA Membership w/ Website Listing
- Article about your sponsorship in 8MBA e-newsletter (1000+ contacts)
- General Logo Exposure:
 1. Centerpieces in pre-event Luncheon space
 2. Displayed digitally on inside Cobo screens before/during event
 3. Displayed under sponsors page in Luncheon program
 4. Displayed on rotating electronic displays during entire event
- Listing in all materials as **“Silver Sponsor”**

BRONZE SPONSOR \$2,500

INCLUDING:

- One (1) VIP Head Table Tickets
- Ten (10) Gen. Admission Tickets
- 6ft Covered Table/Display Space in Pre-Event Area
- 1/4 Page Ad in 8MBA Program and Annual Report (B&W)
- 1-Year 8MBA Membership w/ Website Listing
- Article about your sponsorship in 8MBA e-newsletter (1000+ contacts)
- General Logo Exposure:
 1. Displayed digitally on inside Cobo screens before/during event
 2. Displayed under sponsors page in Luncheon program
 3. Displayed on rotating electronic displays during entire event
- Listing in all materials as **“Bronze Sponsor”**

PROFESSIONAL SPONSOR \$1,000

INCLUDING:

- Ten (10) Gen. Admission Tickets
- 1/4 Page Ad in 8MBA Program and Annual Report (B&W)
- Article about your sponsorship in 8MBA e-newsletter (1000+ contacts)
- General Logo Exposure:
 1. Displayed under sponsors page in Luncheon program
 2. Displayed on rotating electronic displays during entire event
- Listing in all materials as **“Professional Sponsor”**



FRIDAY, 4-24-15 | COBO CENTER | 11:00am – 2:00pm

EIGHTMILE.ORG/LEADERSHIP_LUNCHEON

**Corporate Display
\$500**

6' space or shared table can be used to set up a booth or interactive display in pre-event space



PROMOTIONAL PARTNERSHIPS

Help us spread the word about our event to the masses and simultaneously show off your community involvement

- INCLUDING:**
- Listing as "Promotional Partner"
 - Prominent Logo Exposure (on all promo and through out event space)
 - Logo/Name included on Event displays/graphics
 - Corporate display in pre-event space
- PARTNER OBLIGATIONS:**
- Distribution of event info to you audience/customers/ contacts
 - Other promotional broadcasts of events as negotiated w/ 8MBA (Additional benefits available)

ADS, TICKETS, TABLES & MORE

- TICKETS:**
- One (1) Ticket in advance (via eightmile.org) \$ 60
 - One (1) Ticket at door \$ 70
 - Table of Ten (10) \$500
- ANNUAL REPORT ADS:**
- SPREAD \$400
 - FULL AD \$250
 - 1/2 AD \$150
 - 1/4 AD \$100
- AUCTION/RAFFLE SPONSOR:**
Donate and item to be auctioned or raffled off to our guests! Any donations valued as \$200 or more receive a free ticket to the event.



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2015 8MBA SPONSORSHIP COMMITMENT FORM

Our company/organization, _____, is pleased to be a sponsor of the event(s) and or program(s) selected below. The sponsorship benefits are listed on the back of this form. I understand that the Eight Mile will provide the designated person below with the deadlines for inclusion in marketing materials for the event(s).

2015 LEADERSHIP LUNCHEON FRIDAY, APRIL 24, 2015

- Presenting Sponsor \$15,000
- Platinum Sponsor \$10,000
- Gold Sponsor \$ 7,500
- Silver Sponsor \$ 5,000
- Bronze Sponsor \$ 2,500
- Professional Sponsor \$ 1,000
- Corporate Display Sponsor \$ 500
- Table of Ten (10) \$ 500

2015 CLEAN THE D SATURDAY, MAY 9, 2015

- Clean The D Presenting Sponsor \$ 4,000
- Median Garden Sponsor \$ 3,500
- Grassroots Grantor \$ 2,000
- T-Shirt Sponsor \$ 1,500
- Supplies Sponsor \$ 1,500
- Food & Beverage Sponsor \$ 1,000

FACADE IMPROVEMENT PROGRAM

- Construction Sponsor \$10,000
- Design Sponsor \$ 5,000
- Green Thumb Sponsor \$ 5,000
- Environmental Efficiency Incentive \$ 5,000
- Local Job Creator Incentive \$ 5,000
- Complete Streets Incentive \$10,000

EIGHT MILE HOME BASE INITIATIVE

- Shared Workspace Sponsor \$ 5,000
- Eight Mile Spotlight Sponsor \$ 5,000
- Connectivity Sponsor \$ 3,500

Do you have a sponsorship budget but need more flexible options?
Call us at 313-366-3388 and let us come up with a package that meets
your goals and needs!

Sponsorship Subtotal \$ _____
 Apply 5% discount if sponsoring more than one item \$ _____
SPONSORSHIP TOTAL \$ _____

REMEMBER:
Sponsorships totaling \$2,500 or more
Include a 1-year 8MBA Membership!

Name: _____ Title: _____ Company: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

Payment Method: Check enclosed Visa Mastercard

Credit Card Number: _____ Expiration: _____ Customer Code _____ (last three digits in signature panel)

Card Holder Name: _____ Signature: _____

Please complete this form and email it to jordan@eightmile.org or fax to 248.547.5588 and follow with payment.

Please make checks payable to Eight Mile Boulevard Association

P.O. Box 20939 • Ferndale, MI 48220 • phone: 313-366-3388 • fax:313-366-5588