



2012 Event Overview

The Eight Mile Boulevard Association (8MBA) is a non-profit organization dedicated to the revitalization and promotion of Eight Mile Road. A brief description of our three (3) signature events, the annual Leadership Luncheon, Clean the D, and Golf Outing, is provided below. All of the funds raised at these events are dedicated to support our mission to *revitalize and promote the transportation, business and residential corridor by linking the efforts of the public and private sectors* and will help make a difference on the region's most well known thoroughfare– Eight Mile Road.

Clean the D Initiative - Saturday, May 5, 2012

Each year in the spring for the past 16 years, Eight Mile Boulevard Association (8MBA) enlists the assistance of volunteers to spruce up the Eight Mile corridor by planting flowers, painting, and removing litter and debris. In 2011, 8MBA coordinated projects for more than 400 volunteers from local high schools, Believe in Detroit Campaign, and 2Word Story. Again in 2012, 8MBA will be working with high school students (Brother Rice, Pershing, and University of Detroit Jesuit) and regional volunteers. In addition, 8MBA will enlist the assistance of the 1,700 businesses and the communities located along Eight Mile Road to suggest and select projects that can be completed along corridor on this date.



2011 Clean the D



Annual Leadership Luncheon- Friday, April 20, 2012

The 8MBA Annual Leadership Luncheon is our largest fundraiser, providing 25% of our annual operating budget. If you've never been to this renowned event, you may be asking "what exactly *is* the 8MBA Leadership Luncheon?". For the past twelve years, it has been one of the most well attended and sought after tickets in the region, attracting hundreds of business, government and community leaders from all over Southeast Michigan to discuss timely public policies issues that affect Eight Mile Road and the Southeast Michigan region.



2011 Leadership Luncheon Panel



8MBA Board Members
Jean Chamberlain
(Oakland Co.), and Carla
Gribbs (DTE Energy)

Past panel members have included Mayor Dave Bing, City of Detroit; Robert Ficano, Wayne County Executive; L. Brooks Patterson, Oakland County Executive and Mark Hackel, Macomb County Executive. Finally, the role of moderator has been filled by Mary Kramer from Crain's Detroit Business for the past several years. Governor of Michigan, Rick Snyder has been invited to participate in 2012.

Annual Golf Outing- Friday, September 21, 2012

The 8MBA Annual Golf Outing is our newest fundraiser. Though only in its eighth year, the Golf Outing is a very popular event with our local communities and Eight Mile businesses. Held each September at Eight Mile's only golf course, Whispering Willows Golf Course in Livonia, this



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event provides golfers with one last day on the links, as well as an opportunity to connect with like-minded individuals in a fun and relaxed atmosphere. To promote friendly, spirited competition at the outing and among the communities, the 8MBA has implemented the CommUNITY Cup Challenge. Currently being sponsored by AT & T, the CommUNITY Cup Challenge is Eight Mile's version of the Stanley Cup, with the winning foursome being able to keep the Cup for a year. The CommUNITY Cup will be on display at the 13th Annual Leadership Luncheon.



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Sponsorship

There are numerous promotional benefits to sponsoring the 8MBA events, all of which are listed on the enclosed Sponsorship Commitment form. We encourage you to review it and find the level which best suits your needs. 8MBA staff will gladly answer any questions you may have regarding these events and/or sponsorship. We look forward to your participation as a sponsor of the 16th Annual Clean the D event, 13th Annual 8MBA Leadership Luncheon and/or 8th Annual 8MBA Golf Outing.

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