

# 8

MILE  
BOULEVARD  
ASSOCIATION

# SPONSORSHIP OPPORTUNITIES 2016



# CONNECT WITH US

Since 1993, the Eight Mile Boulevard Association (8MBA) has led the revitalization of the Eight Mile corridor through tangible improvements to the business community, residential neighborhoods and a collaborative network of local, county, and state government entities. This progress is fueled by strategic connections with private and public sector partners, just like you. Help us build upon more than two decades of progress by sponsoring 8MBA programs today!

## Leadership Luncheon

Now in its 17th year, the 8MBA Annual Leadership Luncheon unites more than 700 of Metro Detroit's movers, shakers and decision-makers under one roof for riveting, off-script discussion.



## Neighborhood Task Force

8MBA's Neighborhood Task Force helps inject resources and capacity for stabilization efforts into Eight Mile's diverse residential communities, organizing and supplying clean-up events, facilitating collective advocacy, and more.



## Placemaking and Engagement

8MBA establishes a sense of place along the immense and diverse Eight Mile corridor, highlighting Eight Mile's unique communities and industry clusters, revealing the many ways that Eight Mile links and serves our region.



# 17th ANNUAL 8MBA LEADERSHIP LUNCHEON

Now in its 17th 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 lunch and an off-script discussion of southeast Michigan's current events and challenges.

In 2015, more than 750 movers, shakers and decision-makers joined us from throughout the region at Cobo Center in downtown Detroit, where WWJ Newsradio 950's own Charlie Langton moderated a riveting "Big Four" discussion.

Our sponsorship opportunities connect you with the Luncheon's huge, diverse, and influential audience. And with that connection comes the brand exposure and networking you'd expect from a first-rate event.



**FRIDAY, 4-29-16 | COBO CENTER | 11:00am – 2:00pm**

## LEAD SPONSORSHIPS

### Presenting: \$20,000 (exclusive)

Exclusive event-naming opportunity; logo inclusion on stage and all promo with 10 VIP tickets and speaking role



### Platinum: \$10,000

Elite sponsorship; logo inclusion on dining tables and all promo with 10 VIP tickets



### Gold: \$7,500

Networking sponsorship; logo inclusion on pre-event space signage and all promo with 8 VIP tickets



## STANDARD SPONSORSHIPS

### Silver: \$5,000

Annual report sponsorship; logo inclusion on all promo and special designation in annual report with 4 VIP tickets



### Bronze: \$2,500

Logo inclusion on all promo with 2 VIP tickets



### Professional: \$1,000

Basic sponsorship; logo inclusion on all promo



## CATEGORY BENEFITS

Category	Cost	Tickets		Logo/Name Exposure							
		Gen. Adm	VIP	Stage	Name Tags	Invite	Tables	Web	Booth	Program Ad	3 Minute Speaker
Presenting	\$20,000	20	10	✓	✓	✓	✓	✓	✓	Full	✓
Platinum	\$10,000	20	10			✓	✓	✓	✓	Full	
Gold	\$7,500	10	8			✓	✓	✓	✓	Full	
Silver	\$5,000	10	4			✓	✓	✓	✓	1/2	
Bronze	\$2,500	10	2			✓		✓		1/2	
Professional	\$1,000	10	0			✓		✓		1/4	
Promo	List							✓		1/4	

### Tickets

\$65 in advance  
 \$75 at the door  
 \$500 for a table of ten (10)

### Full Color Program Ad

Spread - \$400      Full Page - \$250  
 1/2 Page - \$150      1/4 Page - \$100

### Corporate Display

\$500



# 8MBA NEIGHBORHOOD TASK FORCE

8MBA's Neighborhood Task Force (NTF) is a concerted, collaborative effort to inject resources and capacity into Eight Mile's neighborhoods through beautification, blight removal and collective advocacy. Through the NTF, 8MBA works with resident groups to provide education and outreach on government policies, development projects, and other forces that have an impact on the sanctity of Eight Mile's neighborhoods.

NTF's most powerful impact is the logistical support and resources it provides for corridor beautification and neighborhood cleanup campaigns. Your funding support fuels that impact through three specific initiatives: the **Hands on 8 Mile Event**; the Median Garden Maintenance Program; and the Cleanup Tool Rental Program.



Saturday, 5-7-16 | 1900 E. 8 MILE | 10:00am – 1:00pm



## “Hands On Eight Mile” Event

Saturday, 5-7-16 | 1900 E. 8 MILE | 10:00am – 1:00pm

“Hands on Eight Mile”, formerly known as the “Clean the D” event, is 8MBA’s corridor-wide beautification blitz. Each year more than 150 volunteers from Detroit and the surrounding suburbs assemble to paint buildings, plant gardens and clean parks, alleys, bus stops and more. Through collective sweat equity we empower neighborhoods to make a difference, building local pride and turning first-time visitors to Eight Mile into regional ambassadors – living proof that together we can make a lasting impact.

## 8MBA Median Garden Maintenance Program

Since 1995, 8MBA has maintained three dozen perennial gardens in the medians of Eight Mile Road. Eleven of these gardens contain community identification signs that showcase the many diverse cities and townships along our corridor, providing a sense of place. Your funds help us to insure these signs against damage while providing regular maintenance and upkeep to the garden plantings throughout the corridor.





## 8MBA Tool Rental Program

8MBA's Tool Rental Program, debuted in 2015, puts a war chest of rakes, weed whippers, wheelbarrows, and more at the disposal of neighborhood groups across the corridor in support of localized beautification. The Tool Rental Program has supported nearly three-dozen separate community cleanups in its first season alone, with groups tackling projects virtually every week throughout the warm-weather months. Your funds help us purchase and replace cleanup tools as well as contract out for machine rentals such as power-washing for vacant buildings or professional mowers to tame massive overgrown lots.

## Hands On Eight Mile

### Presenting: \$2,500 (exclusive)

Logo on t-shirt front, logo on all pre and post-event promo, logo on worksite signage



### T-Shirt: \$1,500

Logo on t-shirt back, logo on all pre and post-event promo



### Lunch: \$500

Name on t-shirt back, logo on all pre and post-event promo, logo on special lunch table signage



## 8MBA Tool Rental Program

### Lead Sponsor: \$1,500 (exclusive)

Logo on back of "Hands on Eight Mile" shirt  
Logo on all pre and post event promo  
Logo on all tools purchased/repaired in 2016  
Logo on worksite signage for all projects supported



### Tool Sponsor: \$500

*Help fund the purchase/rental of tools and equipment*  
Logo on all tools purchased in 2016  
Logo on all pre and post event promo



## 8MBA Median Garden Maintenance Program

### Cost: \$3,500

3-year logo placement on community identification of your choice (subject to availability)



# PLACEMAKING AND ENGAGEMENT

8MBA plays an important role in providing a sense of place along the diverse Eight Mile corridor, as well as engaging the corridor's many stakeholders. Through a series of regionally-focused events, we highlight Eight Mile's assets, including parks, neighborhoods, industry clusters, and of course the people that make Eight Mile a unique and important regional nexus.



**Building Pride, Building Business, Building Place**



Coinciding with Detroit's annual Neighborhoods Day event on August 6, our First Annual Eight Mile Stakeholders Picnic is an effort to bring our diverse family of stakeholders together for an afternoon of fun and service. Held at Knudsen Park, a site transformed by 8MBA and the City of Detroit, the event includes cleanup activities in and around the park, as well as a thank-you lunch for the many partners who make our work possible.

## **1st Annual Eight Mile Stakeholders Picnic**



**1st Annual Home Improvement Expo**  
**Joe Dumars Field House @ Michigan State Fairgrounds**  
**5-21-16 | 10AM - 4PM**

Among Eight Mile's 1,700 properties is one of the highest concentrations of retailers, contractors, and suppliers of home improvement products, materials and services in the region. The Expo is organized to highlight these many local purveyors and encourage their patronage by the increasing wave of home rehabbers in Metro Detroit, whether homeowners or real estate entrepreneurs, or both. In addition, the Expo brings together lenders, contractors and other professionals to offer guidance on programs, resources and pro-tips to help get rehab done right.

## 8 MILE HOME IMPROVEMENT EXPO

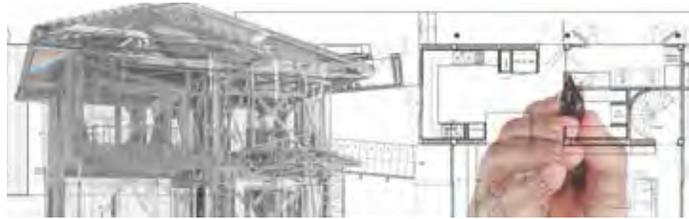
### **Presenting Sponsor: \$5,000 (exclusive)**

Maximum logo exposure with opportunity to engage the entire audience



### **VIP Workshop Sponsor: \$1,000**

Opportunity to host a 1-hour workshop during the event to showcase your products/services (5 available)



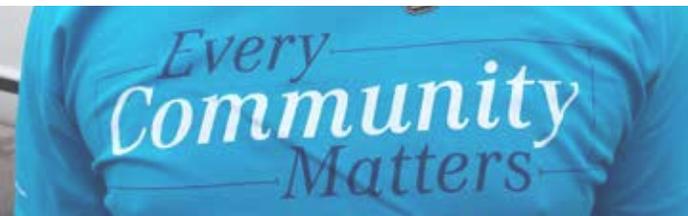
### **Promotional Sponsor: \$750**

Special emphasis in the event program and expo resource directory



### **T-Shirt Sponsor: \$500 (exclusive)**

Logo placement on event t-shirt worn by staff, volunteer and others



### **Exhibitor: \$25 (on 8 Mile) \$250 (other address)**

A designated booth for you to advertise products and services related to home improvement/rehab



### **Giveaway Sponsor: (in-kind)**

Put your branded, home improvement-related merchandise in the hands of every attendee



## 8 MILE HOME IMPROVEMENT EXPO

Category	Cost	Logo/Name Exposure							
		Event Logo	T-shirt (Front)	T-shirt (Back)	Program	Concession Stand	All Promo	1 Hour VIP Workshop	Booth in exhibition area
Presenting (1 available)	\$5,000	✓	✓	✓	✓	✓	✓	✓	✓
VIP Workshop Sponsor (5 available)	\$1,000			✓	✓		✓	✓	✓
Promotional (3 available)	\$750			✓	✓		✓		✓
T-Shirt (unlimited)	\$500			✓	✓		✓		
Services Exhibitor (contractors, lenders)	\$100				✓		✓		✓
Give-away Sponsor (Placement of branded giveaways in gift bag)	(in-kind)				✓		✓		



# 2016 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 Boulevard Association will provide the designated person below with the deadlines for inclusion in marketing materials for the event(s).

## 2016 LEADERSHIP LUNCHEON FRIDAY, APRIL 29, 2016

<input type="checkbox"/> Presenting Sponsor	\$20,000
<input type="checkbox"/> Platinum Sponsor	\$10,000
<input type="checkbox"/> Gold Sponsor	\$ 7,500
<input type="checkbox"/> Silver Sponsor	\$ 5,000
<input type="checkbox"/> Bronze Sponsor	\$ 2,500
<input type="checkbox"/> Professional Sponsor	\$ 1,000
<input type="checkbox"/> Corporate Display Sponsor	\$ 500
<input type="checkbox"/> Table of Ten (10)	\$ 500

## HANDS ON EIGHT MILE SATURDAY, MAY 7, 2016

<input type="checkbox"/> Presenting Sponsor	\$ 2,500
<input type="checkbox"/> T-shirt Sponsor	\$ 1,500
<input type="checkbox"/> Lunch Sponsor	\$ 500
8MBA TOOL RENTAL PROGRAM	
<input type="checkbox"/> Lead Sponsor	\$ 1,500
<input type="checkbox"/> Tool Sponsor	\$ 500
8MBA MEDIAN GARDEN PROGRAM	
<input type="checkbox"/> Community Sign Garden Sponsor	\$ 3,500

## PLACEMAKING & ENGAGEMENT

### EIGHT MILE STAKEHOLDERS PICNIC

<input type="checkbox"/> Presenting Sponsor	\$ 2,000
<input type="checkbox"/> T-shirt Sponsor	\$ 250
<input type="checkbox"/> Beverage Sponsor	\$ 250
8 MILE HOME IMPROVEMENT EXPO	
<input type="checkbox"/> Presenting Sponsor	\$ 5,000
<input type="checkbox"/> VIP Workshop Sponsor	\$ 1,000
<input type="checkbox"/> Promotional Sponsor	\$ 750
<input type="checkbox"/> T-Shirt Sponsor	\$ 500
<input type="checkbox"/> Services Exhibitor	\$ 250
<input type="checkbox"/> Give-away Sponsor	(in-kind)

Sponsorship Subtotal \$ \_\_\_\_\_

Select Applicable Discounts: 'Level Up - 20%', 'Multi Program - 5%' \$ \_\_\_\_\_

### SPONSORSHIP TOTAL

\$ \_\_\_\_\_

### REMEMBER:

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

### CUSTOM PACKAGES AVAILABLE

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!

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](mailto:jordan@eightmile.org) and follow with payment.

Please make checks payable to Eight Mile Boulevard Association  
20500 Conant • Detroit, MI 48234 • phone: 313-366-3388