

8

MILE
BOULEVARD
ASSOCIATION

SPONSORSHIP OPPORTUNITIES 2016



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

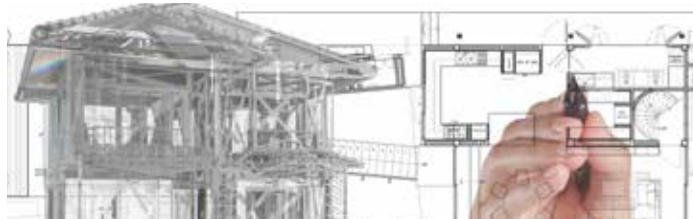
Presenting Sponsor: \$5,000 (exclusive)

Maximum logo exposure with opportunity to engage the entire audience



Seminar Sponsor: \$1,000

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



Special Feature Sponsor: \$750

Support special exhibits such as our DIY Learning Corner, led by our institutional/industry partners.



T-Shirt/Bag Sponsor: \$500

Exclusive Sponsorship. Logo placement on event t-shirt worn by volunteers and event staff.



Giveaway Bag Sponsor : \$500

Exclusive sponsorship. Logo placement on giveaway bags given to each attendee for storing exhibitor giveaways.



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 Seminar	Booth in exhibition area
Presenting (1 available)	\$5,000	✓	✓	✓	✓	✓	✓	✓	✓
VIP Workshop Sponsor (5 available)	\$1,000			✓	✓		✓	✓	✓
Promotional (3 available)	\$750			✓	✓		✓		✓
T-Shirt (exclusive)	\$500			✓	✓		✓		
Bag (exclusive)	\$500				✓		✓		✓
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"/> Seminar Sponsor	\$ 1,000
<input type="checkbox"/> Promotional Sponsor	\$ 750
<input type="checkbox"/> T-Shirt Sponsor	\$ 500
<input type="checkbox"/> Bag Sponsor	\$ 500
<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 and follow with payment.

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