

Sponsorship Opportunities 2019 - 2020



CONNECTING COMMUNITIES
SINCE 1993

A Message from the 8MBA Leadership Team

A New Era on 8 Mile

Over the course of the last 27 years, the Eight Mile Boulevard Association (8MBA) has served as a conduit between the different stakeholders who call the corridor home. We have a proven history of strengthening and uniting our region through tangible, impactful revitalization efforts. These efforts were made possible through regional collaboration and multi-layered funding strategies.

8MBA is lucky to serve a community that includes rich and diverse residential neighborhoods, historic landmarks, mom & pop businesses, public spaces, sprawling parks, international manufacturers, and national retailers. A cohesive relationship between all of us is essential in expanding 8 Mile's position as a major regional player in the State of Michigan.

As we move into the future, our goal is to build upon our successes by introducing a new fundraising model that will be beneficial to our community members and to our sponsors. Our hope is that this new fundraising model will allow us to promote transformative investment and grow the bustling corridor that we call home.

In the following pages we will share our vision for 8MBA's new sponsorship model. With a new decade on the horizon, we want to create programs that better prepare us to take on the issues of the future. Our greatest hope is that you will join us on this venture and become an 8MBA sponsor organization.

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Adel Pascaris ITC
Tom Petzold, Belmont Shopping Center
Sean Valentino, Redico
MDOT
PNC Bank
Consumers Energy

Staff

Operations Manager: Jacob Jones

Four Pillars of 8MBA's Success

**Neighborhood
Intervention**

**Corridor
Beautification**

**Business
Development**

Placemaking

8MBA's new organizational model will see us focusing our efforts in four key areas:

- Neighborhood Intervention
- Corridor Beautification
- Business Development
- Placemaking

In years past, 8MBA has found success in these areas and as a 2019-2020 8MBA member your generous sponsorship dollars will go towards projects like these:

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Neighborhood Intervention

In 2015, 8MBA teamed with a local resident, the City of Detroit, manufacturer Tom's of Maine, and a descendant of William Knudsen to redevelop Knudsen Park.

Detroit resident, Elliot Jones, took it upon himself to maintain the park throughout years of neglect. 8MBA worked to connect Jones and his team to the City of Detroit, Tom's and the Knudsen family to secure funds for a complete revitalization of the park.



Because of our generous sponsors, \$75,000 went towards park improvements, including new paths and swings. The project created an upgraded community space that is one of the city's finest success stories.

Business Development

After significant collaboration between the property owner and the City of Detroit, U.S. Ice was successfully rezoned and received necessary approvals from the City of Detroit to construct a new building next to their existing structure on Eight Mile, which had been the U.S. Ice headquarters for more than 20 years.



U.S. Ice's tremendous business growth left the company faced with the choice of expanding the current site or leaving Detroit. We partnered with longtime 8MBA member Saad Abbo to support the design, rezoning and construction approval processes to allow this intense, \$500k project to occur. The new building was unified with the existing structure by a common facade. Additional improvements included

landscaping, new signage and even improvements to the parking lot across the street.

Corridor Beautification

8MBA transformed a vacant building on 8 Mile into one of the region's most modern store fronts through a grant that was provided by Mercedes Benz Financial Services.

The renovation is highlighted by an 80-foot mural by acclaimed local artist Ndubisi Okoye.

The mural has transformed the once-vacant building into one of the corridor's most beautiful properties.

As a sponsor organization, you will work directly with 8MBA to beautify our region.



Placemaking

8MBA is committed to improving the perception of 8 Mile. We have made strides in this effort by working to improve the physical environment along the Boulevard.

Through a series of public-private partnerships, 8MBA has established a sense of place along

8 Mile. We worked with developers and governments to turn 8 Mile and Woodward into one of the region's premier retail centers. We have also worked with



MDOT to beautify medians and install community-branded signage at our borders. With the help of community input, we have allocated sponsorship funds to create more accessible pedestrian walkways across the Boulevard, making the crossing of the massive motorway more possible.

8MBA's vision for the future includes seeking historic designation for our buildings and spaces, the creation of more public spaces, and the continued beautification of our medians. By sponsoring 8MBA, you will be an active participant in our continued placemaking efforts.

8MBA Project Selection

The aforementioned projects are just a select few examples of the transformative work 8MBA has accomplished since our founding, made possible through collaborative efforts between 8MBA member communities, businesses, neighborhoods, and generous sponsors. 8MBA serves a 27-mile area with a combined population of over 1 million people. To better understand the needs of this large and diverse community, 8MBA convenes taskforces to streamline our decision-making process and select projects that are responsive to the needs of all of our stakeholders.

Our 16 member communities and counties send their city planners, public safety officials, and community leaders to take part in 8MBA taskforces and collaboratively develop successful revitalization projects.

As an 8MBA sponsor under our new sponsorship model, you will be given the opportunity to work with our taskforces to develop future revitalization projects. Final proposals for the 2020 revitalization project will be presented to the 700+ attendees of our Leadership Luncheon in March 2020 and a voting process will take place to decide which project 8MBA will implement in the coming year.

As a sponsor, your inclusion in this new decision-making process will be celebrated in years to come as a founding member of 8MBA's new revitalization model.

8MBA Leadership Luncheon

What is the 8MBA Leadership Luncheon?

700+ leaders from the 8MBA member communities come together for an afternoon of celebration, networking, and fun inside of Detroit's TCF Center.

Why should you become an 8MBA Sponsor?

As an 8MBA Sponsor, you will have one complimentary 10-guest table at the 8MBA 2020 Leadership Luncheon, which promises to be the most productive Luncheon in



8MBA's history. The Luncheon will now feature a keynote speaker, include expanded networking opportunities, and showcase a Virtual 8 Mile interactive display, serving as a physical embodiment of the expansive 8 Mile Boulevard in the atrium outside of our banquet hall at TCF Center.

Where your money goes!

Your valuable sponsorship dollars will first allow us to host the Leadership Luncheon, where you will have the platform to share your organization's vision for 8 Mile. Following the Leadership Luncheon, your generous sponsorship dollars, coupled with the Luncheon revenue, will fund the implementation of the 2020 Revitalization Project.

8MBA Sponsorship Levels

	Select \$20k	Platinum \$15k	Gold \$10k	Silver \$5k	Bronze \$1k
Presenting Sponsor	✓				
Speaking Role at Luncheon	✓	✓			
VIP Table	✓	✓	✓		
Virtual 8 Mile Table	✓	✓	✓		
Feature Story on eightmile.org	✓	✓	✓		
Social Media Sponsorship	✓	✓	✓		
Logo on Stage	✓	✓	✓	✓	
Logo on Promotional Items	✓	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓	✓
Luncheon Table	✓	✓	✓	✓	✓

Thank You & Next Steps

8 Mile Boulevard Association sincerely thanks you for considering this sponsorship opportunity.

If you would like to join us and become a catalyst for tangible and impactful improvements in the 8 Mile Corridor, please contact 8MBA Operations Manager Jacob Jones at jjones@eightmile.org.