



**Sunday November 6<sup>th</sup> 2022  
Corktown, Detroit  
Sponsor Program**

The **Armed Services Salute** is and has always been, a celebration of Michigan’s veterans, active military, civilian community support and the authentic patriotism inspired by that collaboration.

The **Armed Services Salute** is a patriotic Veterans Day celebration in Corktown, Detroit, anchored at the IBEW Local 58 Union Hall on Abbott street, just off of Trumbull. This year’s event will consist of the **17<sup>th</sup> Annual Detroit Veterans Day Parade**, the **4Star 4Mile Race** and new in 2022, the **IBEW VetsFast** veteran breakfast.

- **8:00 AM** IBEW VetsFast
- **9:45 AM** Opening Ceremony
  - Conducted in the parking lot of IBEW local 58, we acknowledge our veterans of honor and distinction in a program that will feature Afghanistan Veterans.
- **11:00 AM** Startline Remarks
- **11:05 AM** Start of the 4Star 4Mile Race and the Motorcycle Brigade
  - The 4Star 4Mile race stretches 4 miles throughout Corktown. This race has the distinction of being the only race that runs *alongside* a Parade. The race is presented by The Michigan State Fair LLC. Participants dedicate their run to a military member or service veteran.
- **11:11 AM** The 16<sup>th</sup> Annual Detroit Veterans Day Parade Steps off!

**#RunToHonor**

The Armed Services Salute is a collaboration between the Metropolitan Detroit Veterans Coalition, the 4Star 4Mile Race Committee and it’s sponsors including IBEW Local 58, Vietnam Veteran’s of America and the Michigan State Fair LLC.. The Armed Services Salute is a regional acknowledgement of SE Michigan’s role as the Arsenal of Democracy and is supported by the VA, top ranking officers of active and retired military, bi-partisan political leadership and major corporations. No veteran or Parade unit is ever charged to participate...we struggle each year to pay the expenses. We have great sponsors...and we can use more. Talk to anyone who you think might want to help keep this event going...no amount is too small.

<b>Detroit Veterans Day Parade</b>	<b>4Star 4Mile Race</b>
Parade Master.....\$10,000	Presenting Sponsor.....\$20,000
Placard Carrier.....\$5,000	T-Shirt Sponsor.....\$10,000
Parade Booster.....\$1,000	Start Line Sponsor.....\$10,000
Parade Supporter.....\$500	Awards Sponsor.....\$1,000
	Water Station Sponsor...\$500

**Sponsorship Opportunities**

- Core Sponsor Benefits Include**
- Acknowledgement in all press and program publications during the 60-day promotion window
  - Featured in social media promotions Mention in promotional pre-event press conference.
  - Direct outreach to over 3,000 participants in the Armed Services Salute
  - Event Logo rights for sponsor promotion opportunities (internal and external)
  - Event day signage and speaking opportunities associated with specific sponsor element
  - Employee engagement in event day volunteer activities
  - Corporate Employee Veteran Affinity Group Advantage program