



## Sponsor Program

Sunday, November 5<sup>th</sup> 2023  
Corktown, Detroit

The **Armed Services Salute** is 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 **18<sup>th</sup> Annual Detroit Veterans Day Parade**, the **4Star 4Mile Race**, and 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 Start Line 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 18<sup>th</sup> Annual Detroit Veterans Day Parade Steps off!**

**#RunToHonor**

The **Armed Services Salute** is a collaboration between the Metropolitan Detroit Veterans Coalition (MDVC), the 4Star 4Mile Race Committee, and its sponsors including IBEW Local 58, Vietnam Veterans 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, so we rely heavily on our sponsors contributions to make this celebration happen. We value our great sponsors and always welcome more to join us in sponsoring this celebration.

To lend your support or for more information please call **Jack Riley** (734) 516-9689, **Jerry Eden** (248) 219-1872 or **Doug Howell** (586) 943-3697.

### Sponsorship Opportunities

Detroit Veterans Day Parade	4Star 4Mile Race
Parade Master.....\$10,000	Presenting Sponsor.....\$10,000
Placard Carrier.....\$5,000	T-Shirt Sponsor.....\$5,000
Parade Booster.....\$1,000	Start Line Sponsor.....\$2,500
Parade Supporter.....\$500	Water Station Sponsor..\$1,500
	Awards Sponsor.....\$1,000

### **Core Sponsor Benefits Include**

- Acknowledgement in all press and program publications during the 60-day promotion window
- Featured in social media promotions and 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 levels
- Employee engagement in event day volunteer activities
- Corporate Employee Veteran Affinity Group Advantage program
- Table/booth placement in prime location at the opening ceremony
- Opportunity to put collateral or promotions in race packets given to all participants