



**Detroit Veterans Day Parade  
Metropolitan Detroit Veterans Coalition (MDVC)**

*'Providing veterans with a platform to continue their service to country, alongside civilians in their community'*

**Sponsor Program**

The Armed Services Salute is three events on one day of continuous patriotic Veterans Day celebration in downtown Detroit, anchored at Ford Field.

The Armed Services Salute is a collaboration between the Metropolitan Detroit Veterans Coalition (MDVC), and the 4Star 4Mile Race Committee.

The MDVC inspires patriotism by bringing America's veterans, active military and civilians together to enrich and serve SE Michigan Communities.

Our Veterans Day Celebration 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. The 2019-Armed Services Salute is an official designated regional Veterans Day Celebration by the US Veterans Administration, one of only 25 across America.

**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 7,000 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 programming
- Employee engagement in event day volunteer activities
- Corporate Employee Veteran Affinity Group Advantage program
- Table/booth placement in prime location at Vets Fest
- Opportunity to put collateral or promotions in race packets given to all participants.

**Sponsorship Opportunities:**

<b>Detroit Veterans Day Parade</b>	<b>4Star 4Mile Race</b>	<b>Vets Fest</b>
Parade Master.....\$10,000	Presenting Sponsor.....\$20,000	Main Stage Sponsor.....\$10,000
Placard Carrier.....\$5,000	T-Shirt Sponsor.....\$10,000	Warming Area Sponsor...\$8,000
Parade Booster.....\$1,000	Start Line Sponsor.....\$10,000	Beer Tent Sponsor.....\$5,000
Parade Supporter.....\$500	Race Course Sponsor....\$5,000	Food Court Sponsor.....\$5,000
	Awards Sponsor.....\$5,000	Booth Placement.....\$1,500
	Water Station Sponsor..\$2,000	

**Any questions, to become a Sponsor contact us.**