



SOUTHWEST DETROIT
BUSINESS ASSOCIATION

In the first 2 years of the Southwest Detroit Business Association's (SDBA) Run of the Dead, it grew from 600 runners to nearly 2,000. The Run provides 5k and 10k options. The USATF-Certified event will celebrate the Mexican holiday of Día de los Muertos (Day of the Dead).



SATURDAY,

NOV. 5, 2022

7AM - 12NOON

Run Of The Dead 2022

A FUNDRAISER FOR COMPÁS

Run of the Dead 2022, being held on Saturday November 5, 2022 is a fundraiser for the Center of Music & Performing Arts Southwest (COMPÁS). The mission of COMPÁS is to provide high-quality performing arts training and cultural experiences with an emphasis on youth socio-emotional development. The program preserves the Latinx heritage of Southwest Detroit and celebrates its diversity through the arts. Your sponsorship and partnership will support this mission for years to come.

SAVE THE DATE

WWW.SOUTHWESTDETROIT.COM



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5K/10K USATF-CERTIFIED RUN

Run Of The Dead 2022 A FUNDRAISER FOR COMPÁS

November 5, 2022
7am - 12noon

To Our Dedicated Supporters:

On behalf of the Southwest Detroit Business Association (SDBA) members, staff, and Board of Directors, we thank you for your consideration of our 2022 request for sponsorship.

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In the first 2 years of the Southwest Detroit Business Association's (SDBA) Run of the Dead, the event grew from 600 runners to nearly 2,000. The Run provides 5k and 10k options and welcomes runners and walkers. The USATF-Certified event will celebrate the Mexican holiday of Día de los Muertos (Day of the Dead). In commemoration of the annual Día de los Muertos holiday, that honors deceased relatives and loved ones, an ofrenda (altar) will be created and displayed by a local artist. The community is also invited to participate in the holiday by bringing family photos of their ancestors to add to the altar. Participants will celebrate by wearing traditional face-paint, flowers and attire.

We hope you will partner with us as a sponsor, runner, volunteer and/or spectator and help to support COMPÁS, promote a healthy lifestyle and celebrate the unique, cultural richness of the Southwest Detroit community.

About Southwest Detroit Business Association

Established in 1957, the Southwest Detroit Business Association (SDBA) fosters innovation, drive, and commitment. We work with investors, entrepreneurs, customers, and neighbors to capitalize on Southwest Detroit's competitive advantage. We support our community's vision for a healthy, vibrant neighborhood. The Association is a coalition of businesses and community interests committed to facilitating the continuation and enhancement of a stable, economically healthy Southwest Detroit. We accomplish this by employing strategies that support existing business and industrial enterprises, enhance the climate for public and private investment and economic growth, and act as a vehicle for cooperative ventures that support economic development in Southwest Detroit.

Thank you for your support,

Alicia Ramon

President & CEO, Southwest
Detroit Business Association

Tonia Patino

Board Chair, Southwest Detroit
Business Association



SOUTHWEST DETROIT
BUSINESS ASSOCIATION

NOV. 5, 2022

Run Of The Dead 2022
A FUNDRAISER FOR COMPÁS

SPONSORSHIP OPPORTUNITIES

\$5,000 GRAN CALAVERA

PRESENTING SPONSOR:



GRAN
CALAVERA

**GREAT SKULL:
THIS SYMBOL REPRESENTS
THE MAIN IDEA OF DÍA DE
LOS MUERTOS- DEATH.**

ONLY TWO (2)
"GRAN CALAVERA"/
"PRESENTING SPONSOR"
SPONSORSHIPS AVAILABLE

- Event Name (Presented by) Logo and Sponsor Featured prominently on all promotional materials
- Company logo and sponsor name on sleeve of official race T-shirt (based on time of commitment)
- Company logo on email promotions (pre- and post- event).
- Display of promotional swag material at event
- Company name AND logo featured in Southwest Community News appreciation article (distributed to 12,000 households in the 48209, 48210 and 48216 zip code areas)
- Company branding on Run of the Dead banner
- Company name and logo on all printed materials reach: 1,700 SW Detroit businesses, including 140 restaurants, 30 bakeries, and 25 grocery and specialty food stores)
- Full page color ad in digital program book displayed on the event website (8.5"w x 11" h)
- Opportunity to provide promotional items or giveaways that include your company logo for placement in swag bags
- Recognition in all media promotions (based on time of commitment)
- 4 Social Media Features
- 8 Complimentary entries to the race
- 8 Complimentary race T-shirts
- Company logo placement on event website
- Opportunity to have a 30-second video promoting your company business displayed on our website and social media
- 5 Student sponsor entries: Sports is an important facet of Southwest Detroit's culture – soccer, football, basketball, hockey, lacrosse. Wishing to support healthy living activities for Southwest Detroit youth, this year's sponsorship at the Gran Calavera and Catrina levels offer sponsors the opportunity to support high school athletes to participate in the Run of the Dead 2022. Local high schools include Western International, Cesar Chavez Academy and Cristo Rey high schools.



FOR SPONSORSHIP CONTACT:

Contact: Cara Freitag
office: 248.721.8063 ext. 3
cell: 313.610.7566
Events@southwestdetroit.com



NOV. 5, 2022

Run Of The Dead 2022

A FUNDRAISER FOR COMPÁS

SPONSORSHIP

OPPORTUNITIES



CATRINA

La Catrina is a prominent symbol for El Día de los Muertos. The symbol represents the richness of death.

\$2,500+ CATRINA

- Company name AND logo featured in Southwest Community News appreciation article (distributed to 12,000 households in the 48209, 48210 and 48216 zip code areas)
- Company branding on Run of the Dead banner
- Company name and logo on all printed materials (reach: 1,700 SW Detroit businesses, including 140 restaurants, 30 bakeries, and 25 grocery and specialty food stores)
- 1/2 page color ad in digital program book displayed on the event website (8.5"w x 5.5" h)
- Opportunity to provide promotional items or giveaways that include your company logo for placement in swag bags (i.e. Drawstring backpacks, trinkets, pedometers, water bottles, etc.)
- Recognition in all media promotions (based on time of commitment)
- 2 Social Media Features
- 6 Complimentary Entries to the Race
- 6 Complimentary race T-Shirts
- Company logo placement on event website



The Mexican Marigold is the official flower of the Day of the Dead. Mexican Marigolds mark the path that our late loved ones take to visit us during El Día de los Muertos.

\$1,000+ CEMPASUCHIL

- Company logo on signage at hydration and/or energy station.
- 1 Social Media Feature.
- 4 Complimentary Entries to the Race.
- 4 Complimentary race T-Shirts.
- Company logo placement on event website.
- Name and logo printed in Southwest Community News appreciation article (distributed to 12,000 households in the 48209, 48210 and 48216 zip code areas).
- Opportunity to place promotional coupons in Swag Bags.



Burning Incense: Copal is the dried resin of the copal tree. It has been used since prehispanic times and is a sacred process in the Aztec culture. It is used to clear negative energy and bring positive change.

\$500+ COPAL

- 2 Complimentary Entries to the Race.
- 2 Complimentary race T-Shirts.
- Company logo placement on race website.
- Name printed in Southwest Community News appreciation article (distributed to 12,000 households in the 48209, 48210 and 48216 zip code areas).
- Opportunity to place promotional coupons in Swag Bags.

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Ad Only (Digital Program Book)
\$500 Full Page Color Ad (8.5"w x 11" h)
\$250 1/2 Page Color Ad (8.5"w x 5.5" h)
\$100 Company Name and Logo



NOV. 5, 2022

Run Of The Dead 2022

SPONSORSHIP COMMITMENT FORM

YES, we are pleased to sponsor the SDBA's Run of the Dead 2022!

Please check all that apply:

☐ \$5,000 Gran Calavera Sponsor

☐ \$2,500 Catrina Sponsor

☐ \$1,000 Cempasuchil Sponsor

☐ \$500 Copal Sponsor

☐ \$100 Veladora Southwest Detroit Local Sponsor

Ad Only – Digital Program Book

☐ \$500 Full Page Color Ad (8.5"w x 11" h)

☐ \$250 1/2 Page Color Ad (8.5"w x 5.5" h)

☐ \$100 Company Name and Logo

I am unable to partner with the SDBA at this time, but would like to make the enclosed donation of \$_____ to COMPÁS

NAME _____ TITLE _____

ORGANIZATION/COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ E-MAIL: _____

BILLING INFORMATION: (Please select your billing preference)

☐ Check # _____ enclosed payable to: Southwest Detroit Business Association

☐ Please send an invoice (insert contact information above)

☐ CREDIT CARD #: _____

EXP.: _____

CVV: _____

NAME ON CARD: _____

BILLING ADDRESS: _____

BILLING CITY, STATE, ZIP: _____

TOTAL AMOUNT TO BE CHARGED TO THIS CREDIT CARD: \$ _____

SIGNATURE _____ DATE: _____

(All artwork is subject to approval) All sponsor ads and logos are due by October 7, 2022. Send to events@southwestdetroit.com

To reserve your sponsorship, mail this form and payment to:
SOUTHWEST DETROIT BUSINESS ASSOCIATION
c/o 2022 SDBA Events
7752 W. Vernor Hwy, Detroit, MI 48209

OR

Email completed form to
Events@southwestdetroit.com or
Fax to: (313) 842-6350
Submit questions and your high-resolution logo
(.jpeg, .png, .pdf) to: Events@southwestdetroit.com