



# MEMBERSHIP PACKAGE

*Join our powerful network of businesses serving Southwest Detroit!*  
*The Southwest Detroit Business Association offers our members a variety of benefits, discounts, and programs designed to help your businesses grow.*



**SOUTHWEST DETROIT**  
BUSINESS ASSOCIATION



# About SDBA

## Our Mission

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.



## Frequently Asked Questions

### *Who should become a member?*

- ❑ Businesses (small or large) located in Southwest Detroit.
- ❑ Businesses or nonprofit organizations that plan to support or conduct business in Southwest Detroit.
- ❑ Vendors or contractors that desire to work with the Southwest Detroit Business Association (SDBA) and our members.
- ❑ Corporations that would benefit from partnering with SDBA and want to support our work with small businesses.

### *Why should my business become a member?*

- ❑ We can leverage our membership to provide marketing and public relations campaigns that will benefit all Southwest Detroit businesses and our customers.
- ❑ Collectively and collaboratively we use our strength to make our voices heard to secure resources from the public and private sectors and to obtain discounts for our members.
- ❑ As an association of hundreds of businesses, we share best practices and network with other business owners.

### *When can my business become a member?*

- ❑ **Now!** Membership applications will be accepted at any time.
- ❑ Renewal notices will go out quarterly based on membership anniversary date.
- ❑ Apply for a two- or three-year membership **TODAY & SAVE!**

**Businesses are the centerpiece of SDBA's work...**

*"Cultivating relationships with like-minded professionals in your industry is extremely important for small business owners, especially for those in a tight-knit community"*

*~ Laura Chavez-Wazeerud-Din  
Vice President of Programs & Compliance*



[www.SouthwestDetroit.com/Membership](http://www.SouthwestDetroit.com/Membership)

**BUSINESS BUILDING COMMUNITY. COMMUNITY BUILDING BUSINESS.**

# Details of Member Benefits

## Exposure for your Business

- ❖ Newspaper, TV, radio, social media and sponsorship opportunities
- ❖ Direct link to your business website or Facebook page on [www.southwestdetroit.com](http://www.southwestdetroit.com)
- ❖ One business member featured each month on digital platforms such as our newsletter

## Quarterly Bilingual Workshops (1-2 each quarter)

- ❖ Workshop topics include Emergency Preparedness, Accounting, Business 101, budgeting, ServSafe Certification, Detroit Licensing & Permits, etc.
- ❖ Complimentary or discounted entrance to SDBA networking events and workshops
- ❖ In person or virtual attendance optional

## Community Advocacy

- ❖ SDBA advocates for Business needs in SW Detroit. **Your voice will be heard.**
- ❖ Ability to give direct feedback on the hurdles that you face as a business owner in SW Detroit.
- ❖ Allows you, as a member of the SW Detroit community, to give input on what you need to succeed. **Representation matters.**
- ❖ *80% of membership fees from businesses in Mexicantown go into community funding for Mexicantown events & planning*

- ❖ **All services listed are also provided in Spanish \***

## Access to Technical Assistance

- ❖ Small Business Advocacy Center (SBAC)
  - New Business startup assistance
  - Resource & Networking center for existing members
- ❖ Grant assistance
- ❖ Access to resources related to startup funds, business planning and Grants.

## Real Estate Advocacy (Commercial only)

- ❖ Assist in building renovation, City of Detroit permits, parking, and property issues
- ❖ Commercial real estate assistance in search of property to purchase or lease
- ❖ Site plan, design reviews and zoning assistance
- ❖ Design Assistance & Facade improvements
- ❖ Environmental program support and grants
- ❖ 2nd floor residential space Rehab program

## Other Discounted Offerings

- ❖ Discounted membership to the Michigan Hispanic Chamber of Commerce (for qualified businesses)
- ❖ 50% discounted tickets for the Annual SDBA Community Investment Breakfast (Limit 2)
- ❖ Subscription to SDBA Community News
- ❖ Member discount on Community News ads
- ❖ Discounted SDBA event space available
- ❖ **Office space for lease (Subject to change)**

SDBA MEMBERSHIP BENEFITS AS OF MARCH 2023

[www.SouthwestDetroit.com/Membership](http://www.SouthwestDetroit.com/Membership)

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# Annual Membership Fees

**\$500**

**PARTNER** = Companies or Organizations with 20+ employees

**\$100**

**SMALL BUSINESS or ORGANIZATION** = with 2 to 20 employees

**\$60**

**MICRO-BUSINESS** = Home-based Business / Sole Proprietor / Independent Contractor

## Multi-year Discounts

- ☒ Two-year membership – apply 15% Discount
- ☒ Three-year membership – apply 20% Discount

## Sponsorship Opportunity for SDBA Members

SDBA offers discounts to members for certain events as well as many sponsorship opportunities for your business

### Community Investment Breakfast(CIB)

#### **\$600 CIB Table Sponsor**

- ★ Sponsor Table signage  
(Eight seats valued at \$800)

#### **\$50 Breakfast Tickets**

- ★ Individual Tickets -Limit 2  
(Ticket valued at \$100 each)
- ★ Will take place in September

### Run of the Dead

- ★ We have sponsorship packages ranging from \$100-\$5000+
- ★ Packages vary from having a business logo on t-shirt, ofrendas (individual or sponsored), a designated table to promote business, complimentary entry to run, media exposure, etc.
- ★ Will take place in November

**\*We accept donations. Any contribution you make will be a small step forward, whether it is \$5 or \$5,000. All donations are tax deductible\***  
**[www.southwestdetroit.com/donate/](http://www.southwestdetroit.com/donate/)**

**\*If you would like SDBA to sponsor an event or have SDBA highlight your anniversary, grand opening or ribbon cutting, please email [info@southwestdetroit.com](mailto:info@southwestdetroit.com) for details\***



### **Contact Us:**

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**Drop-in:** 7752 W. Vernor Hwy Detroit, MI 48209



*Scan QR code for application*

To register and pay online visit: [www.SouthwestDetroit.com/Membership](http://www.SouthwestDetroit.com/Membership)  
[www.SouthwestDetroit.com/Membership](http://www.SouthwestDetroit.com/Membership)

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