

ECONOMIC DEVELOPMENT

Mayor Abdullah H. Hammoud



DEARBORN

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2024

SPONSORSHIP DECK

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FROM THE DIRECTOR

Dearborn is powered by a community of entrepreneurs who, throughout our history and into the present, bet on this city as a fertile ground for innovation and opportunity. In Dearborn, you can carve out a home, nurture a family, launch a business, and foster a community. We're organizing events and programs to help sustain this legacy by powering those entrepreneurs through networking and resource connections, as well as making investments in placemaking for our neighborhoods and business districts. We're eager to partner with you on those investments, while giving you an opportunity to make your mark and find your place with us in Dearborn.

-Jordan Twardy

ECONOMIC DEVELOPMENT

VISION

That residents, businesses, and workers are equipped with the necessary resources to foster a vibrant and inclusive economy that enriches the quality of life for all.

ECONOMIC DEVELOPMENT

MISSION

To cultivate a thriving economy and prosperous neighborhoods by providing exceptional customer service, innovative resources, and drivers for responsible business development.

Why Dearborn?

- Dearborn is the fastest-growing city in Michigan, with a legacy of innovation and prosperity.
- Dearborn moves with a purpose, making investments in bringing resources to its business community and residents.

What is the impact we aim to achieve through our ED events?

- Building connections between businesses, property owners, contractors, professional service providers, residents and all others who make projects happen within Dearborn.
- Putting resources and connections within reach for those who want to invest but need support, generating business opportunities and creating the conditions for success.

How can these events benefit current businesses and attract new ones to Dearborn?

- Cultivate the sense of community connection that's necessary to have the vibrant, resilient local economy that can help businesses thrive.
- By investing in our existing businesses and neighborhoods through our events, We're helping Dearborn continue to be a place where not only people and businesses want to stay - but where others will want to join.

D E A R B O R N

ECONOMIC DEVELOPMENT

MEET THE TEAM

The Economic Development Team of the City of Dearborn comprises of five divisions and over 80 members, covering a diverse range of community resources, from code enforcement to business services. The following team members will serve as your primary contacts for the events outlined in this packet

JORDAN TWARDY
Director



ANGELA FORTINO
Deputy Director



DE'JANAE DOUGLAS
Workforce Development



LAURA SANCHEZ
Program Manager



AMANDA SANCEN
Special Events Manager

Dearborn Entrepreneur Expo

Igniting The Entrepreneurial Spirit

Mission Statement: The Dearborn Entrepreneur Expo is an event aiming to provide small businesses with the necessary resources to thrive. This includes information on obtaining capital, business development services, marketing and sales assistance, social media guidance, how to connect to local organizations, and networking opportunities. Dearborn is a hub of innovation with the entrepreneurial spirit burning bright. This event will harness that energy and will support making those connections and showcasing the resources that are made for those who are striving to develop their business.

Location: Ford Community and Performing Arts Center

Date: June 5th, 2024

Time: 4-8pm

Target Audience: Entrepreneurs at any stage of their business journey within Dearborn and neighboring communities. We want to support current business owners and also attract those looking to start their journey.

Precedent: 2024 Inaugural event



EVENT CONTENTS

Exhibition Space

A EXPO setup including vendors that support small businesses in a variety of ways. Ranging from financial resources to marketing and branding.

Workshops

Workshops hosted by community organizations, industry professionals and city teams.

Seminars

Professionals, resource organizations, and small business representatives addressing popular topics related to entrepreneurship and business startup.

Business Resource Guides

City teams and various organizations will offer an array of instructional guides and how-to documents.

Facilitated Networking

A sequence of activities designed to foster networking opportunities for all event attendees and supporting vendors.

Dearborn Building Expo

Blueprints and Basics

Mission Statement: The Dearborn Building Expo is an event designed to bring together the many moving parts within the construction industry. Whether it's a home remodel for a Dearborn resident, a façade improvement for a small business, or a brand new development an investor is looking to make downtown, this expo will strive to provide the tools, resources, contacts that are available within our community.

Location: Ford Community and Performing Arts Center

Date: September 26th, 2024

Time: 4-8pm

Target Audience: Residents, Small Businesses, Developers

Precedent: The Dearborn Building Expo was launched in 2023.

Sponsors: 8

Vendor booths: 24

City Teams: 10

Estimated attendance: 150

Project 2024 Attendance: 300-500



EVENT CONTENTS

Exhibition Space

A EXPO setup including vendors that support both residential and commercial construction projects who will be providing information in regards to their services, education materials, and advertising collateral.

City Team Consultations

Individual consultations, conducted one-on-one, will be offered to event attendees and City teams to facilitate discussions on the city processes, provide guidance on next steps for their respective projects, and address any queries related to permitting and building processes.

Interactive Display

As part of the expo, an interactive and themed display will be included annually. Determination of the display theme will be a collaborative effort between city teams, sponsorship partners, and community partners.

DEARBORN BUILDING EXPO 2023



MARKETING CHANNELS

- Hyper local outlets
- Billboards
- News Stations
- Downtown Dearborn Social Media platforms
- Social Media influencers
- City of Dearborn Website
- City of Dearborn TV
- Collaboration with Neighborhood and Business Services Liaisons
- Mailers

In collaboration with the Community Relations department, the City of Dearborn's Economic Development Staff reserves the right to determine which avenues for media outreach are best suited for this event.

SPONSOR MARKETING PACKAGE

- Digital Copy of the Community Flier
- Two social media graphics for posting
- QR code graphic linked to ticketing platform

HOW YOU CAN HELP PROMOTE

- Post via your teams social media platforms and tag @dearborngov
- Distribute the event fliers
- Create your own marketing materials with supplied graphic elements.



PRESENTING SPONSOR

\$10,000.00
INVESTMENT

1 PER EVENT
Presenting
sponsors
MUST be
solidified at
least 90 days
from desired
event.

- Sponsor name will be included in the official logo of the 2024 event.
- Emcee opportunity for an opening and closing segment at EXPO.
- Opportunity to showcase large main display for products/services and sponsor team.
- Logo on select event giveaway materials
- Individual mention in social media promotions
- Logo on exterior marketing materials
 - *For Example: Billboards*
- Logo in media press releases
 - *In collaboration with the Community Relations the City of Dearborn reserves the right to determine which avenues for media outreach are best suited for events.*
- Logo included in event header graphics & collateral
- Logo on event registration page
- Logo on event signage
- Vendor Booth within the EXPO Space – in addition to large display if needed.



PLATINUM

\$5,000

INVESTMENT

2 AVAILABLE

ONE PER EVENT

SPONSOR
CHOOSES
EVENT

- EMCEE opportunity to introduce Event activity
- Logo on select event giveaway materials
- Logo on exterior marketing materials
 - For Example: Billboards
- Logo in media press releases
 - In collaboration with the Community Relations the City of Dearborn reserve the right to determine which avenues for media outreach are best suited for this event.
- Mention in social media Promotions
- Logo on event registration page
- Logo on event signage
- Custom booth space within the event

GOLD

\$2,500

INVESTMENT

MULTIPLE

SPONSOR CHOOSES
EVENT

- Logo on exterior marketing materials
 - For Example: Billboards
- Logo in media press releases
 - In collaboration with the Community Relations the City of Dearborn reserve the right to determine which avenues for media outreach are best suited for this event.
- Mention in social media Promotions
- Logo on event registration page
- Logo on event signage
- Custom booth space within the event Space

SILVER

\$1,000

INVESTMENT

MULTIPLE

SPONSOR CHOOSES
EVENT

- Logo in media press releases
 - In collaboration with the Community Relations the City of Dearborn reserve the right to determine which avenues for media outreach are best suited for this event.
- Mention in social media Promotions
- Logo on event registration page
- Logo on event signage
- Standard Booth space within the event

Sponsors must be confirmed at least 60 days in advance of the desired event.

All sponsors will be added to marketing materials after a sponsorship invoice has been paid. Marketing materials are created based on the event timeline. Addition of a sponsor to marketing material is not guaranteed within the 60-day window.

READY TO PARTNER?

Fill out our [Sponsorship Form](#) [HERE](#).

We are excited about the opportunity to collaborate with your team to facilitate the provision of essential resources that will help create a dynamic and inclusive economy, ultimately enhancing the overall quality of life for everyone within the City of Dearborn.

**You will be contacted by
our event manager:**

Amanda Sancen

Special Events and Outreach
Manager - Economic Development
& Downtown Dearborn
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313-407-8731

