

# 2024

# JOIN THE

# *fun!*



**WEST DEARBORN DOWNTOWN  
DEVELOPMENT AUTHORITY**

**EAST DEARBORN DOWNTOWN  
DEVELOPMENT AUTHORITY**

**WARREN BUSINESS DISTRICT  
IMPROVEMENT AUTHORITY**

**DIX-VERNOR BUSINESS  
DISTRICT IMPROVEMENT  
AUTHORITY**

# Creating an Inclusive and Thriving Community!

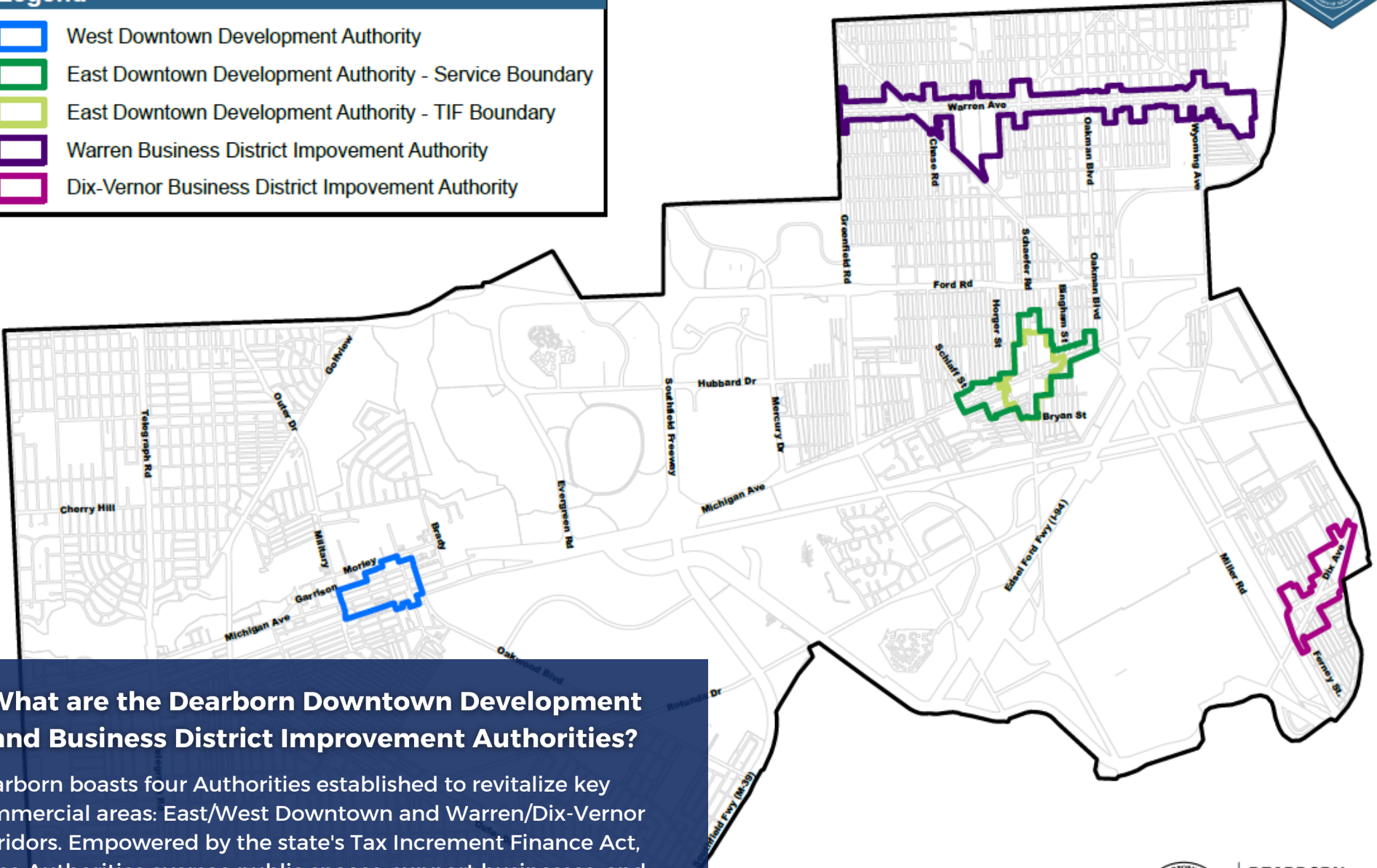
# Downtown and Business Improvement Districts

City of Dearborn | Business Services Division



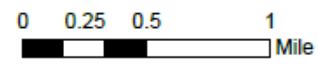
### Legend

-  West Downtown Development Authority
-  East Downtown Development Authority - Service Boundary
-  East Downtown Development Authority - TIF Boundary
-  Warren Business District Improvement Authority
-  Dix-Vernor Business District Improvement Authority



## What are the Dearborn Downtown Development and Business District Improvement Authorities?

Dearborn boasts four Authorities established to revitalize key commercial areas: East/West Downtown and Warren/Dix-Vernor corridors. Empowered by the state's Tax Increment Finance Act, these Authorities oversee public spaces, support businesses, and create vibrant events. Each board-led Authority leverages city economic development professionals to achieve their goals.



**DEARBORN**  
ECONOMIC  
DEVELOPMENT

# MEET THE TEAM



**Angela Fortino**

Deputy Director, Economic Development  
afortino@dearborn.gov



**Laura Aceves Sanchez**

Program Manager  
lsanchez@dearborn.gov



**Amanda Sancen**

Special Events & Outreach Manager  
asancen@dearborn.gov



**Mohammed Reza**

Administrative Support  
mrezq@dearborn.gov



**West Downtown**

**Deena Berri**

Business District Liaison  
(313) 407-9823  
dberri@dearborn.gov



**East Downtown**

**Adel Al-Adlani**

Business District Liaison  
(313) 407-9398  
aaladlani@dearborn.gov



**Warren Corridor**

**Moe Qasim**

Business District Liaison  
(313) 407-9788  
mqasim@dearborn.gov



**Dix-Vernor Corridor**

**Saeid Alawathi**

Business District Liaison  
(313) 407-0351  
salawathi@dearborn.gov

Why

# DEARBORN

**Boosting  
brand  
recognition**



**Fostering a  
collaborative  
business  
ecosystem**



**Fueling  
family fun**



**Activating  
spaces to  
cultivate  
community**



# 2023 EVENT SUMMARY

~ 40,000 attendees through a four week event duration

## Ramadan Nights

Over 45 restaurants participated

## Restaurant Week

Market ~ 350 attendees per hour  
Kid Days ~ 500 attendees per hour  
Movie nights attracted 250 - 500+ people; breaking records!

## Summer Festivities

Summer Market + Kid Days + Movies in the Park

~ 2000 attendees participated in the two events

## Fall Festivities

Pumpkin Decorating + Trick or Treating

~400 attended the inaugural event with event registration closing early due to maxed out attendance!

## Jingle Bell Bash



*2024*  
**Marketing**  
campaigns

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**RAMADAN**  
IN DEARBORN

**SHOP**  
dearborn

Through these targeted campaigns, we highlight businesses within the districts during the major seasonal seasons.

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**Want more details on a specific event?**  
Reach out to Amanda Sancen  
asancen@dearborn.gov.

**Summer Market**  
6.19/ 7.12 / 8.9/ 9.13  
**Movies in the Park**  
6.20 / 8.15

# EVENT SPONSORSHIP

## levels

### PLATINUM

**\$5,000.00**

- Acknowledgement at event through social media live streams, verbal recognition and/or thank you signage
- Logo on select event giveaways
- Logo included in media promotions specific to sponsored event
- Logo on event guest registration platform (if applicable)
- Logo on digital marketing outlets
- Logo on event printed signage
- Clickable Logo on event page
- Logo in eblast for event
- Mention on social media
- Logo and name on event distributed fliers
- On-site presence during event (when applicable)

### GOLD

**\$2,500.00**

- Logo included in media promotions specific to sponsored event
- Logo on event registration platform (if applicable)
- Logo on digital marketing outlets
- Logo on event printed signage
- Clickable Logo on guest registration event page
- Logo in eblast for event
- Mention on social media
- Logo and name on event distributed fliers
- On-site presence during event (when applicable)

### SILVER

**\$1,000.00**

- Logo on event guest registration platform (if applicable)
- Logo on digital marketing outlets
- Logo on event printed signage
- Clickable Logo on event page
- Logo in eblast for event
- Mention on social media
- Logo and name on event distributed fliers
- On-site presence during event (when applicable)

### BRONZE

**\$500.00**

- Clickable Logo on event page
- Logo in eblast for event
- Mention on social media
- Logo and name on event distributed fliers
- On-site presence during event (when applicable)

**Interested in providing products or services in-kind?**

Reach out to Amanda Sancen to collaborate on event needs and in-kind opportunities available.



# SPONSOR MARKETING PACKAGE

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

## HOW YOU CAN HELP PROMOTE

- Post via your team's social media platforms and tag @downtowndearborn / @dearbornrestaurantweek / @dearbornsummermarket
- Distribute the event fliers
- Create your own marketing materials with supplied graphic elements



# MARKETING OUTLETS

- 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 City of Dearborn Community Relations department, DDA/BDIA staff reserve the right to determine which avenues for media outreach are best suited for this event.*





# NEXT STEPS

Sponsors must complete the steps below at least 60 days in advance of the desired event to be included in all pertinent marketing materials.

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

## Fill out Sponsorship Form

- Choose your event
- Provide Required information

[CLICK HERE  
FOR OUR  
SPONSORSHIP  
FORM](#)

## Receive an invoice from City of Dearborn

## Pay Sponsorship Invoice

## Receive Partner Marketing Materials



# Thank You!

**Partnering with Downtown Dearborn events presents a unique opportunity for your organization to showcase its commitment to the local community and engage with a diverse audience during highly anticipated events. We look forward to partnering with you in 2024!**

**Let's Get Started!**

**Please reach out to our Special Events and Outreach Manager:**

**Amanda Sancen**

**[asancen@dearborn.gov](mailto:asancen@dearborn.gov)**

**With any questions!**

