



**Mayor's Office**

Coleman A. Young Municipal Center  
2 Woodward Avenue, Suite 1126  
Detroit, Michigan 48226

Phone 313•224•3400  
Fax 313•224•4128  
www.detroitmi.gov

February 1, 2024

Greetings,

I'm requesting your support for two of Detroit's most popular community initiatives, Motor City Makeover 365 (MCM 365), our annual citywide volunteer cleanup effort, and Halloween in the D (HITD). Every Spring, thousands of Detroiters come together to clean and beautify our neighborhoods, parks, playgrounds, schools, and places of worship. And each Fall, over 30,000 children and their families safely celebrate Halloween at police precincts, recreation centers, and fire stations. They collect nearly 250,000 treats, thanks to sponsors like you.

These initiatives help strengthen our communities, build trust between neighbors, and enable residents to transform their neighborhoods into great places to live, work, and play. For those who have previously sponsored MCM 365 and Halloween in the D, I extend my heartfelt appreciation for your support. And for those who have not yet supported this work, please join my invitation to become a sponsor of these events.

We will continue to support alley cleanups and beautification efforts throughout the year, bringing together community organizations and block clubs from our 200 neighborhoods. As Mayor Duggan stated, "Over the past several years, we've made great progress making our city cleaner and more beautiful, and a big part of that has been the MCM 365 partnership between the city, volunteers, and sponsors. Every year our city looks better, and I want to remind residents and businesses that we still need their help to maintain the city's momentum."

For this year's Halloween in the D, we anticipate activating additional recreation and community centers to serve more youth and their families in safe and welcoming environments.

MCM and HITD rely solely on in-kind and financial contributions from generous sponsors like you. Donations are used to purchase flowers, garbage bags, and gloves for MCM and to purchase candy and treats for HITD.

Enclosed you will find a packet containing a pledge form and sponsorship information. Please scan and email your completed form to Tonie Stovall at [tonie.stovall@detroitmi.gov](mailto:tonie.stovall@detroitmi.gov) and to mail the form, please send it to:

**Mayor's Office**  
**The Coleman A. Young Center**  
**2 Woodward Ave., Suite 1126**  
**Detroit, MI 48226**  
**Attn: Tonie Stovall**

If you have any questions or concerns, please call Tonie at (313) 236-8521.

Thank you in advance for your consideration,

  
Todd Bettison, Deputy Mayor  
City of Detroit

## 2024 SPONSORSHIP PACKAGES

### Platinum Sponsorship / \$10,000 +

- Company remarks included in promotional video
- Company name listed in news release
- Company logo on City's Website as contributor
- Company logo on promotional shirts\*
- Company name/ logo social media promotion
- Company logo included in wrap-up newsletter

### Diamond Sponsorship / \$7,500

- Acknowledgement in promotional video
- Company name listed in news release
- Company logo on City's Website as contributor
- Company logo on promotional shirts\*
- Company name/ logo social media promotion
- Company name included in wrap-up newsletter

### Gold Sponsorship / \$5,000

- Company name listed in news release
- Company name listed on City's Website as contributor
- Company logo on promotional shirts\*
- Company name/ logo social media promotion
- Company name included in wrap-up newsletter

### Silver Sponsorship / \$2,500

- Company name listed in news release
- Company name listed on City's Website as contributor
- Company name/ logo social media promotion
- Company name included in wrap-up newsletter

### Bronze Sponsorship / \$1,000

- Company listed on City's Website as contributor
- Company name/ logo on social media promotion
- Company name included in wrap-up newsletter

### Additional Sponsorship Opportunities / \$250

- Small businesses, nonprofits, and faith-based organizations can make in-kind or financial donations and/or provide volunteers for Motor City Makeover clean-up efforts.

DISCLAIMER: No company or organization will receive any preferential treatment or other advantages from the City of Detroit as a result of making a donation.

\*3,500 promotional shirts; Depending on donations



Department of  
Neighborhoods  
General Services  
Department  
Parks & Recreation Division



# SPONSORSHIP AND DONATION FORM

## CONTACT INFORMATION

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Work Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email Address \_\_\_\_\_

**“MOTOR CITY MAKEOVER” FINANCIAL COMMITMENT**

The Motor City Makeover is a volunteer effort, and all financial contributions are welcomed. Each year, thousands of volunteers join in the effort to clean and beautify Detroit.

**Credit card, eCheck / ACH debit:** Use payment link on <https://detroitmi.gov/departments/department-neighborhoods/motor-city-makeover> or contact Tonie Stovall at [tonie.stovall@detroitmi.gov](mailto:tonie.stovall@detroitmi.gov) for the link.

**Make checks payable to:** Treasurer, City of Detroit. Write “MCM Donation” in the note section. Mail checks to: **City of Detroit, Executive Office, Coleman A. Young Municipal Center, 2 Woodward Avenue, Suite 1126, Detroit, MI 48226.**

The City of Detroit has partnered with a non-profit to act as a fiscal agent for MCM donations when needed. If your company would like to donate to Motor City Makeover through the fiscal agent, please contact Tonie Stovall at [tonie.stovall@detroitmi.gov](mailto:tonie.stovall@detroitmi.gov) for further details. All donations made to the City of Detroit directly, or through the fiscal agent, are tax deductible.

I pledge \$ \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

The individual signing above represents that s/he has signing authority on behalf of the sponsoring business.

## VOLUNTEERS

If you or members of your organization would like to volunteer, please contact the Volunteer Office at (313) 236-8521.

**Number of Projected Volunteers** \_\_\_ **IN-KIND DONATIONS**

Industrial Equipment & Resources	Number	Deliver/Pickup/Remarks
Roll Off Dumpster		
Truck		
Front-End Loader		
Landfill Space		
Other		
<b>Volunteer Supplies</b>		
Gloves		Goal: 15,000 pairs • Suggested Donation: 1,000 pairs
Contractor Bags (44 gallon)		Goal: 25,000 bags • Suggested Donation: 2,500 bags
Water Bottles		Goal: 7,000 bottles
Plywood for Board-ups		
Other		