PARTICIPANT GUIDE

amazon

PRESENTS

LIGHT UP LIVERNOIS

PARTICIPANT · ORIENTATION BRIEF

SAT · JUL 11 · 2026

PRIVATE. CONFIDENTIAL. FOR PARTICIPANTS ONLY.

You said, “Yes!” Thank you.

That single decision places you among the hundreds of makers, merchants, artists, designers, and community businesses who carry **LIGHT UP Livernois** forward each year — not as vendors at a street festival, but as stewards of **Detroit's prominently Black-owned and operated fashion, art, and design business destination corridor.**

What you set up on Saturday, July 11, is not a booth on a street. It is a working piece of a 1.5-mile cultural arts experience that draws more than **10,000 visitors in a single day** and generates more than **$500,000 in direct economic impact** along the corridor.

You are the reason the avenue lights up.

BY THE NUMBERS

10,000+

Attendees in a single day, from Detroit's metropolis, the region, and around the country.

$500K+

Direct economic impact along the corridor each year through LIGHT UP Livernois.

60,000+

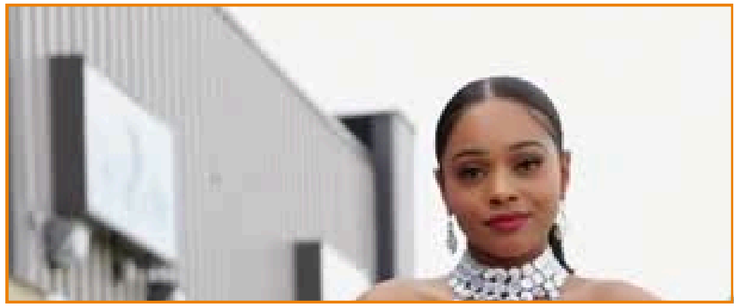
Brand impressions from the 40,000-plus vehicles that pass through the corridor daily.

02 — YOUR PARTICIPATION IS YOUR CONTRIBUTION

This is yours now.

LIGHT UP Livernois is Detroit's annual fashion, art, and design—music, food, and family entertainment—street festival, held along Livernois Avenue on Detroit's west side between 8 Mile Road and the Lodge Freeway (M-10). It runs through **four distinct shopping and dining districts: the Avenue of Fashion from 8 Mile to 7 Mile; Liv7 bounded by 7 Mile, Live 6 bounded by 6 Mile, and the University District bounded by 6 Mile to the Lodge Freeway.**

Detroit is the first American city designated by UNESCO as an International City of Design. You are showing up on the corridor that holds that designation in its hands.







> *When you set up on Saturday, you are not renting a space. You are putting your work, your name, and your brand inside a curated cultural arts experience that lifts the entire corridor. The attention you draw to your installation draws attention to the merchants beside you. The sales you make on the avenue strengthen the case for sustained investment in Black-owned and operated business in Detroit. The pride visitors feel walking past your space becomes the reputation Livernois Avenue carries for the rest of the year.*

This is how the corridor moves forward. One participant at a time. **You included.**

Show up ready.

EVENT HOURS

12:00 P.M. — 8:00 P.M.

SETUP FROM

8:00 A.M.

BE READY BY

11:30 A.M.

BREAKDOWN

Original condition. Or better.

The public arrives early. Plan accordingly.

01 BRING A WHITE OR BRANDED 10 FT BY 10 FT TENT

This is intentional. LIGHT UP Livernois is presented as a curated fashion, art, and design destination, not a flea market, swap meet, or open-vendor lot. **The visual cohesion of the corridor is part of what makes the experience photograph, share, and read as the world-class cultural arts event it is.** Your tent is part of that frame.

02 AS NEEDED BRING YOUR OWN POWER

Effective power cords, battery stations, or a generator suited to your booth's needs. Plan for the full eight-hour event window, plus setup.

03 PARK IN THE DESIGNATED PARTICIPANT LOT

Free participant parking is available at the **New Prospect Baptist Church lot, 19750 Livernois Ave, Detroit, MI 48221**. **Leave the street parking for our public visitors.** Once you are parked, our complimentary **GEST Cart service** is yours to use throughout the day.



Where everything lives.

Your visitors, your team, your customers, and your fellow participants can locate every installation, booth, stage, and merchant along the avenue using the live **Avenue Map 2026.**

Share it widely. The more your people use it, the more easily they find you, and the more they discover along the way.

AVENUE MAP 2026

Live, interactive corridor map. Every district, every installation, every participant.

lightuplivernois.com/avenuemap2026

GEST CART ACCESS

For details on how to access **GEST Cart** on event day, visit:

lightuplivernois.com/participantguide



Welcome to our LIGHT UP Livernois Family. We're thrilled to have you.

LIGHT UP Livernois began in 2018, founded by **Rufus Bartell** and the **Independent Business Association.** It is now a 1.5-mile cultural arts corridor experience that draws visitors from across Detroit, across the region, and across the country.

Many brands that came through and participated in LIGHT UP Livernois have gone on to attract national financing and presentation. The artists and operators who displayed here have grown new audiences, new clients, and viable income streams for their work. New business, new exterior investment, and new attention along the avenue all trace back to days like the one you are about to step into.

You are carrying that forward. **We are honored to have you on the avenue.**

Park. Walk. Shop. Dine. Explore. Light Up Livernois.

COPYRIGHT © 2026 ART IMPACT MARKETING AGENCY FOR IBA DETROIT CDC/LIGHT UP LIVERNOIS (LUL). ALL RIGHTS RESERVED.