



# 2026

Greetings!

As a valued community partner, you understand what makes Dearborn special and why Dearborn Homecoming Festival has become one of the City's most meaningful traditions. Each year, this hallmark event brings families, friends, and neighbors together for three unforgettable days of connection, celebration, and summer fun.

Because of the generosity of partners like you, Dearborn Homecoming remains free and accessible to all, welcoming more than 30,000 attendees annually. If you have not joined us before, Dearborn Homecoming Festival is the City's three-day annual festival, featuring nationally recognized musical headliners alongside beloved local performers on three stages. The weekend also showcases local eats, a carnival, fireworks, art displays, a 5K run, and much more. It is one of the region's signature summer events and a powerful opportunity to align your brand with community pride, joy, and togetherness.

Your sponsorship helps make one of our biggest and best weekends possible while providing meaningful exposure to tens of thousands of residents and visitors from across Metro Detroit. Whether your goal is to support local culture, increase visibility, or invest in community, we offer flexible sponsorship levels designed to meet a wide range of budgets and priorities.

As you plan your marketing and community engagement strategy for 2026, we hope you will consider partnering with us to support this beloved tradition.

In service,  
Mayor Abdullah H. Hammoud

A handwritten signature in black ink, appearing to read "Abdullah H. Hammoud".





**Please note:** With the exception of our Presenting Sponsor level, multiple levels of each sponsorship tier may be allocated to different parties. If your sponsorship tier includes presenting rights to a specific festival area or activity, those rights will be assigned on a first come, first-served basis. If those specific rights have already been claimed, alternative festival areas may be available. These can include (but are not limited to) the presenting rights to our:

- Sunrise Stage
- Kids Stage
- Dining Tent
- Reunion Area
- Inflatable Fun Zone
- Cooling Station
- & much more!

Festival organizers will assign these zones on a case-by-case basis as they apply to each individual tier (the higher the sponsorship tier, the greater the traffic / visibility of your assigned area). Our goal is to ensure your investment in this community event is fairly reflected in the benefits you receive. No two sponsors will ever have to share presenting rights (unless requested). We appreciate your understanding and look forward to finding your best fit!

**Ready to become a sponsor?**

**Fill out THIS FORM and  
we'll be in touch with you soon!**



# OUR REACH

## ATTENDANCE:

Each year, Dearborn Homecoming Festival welcomes 30,000+ visitors throughout the festival weekend.

## SOCIAL MEDIA:

Dearborn Homecoming Festival updates are shared via both the City of Dearborn Government's social media accounts as well as our standalone Dearborn Homecoming Festival accounts, reaching 50,000+ total followers on Facebook, Twitter, TikTok, and Instagram.

## WEBSITE:

Event details & updates can also be found at [dearbornhomecoming.com](http://dearbornhomecoming.com). Our website saw 118,945+ hits in 2025.

## PRESS RELEASES:

The City of Dearborn Communications Department additionally shares festival information via press releases, which are sent to our media list of thousands of individuals and publications.

## MEDIA PARTNERS:

Dearborn Homecoming Festival is honored to partner with a wide variety of media outlets to spread the word about our event. Past partners include TV news outlets such as Fox 2 Detroit, Local 4 / Click on Detroit, WXYZ Channel 7, and CBS News Detroit, radio stations like WJR-AM, ALT 98.7, 96.3 WDVD, and 99.5 WYCD, newspapers including The Detroit News, Detroit Free Press, Detroit Metro Times, the Dearborn Press & Guide, the Dearborn-Dearborn Heights Times-Herald and the Arab American News, and bloggers & influencers such as @VisitDetroit, @halalfoodjunkie, & @detroitlaleats.

## HOMECOMING 2026 DATES & TIMES:

Friday, August 7, 2026  
Saturday, August 8, 2026  
Sunday, August 9, 2026  
12:00 PM - 10:30 PM



*Have a unique idea for a  
sponsorship opportunity?*

Please feel free to get in touch!

Questions regarding sponsorships may  
be directed to Maria Willett at  
[mwillett@dearborn.gov](mailto:mwillett@dearborn.gov)



# PRESENTING

## \$60,000

**ONE AVAILABLE**

- Exclusive recognition as Dearborn Homecoming 2026 Presenting sponsor (featured in press releases, potential radio ads, & more)
- Logo inclusion Sunset (Main) Stage banner & signage
- Ability to have a representative lead fireworks countdown with Mayor Hammoud the Saturday of festival (historically highest attended evening)
- Company name prominently scripted in Sunset Stage advertisements
- VIP Platform passes for 20 guests at Sunset Stage
- Exhibit space of at least 20' x 20' in highly visible, premium location
- 15 complimentary weekend passes to carnival
- 20 VIP parking passes to festival
- Invitation for company representative(s) to attend exclusive ribbon cutting ceremony on opening day of the festival
- Promotional / advertising video spot of up to five minutes run on CDTV July 1 - Aug 9 (Video must be provided by sponsor)
- Logo inclusion on prominently placed sponsor sign on festival grounds
- Individual sponsor highlight on festival social media pages
- Logo printed on event materials with recognition as presenting sponsor
- Large logo on featured on [dearbornhomecoming.com](http://dearbornhomecoming.com), hyperlinked to your website





# DIAMOND

## \$40,000

- Presenting sponsor of Cultural Pavilion with logo prominent at Pavilion entrance (Additional festival area sponsorships may be available)
- VIP Platform passes for for 15 guests at Sunset Stage
- Exhibit space of at least 20' x 20' in highly visible, premium location
- 15 complimentary weekend passes to carnival
- 15 VIP parking passes to festival
- Invitation for company representative(s) to attend exclusive ribbon cutting ceremony on opening day of the festival
- Promotional / advertising video spot of up to five minutes run on CDTV July 1 - Aug 9 (Video must be provided by sponsor)
- Company name included in Sunset Stage advertisements
- Logo inclusion on prominently placed sponsor sign on festival grounds
- Inclusion in group sponsor highlight on festival social media pages
- Logo printed on select event materials
- Logo featured on [dearbornhomecoming.com](http://dearbornhomecoming.com), hyperlinked to your website



# PLATINUM

\$30,000

- Presenting sponsor of Vendor Village with logo prominent at Village entrances (Additional festival area sponsorships may be available)
- VIP Platform passes for for 10 guests at Sunset (Main) Stage
- Exhibit space of at least 10' x 10' in highly visible, premium location
- 10 complimentary weekend passes to carnival
- 10 VIP parking passes to festival
- Invitation for company representative(s) to attend exclusive ribbon cutting ceremony on opening day of the festival
- Promotional / advertising video spot of up to five minutes run on CDTV July 1 - Aug 9 (Video must be provided by sponsor)
- Company name included in Sunset Stage advertisements
- Logo inclusion on prominently placed sponsor sign on festival grounds
- Inclusion in group sponsor highlight on festival social media pages
- Logo printed on select event materials
- Logo featured on [dearbornhomecoming.com](http://dearbornhomecoming.com), hyperlinked to your website



# GOLD

## \$20,000

- Presenting sponsor of Food Truck Corridor with logo prominent at Corridor entrance (Additional festival area sponsorships may be available)
- Five (5) complimentary weekend passes to carnival
- Five (5) VIP parking vouchers to festival
- Company name included in Sunset (Main) Stage advertisements
- Logo inclusion on prominently placed sponsor sign on festival grounds
- Inclusion in group sponsor highlight on festival social media pages
- Logo printed on select event materials
- Logo featured on [dearbornhomecoming.com](http://dearbornhomecoming.com), hyperlinked to your website



# SILVER

## \$15,000

- Presenting sponsor of Homecoming Arts District with logo prominent at District entrance (Additional festival area sponsorships may be available)
- Ability to present the “Emerging Artist” award on Sunset Stage during Paint Out in the Park Awards Ceremony
- Five VIP parking passes to festival
- Company name included in Sunset Stage advertisements
- Logo inclusion on prominently placed sponsor sign on festival grounds
- Inclusion in group sponsor highlight on festival social media pages
- Logo printed on select event materials
- Logo featured on [dearbornhomecoming.com](http://dearbornhomecoming.com), hyperlinked to your website

# BRONZE

## \$10,000

- Presenting sponsor of Homecoming parking area with logo prominent at lot entrance (Additional festival area sponsorships may be available)
- Two VIP parking passes to festival
- Company name included in Sunset Stage advertisements
- Logo inclusion on prominently placed sponsor sign on festival grounds
- Inclusion in group sponsor highlight on festival social media pages
- Logo printed on select event materials
- Logo featured on [dearbornhomecoming.com](http://dearbornhomecoming.com), hyperlinked to your website



# NEIGHBOR

## \$5,000

- Presenting sponsor of All-Stars Day (Additional festival area sponsorships may be available)
- Opportunity to host sensory & special needs-friendly activation during All-Stars Day activities (approx. 300 guests)
- Ability to provide & present branded sensory & special-needs friendly gift bag / favors to All-Stars Day participants
- Ability to place branded signage throughout All-Stars Day site (signage provided by sponsor)
- Company name included in Sunset Stage announcement script
- Logo inclusion on prominently placed sponsor sign on festival grounds
- Group sponsor highlight on festival social media pages
- Logo printed on select event materials
- Logo featured on [dearbornhomecoming.com](http://dearbornhomecoming.com), hyperlinked to your website

# FRIEND

## \$1,000

- Company name included in Sunset Stage announcement script
- Logo inclusion on prominently placed sponsor sign on festival grounds
- Inclusion in group sponsor highlight on the festival social media pages
- Logo printed on select event materials
- Logo featured on [dearbornhomecoming.com](http://dearbornhomecoming.com), hyperlinked to your website



# SUPPORTER

\$500

A limited number of Supporter sponsorship opportunities exist at the \$500 level. Please get in touch to discuss!

DEARBORN  
HOMECOMING  
FESTIVAL

