



Greetings,

Year after year, our community and regional partners help bring the Dearborn Homecoming Festival to life through generous donations and sponsorship support. The City of Dearborn offers many levels of sponsorship opportunities to make supporting this beloved event accessible to local and regional businesses and organizations of all sizes. We are committed to giving our sponsors visibility and recognition at our event and in promotional materials.

With tens of thousands of attendees, the Dearborn Homecoming Festival is an excellent vehicle to showcase your support for the Dearborn community while enhancing the impact and reach of your brand.

This year's festival has been reimaged to include treasured amenities as well as new and exciting attractions to draw an even bigger crowd ready to enjoy a beautiful summer weekend with old and new friends.

Mayor Abdullah H. Hammoud



# SPONSORSHIP PACKAGES

Presenting  
\$50,000

ONE AVAILABLE

- Exclusive recognition as Dearborn Homecoming 2023 Presenting sponsor (featured in press releases, potential radio ads, & more)
- Logo inclusion Main Stage banners & 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 Main Stage announcements
- Reserved premium seating for 20 guests at Main Stage
- Exhibit space of at least 15' x 15' in highly visible, premium location
- 15 complimentary weekend passes to carnival
- 20 VIP parking passes to festival
- Logo inclusion on prominently placed sponsor sign on festival grounds
- Individual sponsor highlight on the City of Dearborn social media pages
- Logo printed on all event materials with recognition as presenting sponsor
- Large logo on the Homecoming festival website with a link to your website




# Diamond \$40,000

PERFECT FOR OUR AUTOMOTIVE PARTNERS!

- Presenting sponsor of the Dearborn Classic Car Show
- Ability to lead the Car Show with branded vehicles
- Ability to present gift bag / favors to Car Show participants (approx.100 vehicles)
- Reserved premium seating for 10 guests at 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
- Logo inclusion on prominently placed sponsor sign on festival grounds
- Individual sponsor highlight on the City of Dearborn social media pages
- Logo printed on all event materials
- Large logo on the Homecoming Festival website with a link to your website

The Dearborn Classic Car Show is a car parade and show beginning at the 19th District Court parking lot and concluding on the main field the Friday of Dearborn Homecoming. Participants enjoy the opportunity to show off their cars and bask in the camaraderie of fellow car enthusiasts!



# Platinum

## \$30,000

- Presenting sponsor of All-Stars Day
- Opportunity to host sensory & special needs-friendly activation during All-Stars Day activities
- Ability to present branded sensory & special-needs friendly gift bag / favors to All-Stars Day participants
- Exhibit space of at least 10' x 10' in highly visible, premium location
- Five complimentary weekend passes to carnival
- Five VIP parking passes to festival
- Logo inclusion on prominently placed sponsor sign on festival grounds
- Individual sponsor highlight on the City of Dearborn social media pages
- Logo printed on all event materials
- Large logo on the Homecoming Festival website with link to your website

All-Stars Day is a sensory and special needs-friendly celebration that occurs before gates open to the general public on the Friday of Homecoming weekend. All-Stars activities have historically included a dance party, face painting, games, and complimentary access to our carnival.



# Gold \$20,000

- Presenting sponsor of Vendor Village with logo prominent at Village entrance OR presenting sponsor of Cultural Pavilion with logo prominent at Pavilion entrance
- Exhibit space of at least 10' x 10' in Vendor Village
- Five parking vouchers to festival
- Logo inclusion on prominently placed sponsor sign on festival grounds
- Inclusion in group sponsor highlight on the City of Dearborn social media pages
- Logo printed on all event materials
- Logo featured on Homecoming Festival website with link to your website

The 2023 Dearborn Homecoming Vendor Village will host a variety of local makers and community organizations from the greater Dearborn area.

The Cultural Pavilion showcases food & entertainment from a variety of Dearborn's cultural groups.



## Silver

### \$10,000

- Presenting sponsor of Food Truck Corridor with logo prominent at Corridor entrance (Additional festival area sponsorships may be available)
- Two parking vouchers to festival
- Logo inclusion on prominently placed sponsor sign on festival grounds
- Inclusion in group sponsor highlight on the City of Dearborn social media pages
- Logo printed on select event materials
- Logo featured on Homecoming Festival website with link to your website

## Bronze

### \$5,000

- Presenting sponsor of Homecoming Arts District with logo prominent at District entrance (Additional festival area sponsorships may be available)
- Logo inclusion on prominently placed sponsor sign on festival grounds
- Inclusion in group sponsor highlight on the City of Dearborn social media pages
- Logo printed on select event materials
- Logo on Homecoming Festival website with link to your website

The Homecoming Arts District will house a wide variety of mixed media art installations including exciting light exhibitions, live art sessions, and more!



# Neighbor \$1,000

- Logo inclusion on prominently placed sponsor sign on festival grounds
- Inclusion in group sponsor highlight on the City of Dearborn social media pages
- Logo printed on select event materials
- Logo on Homecoming Festival website with link to your website

# Friend \$500

A limited number of Friend sponsorship opportunities exist at the \$500 level to help fund additional Homecoming areas and activities. Please get in touch to discuss!



Have a unique idea for a sponsorship opportunity?  
Please feel free to get in touch!

Direct all sponsorship inquiries to Erica Marra, Special Events & Outreach Manager, at [emarra@dearborn.gov](mailto:emarra@dearborn.gov)