



Greetings!

As a valued community partner, you know firsthand what a remarkable place the City of Dearborn is, and how Dearborn Homecoming Festival has emerged as one of its shining traditions. For over 43 years, Dearborn Homecoming Festival has brought together residents and visitors from across Metro Detroit, welcoming thousands to enjoy local eats, take in a bird's-eye view on the Ferris wheel, play, sing, dance, and so much more over three exciting days.

Thanks to the generosity of our community partners, the festival is free for all who wish to attend. Your sponsorship of this hallmark event not only strengthens the quality of life in Dearborn but also provides your brand with exposure to more than 30,000 attendees from across the region.

As you plan your marketing strategy for 2025, we hope you'll consider joining us as a partner in this cherished tradition. Regardless of your budget, we offer flexible sponsorship levels to help you promote your business while sharing in the spirit of our community.

Ready to become a sponsor? Please fill out [THIS FORM](#) and we'll be in touch with you soon.

Thank you for supporting our community and its vibrant traditions. For any additional questions or to explore sponsorship options, please feel free to reach out to Erica Marra, Festival Director, at emarra@dearborn.gov

In Service,

Mayor Abdullah H. Hammoud

Our Reach



Attendance: 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 42,000+ total followers on Facebook, Twitter, TikTok, and Instagram.

Website: Event details & updates can also be found at dearbornhomecoming.com. Our website saw 38,630+ hits in 2024.

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.

HOMECOMING 2025 DATES AND TIMES:

Friday, August 1, 2025, 12:00 – 10:30 p.m.
Saturday, August 2, 2025, 12:00 – 10:30 p.m.
Sunday, August 3, 2025, 12:00 – 10:30 p.m.

Media Partners: Dearborn Homecoming Festival has been honored to partner with a wide variety of media outlets to spread the word about our event. Some of our past partners include TV news outlets such as Fox 2 Detroit, Local 4 / Click on Detroit, and CBS News Detroit, radio stations like WJR-AM, ALT 98.7, 96.3 WDVD, and 99.5 WYCD, newspapers including the Detroit News, the Dearborn Press & Guide, the Dearborn - Dearborn Heights Times-Herald and the Arab American News, and bloggers & influencers such as @VisitDetroit, @halalfoodjunkie, & @detroitalaleats.

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

Questions regarding sponsorships may be directed to Erica Marra, Festival Director, at emarra@dearborn.gov



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!

A photograph of a festival pavilion with a wooden structure and large arched openings. People are walking through the pavilion. The image has a purple and blue color overlay.

Ready to become a sponsor?

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



PRESENTING

\$60,000
ONE AVAILABLE


- Exclusive recognition as Dearborn Homecoming 2025 Presenting sponsor (featured in press releases, potential radio ads, & more)
- Logo inclusion 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 (Main) Stage announcements
- Reserved premium seating 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 4 (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, 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)
- Reserved premium seating for 10 guests at Sunset Stage
- Exhibit space of at least 20' x 20' 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 4
(Video must be provided by sponsor)
- Company name included in Sunset Stage announcement script
- 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, hyperlinked to your website

A photograph showing a group of people dancing in a pavilion. A man in a dark shirt and white pants is in the foreground, and several women are dancing behind him. The pavilion has a corrugated metal roof and large windows.

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

PLATINUM

\$30,000

- Presenting sponsor of Vendor Village with logo prominent at Village entrance (Additional festival area sponsorships may be available)
- Reserved premium seating for 10 guests at Sunset 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 4 (Video must be provided by sponsor)
- Company name included in Sunset Stage announcement script
- 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, hyperlinked to our website




The Dearborn Homecoming Festival Vendor Village hosts a variety of makers and community organizations from the greater Dearborn area.

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 Stage announcement script
- 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, hyperlinked to your website



The Dearborn Homecoming Festival Vendor Village hosts a variety of makers and community organizations from the greater Dearborn area.

SILVER

\$15,000

- Presenting sponsor of Homecoming Arts District with logo prominent at District entrance
(Additional festival area sponsorships may be available)
- Five parking passes to festival
- Company name included in Sunset Stage announcement script
- 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, hyperlinked to your website



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

BRONZE

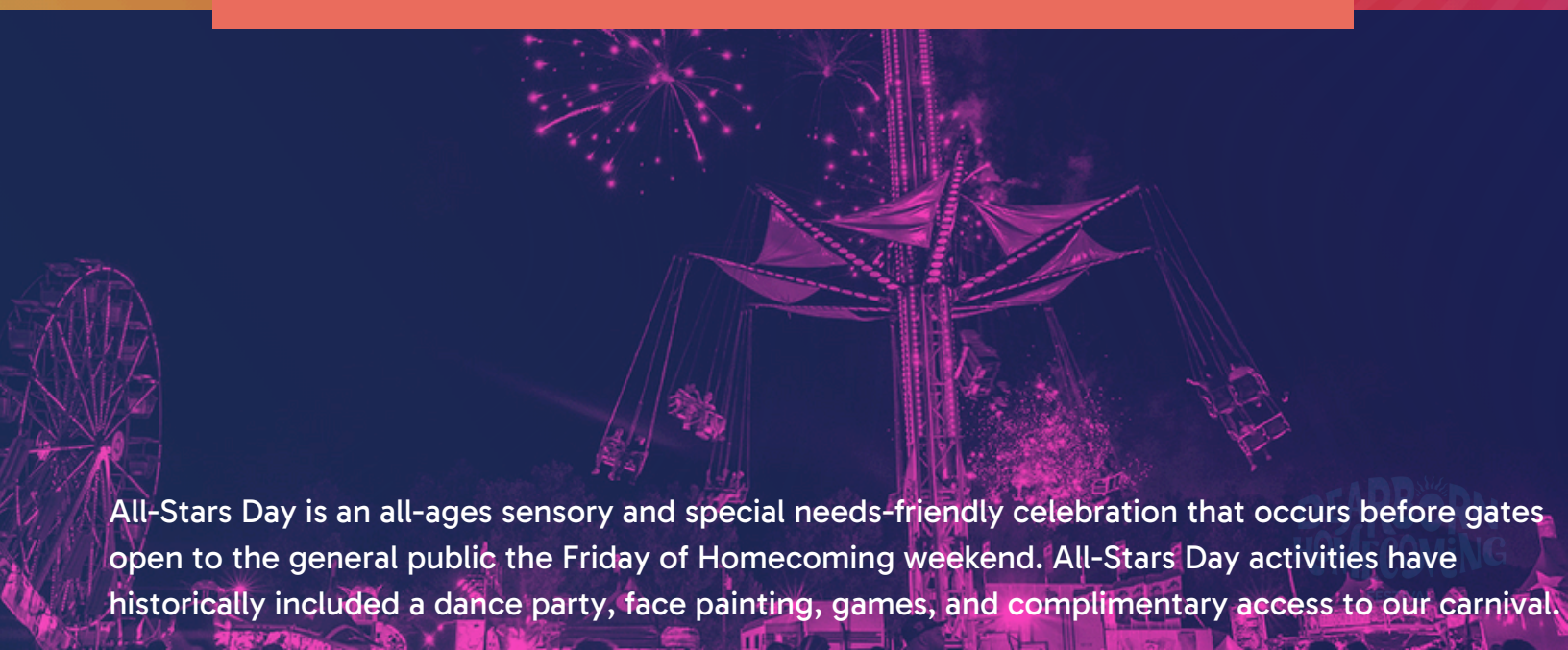
\$10,000

- Presenting sponsor of Homecoming parking area with logo prominent at lot entrance
(Additional festival area sponsorships may be available)
- Two parking passes to festival
- Company name included in Sunset Stage announcement script
- 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, 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, hyperlinked to your website



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

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, hyperlinked to your website



SUPPORTER

\$500

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

