

About Homecoming . . .

The Dearborn Community Fund, a 501(c)3 non-profit organization, is proud to once again partner with the City of Dearborn to host the 37th Annual Dearborn Homecoming Festival on August 5-7, 2016.

The Festival is the premier fundraising event for dozens of local non-profit organizations that serve the Dearborn community throughout the year.

The festival attracts upwards of 130,000 over three days, including visitors from around the region and former residents returning from across the country.

Sponsors can capture marketing opportunities presented by exposure to these festival-goers. Sponsorships can be customized to your targeted audience—senior citizens, families, young professionals—and your budget.

With a donation of \$2,500 or more, your company can host an information booth on the festival grounds. A limited number of these exclusive booths are available. To secure yours, a commitment must be received by **May 27, 2016**.

The Dearborn Community Fund is a nonprofit organization with 501(c)3 status, which may mean your contributions to the festival will be tax deductible.

The Homecoming Festival is one of several initiatives coordinated by the Dearborn Community Fund in fulfilling its mission to support projects that provide opportunities for Dearborn residents and enhance the vibrancy of our town.

For more sponsorship details or to customize your sponsorship package, contact Leslie Herrick at the Dearborn Community Fund, 313-943-5478.

2016 Presenting Sponsor: *Beaumont Health*

Fireworks Spectacular (1 night, 2 available).. \$16,000*

- ◆ Your name in fireworks (ground pyrotechnics)
- ◆ Recognition included in video on CDTV, Dearborn cable television
- ◆ Name/logo prominent as a **Major Sponsor** on Homecoming brochure cover, festival sponsor banner, field announcements and appropriate publicity
- ◆ Two different Jumbotron ads (provided by sponsor)
- ◆ Reserved seating and parking for evening main stage entertainment and fireworks
- ◆ Your company website linked from Homecoming website
- ◆ Appearance on stage with Mayor John B. O'Reilly, Jr.

Main Stage Act (1 night, 2 available).....\$10,000*

- ◆ Recognition included in video on CDTV, Dearborn cable television
- ◆ Name/logo prominent as a **Major Sponsor** on Homecoming brochure cover, festival sponsor banner, field announcements and appropriate publicity
- ◆ Your company banner at the stage (banner supplied by sponsor)
- ◆ One Jumbotron ad
- ◆ Reserved seating and parking for evening main stage entertainment and fireworks
- ◆ Your company name linked from Homecoming website

Free Shuttle Bus Transportation / Parking Sponsor (1 available).....\$8,000*

- ◆ Sponsor booth opportunity in prime Top of Hill location
- ◆ Your company logo on signage at highly visible location on Outer Drive at Dearborn High School parking lot and on buses that provide transportation to/from festival
- ◆ Your company-supplied banner displayed in prominent location on festival grounds
- ◆ Name/logo prominent as a **Gold Sponsor** on Homecoming brochure, website linked from Homecoming site, festival sponsor banner, publicity and field announcements
- ◆ One Jumbotron ad

Sponsorships over \$2,500 qualify for a free booth on festival grounds

NEW Premiere sponsor of a new Homecoming special attraction \$6,000

Large participation and media exposure expected. Details to be announced - Contact Dearborn Community Fund if interested.

- ◆ Company banner & opportunity to host table on location during attraction hours
- ◆ Name/logo prominent as a **Gold Sponsor** AND sponsor of the activity in Homecoming brochure and advertising, festival sponsor banner, publicity, website and field announcements
- ◆ One Jumbotron ad

Food Court Stage Naming Rights (2 available)..... \$5,000*

- ◆ Your company-supplied banner displayed prominently on the stage
- ◆ Name/logo prominent as a **Gold Sponsor** in Homecoming brochure, festival banner, publicity, and field announcements, company website linked from Homecoming website
- ◆ One Jumbotron ad

Farmers & Artists Market Sponsor. \$3,500*

- ◆ Your company-supplied banner displayed in the Market area
- ◆ Opportunity to post signage and host an information table in the area
- ◆ Your company name listed as a **Silver Sponsor** in Homecoming brochure, festival banner, publicity and field announcements, website linked from Homecoming website

Booth Sponsor..... \$2,500*

- ◆ Booth space in high pedestrian traffic area of festival plus **Silver Sponsor** recognition

Inflatable Ride Sponsor (one available)..... \$2,500*

- ◆ Company name listed as Inflatable Ride Sponsor plus **Silver Sponsor** on Homecoming brochure; festival banner, publicity and field announcements; website link

Golf Cart Shuttle (four available)..... \$1,000

- ◆ Your company name on golf carts used to transport visitors through the festival
- ◆ Name listed as **Bronze Sponsor** in Homecoming brochure and publicity

Free Children's Games Area Sponsor (one available)\$800

- ◆ Name in two spots of Homecoming brochure, publicity and field announcements
- ◆ Your company name will be credited sponsorship of Free Children's Games in brochure

Strolling Entertainment Sponsor (i.e. Clown, Yo-Yo Demo)\$750

- ◆ Name in two spots of Homecoming brochure, publicity and field announcements

Jumbotron Ad\$650

Provide your business advertisement on a DVD (20 seconds) to be seen on the big screen at Homecoming throughout the weekend (add a sponsor banner for \$300)

2'x10' Sponsor Banner on Festival Grounds\$650

Advertise your business on your company supplied banner, which will hang in a prominent location on the festival grounds (add a Jumbotron ad for \$300)

Wacky Contests for Children & Adults (see list on next page)\$500

- ◆ Listed in the Homecoming brochure and other publicity as sponsor for chosen contest
- ◆ Opportunity to post sponsor sign, host a table and assist during the contest

Friend of Homecoming\$250 minimum

- ◆ Name in Homecoming brochure and sponsor mini-poster on festival grounds

To discuss custom sponsor packages, call the DCF, 313-943-5478.

Sponsorship commitments are required by May 27, 2016.

Payment due by June 6, 2016

Company _____
 Address _____
 City/Zip _____
 Contact person _____
 Phone _____
 Email _____

Check level of sponsorship:

Fireworks	\$16,000	_____
Main Stage Act	\$10,000	_____
Shuttle Bus/Free Parking	\$8,000	_____
NEW Special Attraction Activity	\$6,000	_____
Food Court Stage	\$5,000	_____
Farmers & Artists Market	\$3,500	_____
Sponsor Booth	\$2,500	_____
Inflatable Rides	\$2,500	_____
Golf Cart Shuttle	\$1,000	_____
Children's Games Area	\$ 800	_____
Strolling Entertainment	\$ 750	_____
Jumbotron Ad (+\$300 banner)	\$ 650	_____
2'x10' Banner (+\$300 Jumbotron)	\$ 650	_____
Friend	\$ 250	_____
Other/custom	_____	_____

Wacky Contests: \$500 each

- | | |
|---------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Hula Hoop-SOLD | <input type="checkbox"/> Water Balloon Toss |
| <input type="checkbox"/> Bubble Gum Blowing | <input type="checkbox"/> Sack Race |
| <input type="checkbox"/> Spaghetti Slurp | <input type="checkbox"/> Egg Toss |
| <input type="checkbox"/> Pie Eating Contest | <input type="checkbox"/> Baseball Throwing |
- (contests subject to change)

Make check payable to

Dearborn Community Fund - Homecoming

Return this panel to: Dearborn Community Fund,
 15801 Michigan Ave., Dearborn, MI 48126

Sponsorship commitments due by May 27, 2016.
Payment due by June 6, 2016.

- All sponsorships are subject to availability -
 - Incentives are subject to change -



Become part of the 37th Annual Dearborn Homecoming Festival August 5-7, 2016



*Homecoming, a treasured family-friendly weekend
 and the premier fundraising event
 for Dearborn nonprofits,
 is organized by the
 Dearborn Community Fund
 and the*



*City of Dearborn.
 The event is possible
 thanks to generous
 sponsor support.*

