

**Report to the Dearborn Community  
2017 Homecoming**

The nonprofit Dearborn Community Fund (DCF) has partnered with the City of Dearborn since 2011 serving in the role of fiduciary agent for the annual Homecoming Festival. No contribution from the City of Dearborn's General Fund was made to support the Festival. Expenditures incurred for Homecoming 2017 were paid using funds raised by the DCF. Per the contract between the City and the DCF, 15% of the fund balance will be retained by the DCF.

Goals for this partnership/fiduciary arrangement are:

- To establish the Festival as a self-sustaining event.
- To provide an appropriate and sustainable opportunity for Dearborn based nonprofit organizations to raise funds for re-investment back into the community.
- To educate the community on the value of this event and provide a stronger incentive for ongoing support of it.
- To develop a financial model that fosters transparency, including for the nonprofit organizations participating in the Festival.

The partnership achieves the following:

- It provides valuable information on funds raised by participating nonprofit organizations and how the funds are used to benefit the community.
- It provides input from participating nonprofits on their Homecoming experience, the value to their particular organization and a means to solicit helpful planning information.
- It develops a central accounting of Homecoming Festival expenses and income for future planning purposes.

**General Observations:** 2017 attendance, as reported by the Dearborn Police, was estimated at 140,000-150,000. This reflects a significant increase over the 125,000 estimated for 2016 attendance. In particular, carnival attendance increased significantly as reflected in overall ticket sales and beverage sales reported by the nonprofits also reflected a notable increase.

**Festival Financial Highlights (See Attached Report)**

1. No City of Dearborn General Fund contribution was made to the 2017 Homecoming Festival Fund. Sponsorship dollars raised totaled \$105,114, down from the 2016 total of \$114,906 for a difference of \$9,792. Beaumont returned as the 2017 Presenting Sponsor.
2. Other significant revenue was realized from the non-profit vendor alcohol sales (25% commission to the Festival) for a total of \$21,524, an increase of \$5,158 over 2016. Note: Three non-profits participated as beer vendors for the 2017 Festival and included Father Patrick O'Kelly Council #3860 Knights of Columbus, Fordson Varsity Alumni Club, and the Italian American Fraternal Club of Dearborn.
3. Nonprofit vendor (food and community tents) and artist booth rental fees totaled \$14,475, as compared to the 2016 total of \$16,300 for decrease of \$1,825.
4. Parking proceeds totaled \$19,488 in 2017 as compared to \$19,997 in 2016 for a decrease of \$509. NOTE: The parking fee structure established in 2012 to accommodate return visits remained the same in 2017 - \$10 first entry; \$7 second entry over weekend (with coupon). FREE shuttle service from the Dearborn High School parking lot directly to Ford Field is available during the three day festival.

5. Carnival commission (25%) and carnival food stands totaled \$67,742 an increase of \$671 from the 2016 total of \$66,071.
6. Major expenditures included:
  - Fireworks - \$50,000 (a \$5,000 increase from 2016)
  - Entertainment (including headline act) - \$53,820 (\$13,000 Increase from 2016)
  - Equipment rentals (stages, tents, operating equipment) - \$85,818 (\$13,529 increase from 2016 attributed, in great part, to \$9,000 + in additional stage set-up requirements)
  - Administrative fees - \$7,910 ( a decrease of \$3,056 from 2016)
  - License and special event insurance - \$15,101 (an increase of \$483)

The Homecoming fund balance at the close of DCF's 2017 fiscal year (January – December) was \$101,158.33.

The beginning fund balance for Homecoming 2018 was \$101,158.33.

The DCF and the City of Dearborn continue to work together to deliver a quality event with an emphasis on supporting the work of community based nonprofit organizations.

Highlights - 2017 Participating Dearborn Nonprofit Groups (See attached list.)

- 27 Dearborn based nonprofit organizations participated in Homecoming 2017, a decrease from 2016 of 3 groups.
- Eight of the 27 actively raised funds through food, beverage, product sales or an event. The remaining 19 provided organization information or used the opportunity to educate guests about their particular organization.
- 12 organizations were located in the Community tent and provided information, interactive games and the popular Turbo Turtles, a project of the Dearborn Outer Drive Kiwanis group.
- Dearborn Police Explorers, a youth organization sponsored by the Dearborn Police Department and the Citizens Emergency Response Team (CERT) assisted with festival parking and assisting visitors.
- The Dearborn Area Chamber of Commerce planned and executed the fifth annual "Special All Stars Day," on Friday from 9 a.m. – noon. Children and adults with special needs were invited to enjoy free activities including select carnival rides, games, crafts and refreshments. This event continues to grow in attendance which exceeded more than 400 guests this year.  
The Chamber also coordinated the Friday night "Crusin' Dearborn" car show highlighting more than 100 vintage cars.
- WHFR, the Henry Ford College radio station broadcast "live" from the Festival grounds over the three days of the event.

Other Festival Highlights

The Top of the Hill (Cherry Hill entrance) operated from 11 a.m. – 7 p.m. all three days and offered expanded children and family friendly activities, the majority of which were free. These included:

- Giant inflatables
- Arab American National Museum tent which offered free crafts and activities
- The Dearborn Community Arts Council (DCAC) Paint A Picture

- Dearborn Recreation Children's Games
- The Detroit Institute of Arts (DIA) free craft tent
- Henry Ford College Ceramics demonstration/sales tent
- Home Depot Build a Craft
- Paint Out In the Park featuring more than 40 artists engaged in mural painting. Visitors could observe, ask questions and vote for a favorite.

#### Dearborn Nonprofit Beer Vendors

Three\* non-profit organizations participated as beer vendors and included:

Fordson Varsity Alumni Club\*\*

O'Kelly Knights of Columbus

Italian American Club

\*American Legion chose not to participate as a beer vendor but to focus on its motorcycle raffle.

\*\* Fordson Varsity Alumni Club also oversees the Polish American site.

Each was responsible for obtaining the required license from the Michigan Liquor Control Commission and event specific insurance. Each vendor paid a 25% participation fee/commission to the DCF Homecoming Fund based on the amount of alcohol sales generated by each. The commission structure was implemented in 2011. These fees/commissions are added to the festival fund to provide start-up dollars for the 2018 festival. The price per glass is determined by the beer vendors at meeting prior to the event.

2017 commission amount from beer sales: \$21, 524, up from \$16,366 in 2016.

#### City of Dearborn Costs Directly Resulting from Homecoming

As stated, the goal is to make the Homecoming Festival self-sustaining. The success of the 2017 Festival represents continued, and consistent, movement in that direction. In partnership with the DCF, the goal is to generate sufficient revenues, through sponsor dollars, to eventually cover all costs while meeting other important goals which include:

- To create a venue that provides an opportunity for Dearborn based nonprofits to successfully raise money for projects that benefit the greater Dearborn community.
- To promote Dearborn to the community and regional audiences.
- To provide an affordable family friendly event.
- To attract customers/visitors to Dearborn to support local businesses.

The assistance and involvement of multiple city departments is critical. This includes the services of police, fire, public works, recreation and public information. In 2017, City of Dearborn overtime labor costs in support of the festival totaled \$53,842 as compared to \$56,056 in 2016, a difference of \$2,208.

#### Major Positive Outcomes for the 2017 Festival

- Dearborn based nonprofits used this event to fundraise in order to continue their work in the greater community, inform the community and support common goals.
- The Festival, a family friendly event, provided an opportunity to re-connect and re-enforce a sense of community.
- The success of the 2017 Festival provided encouragement to continue in the shared effort to create a Festival that is self-sustaining.

- **Several organizations have participated in all 38 Homecoming Festivals and include:**
  - Dearborn Firefighters Burn Drive
  - Fordson Varsity Alumni Club
  - Italian American Fraternal Club

#### **Supplemental Documents**

- Homecoming financial report
- Participant List
- Homecoming 2017 Sponsor Brochure
- 2017 Homecoming printed program

**Homecoming 2018 is scheduled for August 3, 4, 5 at Dearborn's Ford Field**

HOMECOMING Financial Report

Homecoming Financial Report - Combined	Community Fund Total Year 2017	City of Dearborn Total Year 2017	Combined Funds Total Year 2017
<b>REVENUES</b>			
Donations & Sponsorships	105,113.96		105,113.96
Bars Expanded Service Fee			
25% commission on alcohol sales	21,524.31		21,524.31
Reimb. Vendor Product Cost			0.00
Ticket Revenues		1,360.00	1,360.00
Food Truck Partnering Fee	2,150.00		2,150.00
Vendor rentals: Booth space + DCAC Artists	14,475.00		14,475.00
Subtotal-donations & vendors	143,263.27	1,360.00	144,623.27
Parking Proceeds		19,486.00	19,486.00
Commission - Carnival	67,742.01		67,742.01
Commission: Turbo Turtle Derby			0.00
Contribution from Dearborn Community Fund		111,806.31	111,806.31
Miscellaneous (Ice, t-shirts, talent registration, etc)		1,362.00	1,362.00
<b>Total Program Revenues</b>	<b>211,025.28</b>	<b>134,006.31</b>	<b>345,031.59</b>
Tents to be paid for by Historical (\$250@)			0.00
Carts to be paid for by Departments			0.00
Transfer from SMART			0.00
<b>TOTAL REVENUE</b>	<b>211,025.28</b>	<b>134,006.31</b>	<b>345,031.59</b>
<b>EXPENDITURES</b>			
Fireworks		50,000.00	50,000.00
Headline Band(s)	35,000.00		35,000.00
Other Performing Artists	18,820.00		18,820.00
<b>Total Performance Charges</b>	<b>53,820.00</b>	<b>0.00</b>	<b>53,820.00</b>
Community Entertainment	875.00		875.00
Hotel, Catering, Transportation		3,340.25	3,340.25
Other Contractual Services			
Inflatables/ Video games		3,250.00	3,250.00
IBS computer services to transfer reunion lists			0.00
Accounting and Professional fees			0.00
Design & Tech fees			0.00
Catering Services			0.00
Grease disposal, trash removal and container avc .			0.00
Press releases		31.00	31.00
Other Contractual Services	1,527.84		1,527.84
<b>Total Contractual Services</b>	<b>66,222.64</b>	<b>56,611.25</b>	<b>112,833.89</b>
Rentals: Operating Equip			0.00
Rentals: 50% of 'Polish' tent & accessories			0.00
Rentals: Backline Musical Equip			0.00
Rentals: Banners			0.00
Rentals: Chairs, Tables, Dance Floor			0.00
Rentals: Cooler trailer			0.00
Rentals: Generators		4,391.00	4,391.00
Rentals: Golf Carts		2,035.00	2,035.00
Rentals: Ice Cream Freezer			0.00
Rentals: LED screens		5,000.00	5,000.00
Rentals: Light tower		2,000.00	2,000.00
Rentals: Media Screen			0.00
Rentals: Office Trailers		5,300.00	5,300.00
Rentals: Porta-Johns & Water Tanks/Basins		5,976.00	5,976.00
Rentals: Scaffolding		761.80	761.80
Rentals: School Buses	6,963.96		6,963.96
Rentals: Signs			0.00
Rentals: Sound Systems & Audio Techs		12,350.00	12,350.00
Rentals: Stage canopy, Monitor Mix Deck	2,800.00	26,022.67	28,822.67
Rentals: Tents		12,518.00	12,518.00
Rentals: Operating Equip	9,463.96	76,364.47	85,818.43
Community Promotion			
Publishing			
Printing Charges	3,673.42		3,673.42
Staff Training			0.00
Postage		46.31	46.31
Vendor Product Cost	272.12		272.12
Supplies (Tech, paint, contact, office, towels)	2,316.44	380.28	2,696.72
Ice		1,899.00	1,899.00
Wood chip path/Lighting fixtures/Utility poles/Tri-plex			0.00
Repair damage to golf cart			0.00
Phone line for HFCC's WHFR			0.00
Flooring/Signs/Lumber			0.00
<b>Total Supplies</b>	<b>2,316.44</b>	<b>2,279.28</b>	<b>4,595.72</b>
Administrative Fees	7,910.00		7,910.00
Licenses, fees & permits	15,101.00		15,101.00
<b>TOTAL Program Costs</b>	<b>94,989.58</b>	<b>135,301.31</b>	<b>230,290.89</b>
<b>REVENUES (UNDER) EXPENDITURES</b>	<b>116,045.70</b>	<b>-1,295.00</b>	<b>114,750.70</b>
Contribution from the General Fund			0.00
Payments to General Fund	-111,806.31		-111,806.31
Payments to Dearborn Community Fund			0.00
Beginning Fund Balance	86,918.94	1,295.00	88,213.94
<b>Ending Fund Balance</b>	<b>101,156.33</b>	<b>0.00</b>	<b>101,156.33</b>

## 2017 Non-Profit Participant List

### **Non-profit Groups Benefitting from Food and Beverage Sales**

#### **ACCESS**

**American Hellenic Educational Progressive Association (AHEPA)**

**Dearborn Firefighters Burn Drive**

**Disabled American Veterans**

**Edsel Ford High School Booster Club**

**Fordson Varsity Alumni Club**

**Italian American Fraternal Cub**

### **Non-profit Groups – Community Tent**

**American Legion Ford Dearborn Post 364**

**American Moslem Society**

**Christ Community Church**

**Dearborn Federation of Teachers**

**Dearborn Outer Drive Kiwanis**

**Dearborn Youth Football Association**

**Fairlane Alliance Church**

**Friends for Animals of Metro Detroit**

**Henry Ford Village**

**One Dearborn**

**Warrendale Community Church**

**WHFR (located south of Covered Bridge)**

### **Other Non-profits**

**Arab American National Museum (AANM)**

**Dearborn Area Chamber of Commerce**

**Dearborn Community Arts Council**

**Dearborn Rotary Club**

**Detroit Institute of Arts**

**Police Explorers**

**CERT (Community Emergency Response Team)**



# Become part of the 38th Annual Dearborn Homecoming Festival August 4-6, 2017



*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.*



Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/Zip \_\_\_\_\_  
 Contact person \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_



**Check level of sponsorship:**

Fireworks	_____	\$16,000
Main Stage Act	_____	\$10,000
Top of Hill Area	_____	
OR 5K & Fun Run Sponsor	_____	\$8,000
Shuttle Bus/Free Parking	_____	\$7,000
NEW Corn Hole Tournament	_____	\$6,000
Food Court Stage	_____	\$5,000
Inflatable Rides	_____	\$3,500
Sponsor Booth	_____	\$2,500
NEW Porta-Potty	_____	\$2,000
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**

- Hula Hoop-SOLD
  - Water Balloon Toss
  - Balloon Blowing
  - Shoe Kick
  - Buddy Walker Race
  - 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 REQUESTED BY JUNE 2 TO RECEIVE MAXIMUM SPONSOR BENEFITS.**  
**Questions? Call the DCF at 313-943-5478**

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



# 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 38th Annual Dearborn Homecoming Festival on August 4-6, 2017.

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 more than 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. (Limited space available.)

**Sponsor commitments requested by June 2, 2017.** 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.

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

## 2017 Presenting Sponsor BEAUMONT

### 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 in prominent location; Two Jumbotron ads (supplied by sponsor);
- ◆ Reserved seating and parking for evening main stage entertainment and fireworks
- ◆ Your company name linked from Homecoming website
- ◆ Appearance on stage with Mayor John B. O'Reilly, Jr.

### Hilltop Art & Activities Area.....\$8,000\*

- ◆ Tent in prime shaded Hilltop area overlooking festival field, offering experiences to nurture creativity, physical and mental wellness and family bonding; and free inflatable rides
- ◆ Your company-supplied banners displayed on your tent or prominent Hilltop location and hung on the fence in high foot traffic area running up the hill; One Jumbotron ad
- ◆ Name/logo on cover of Homecoming brochure AND in Gold Sponsor section of sponsor panel AND inside brochure with acknowledgement of Hilltop sponsorship
- ◆ Your Hilltop sponsorship listed in publicity including press release specifically about hilltop activities and field announcements
- ◆ Website linked from Homecoming site, logo on festival sponsor banner

### \*Sponsorships over \$2,500 qualify for a free booth on festival grounds\*\* \*\*Sponsorships \$5,000 and above may provide one Jumbotron ad\*\*

### 5K & Fun Run Sponsorship.....\$8,000\*\*

- ◆ Opportunity to give logo items to Run participants and host table at event
- ◆ Name/logo on cover of Homecoming program brochure AND in Gold Sponsor section of sponsor panel AND inside brochure with acknowledgement of Run sponsorship
- ◆ Run sponsorship recognition in press release and field announcements
- ◆ Website linked from Homecoming site, logo on festival sponsor banner
- ◆ One Jumbotron ad; One banner displayed in prominent location on festival grounds

### Free Shuttle Bus Transportation / Parking Sponsor (1 available).....\$7,000\*\*

- ◆ 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

### NEW Corn Hole Tournament.....\$6,000\*\*

- ◆ 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

### 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

### Booth Sponsor Booth in busy area of festival plus Silver Sponsor recognition ... \$2,500\*

### Inflatable Ride Sponsor ..... \$3,500\*

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

### Porta-Potty Sponsor (two available)..... \$1,000

- ◆ Signage in deluxe Porta-Potty area; Name listed as Bronze Sponsor in brochure and publicity

### 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 OR 2'x10' Sponsor Banner on Festival Grounds .....\$650

- ◆ Your 20-second ad on the Jumbotron screen all weekend OR 2'x10' banner in prominent location all weekend. OR do BOTH.....\$950

### 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 Listed in brochure and mini posters.....\$250 minimum



## SPECIAL ACTIVITIES

### CARNIVAL—TWO DOZEN RIDES! GREAT VALUES!

Carnival is open 11 a.m. to 10:30 p.m. Friday-Sunday. Roller coaster returns! When purchased at the festival, a half-day wristband is \$15. (11 a.m.-5 p.m.) and a full day wristband is \$22.

Special values with advanced purchases at [cityofdearborn.org/homecoming](http://cityofdearborn.org/homecoming) through Aug. 3 at 11:55 p.m.: 3-day Mega Pass is \$44 (plus \$1 service fee). Full-day wristband is \$15 (plus \$1 service fee.) No refunds on any carnival tickets.

### FAMILY FRIENDLY FRIDAY! MORE KIDS' ACTIVITIES, NEW LOCATION

More free children's activities come to the Friday lineup from noon to 5 p.m. Free inflatables, free crafts and games. Children's activities move to the Hilltop Area for the entire weekend. 11 a.m.-7 p.m. Saturday and Sunday.

### ARAB AMERICAN TENT

Large tent with entertainment and food, located east of the carnival near the Main Parking Lot, presented by the Arab American National Museum and ACCESS. It joins the festival favorites of the Italian American Shelter and Polish American Shelter. Entertainment schedules at [www.cityofdearborn.org](http://www.cityofdearborn.org)

### CORNHOLE TOURNAMENT SATURDAY

Pre-registration required and costs \$50 for a two-person team. Social and competitive categories. Noon-6 p.m. Rain day is Sunday. Register by July 29 at [www.dearborntheater.com](http://www.dearborntheater.com). Walk-up registration may be available but is not guaranteed.

### HOMECOMING 5K & FAMILY FUN RUN SUNDAY

Homecoming 5k and 1-mile family fun run on Sunday. Fun run is \$15 to register and starts at 7:45 a.m. The 5K is \$35 and starts at 8 a.m. [www.cityofdearborn.org/homecoming](http://www.cityofdearborn.org/homecoming).

### PAINT OUT IN THE PARK

Street artists will create artwork in the Hilltop Area to win one of three prizes. Noon-5 p.m. Friday, 11 a.m.-7 p.m. Saturday and 11 a.m. - 5 p.m. Sunday.

### CHAMBER OF COMMERCE'S CRUISIN' DEARBORN

Cruise: 7 p.m. Friday; Car Show: 7:30-10 p.m. Classic cars cruise along Michigan Avenue from 19<sup>th</sup> District Court west to Military, north to Cherry Hill and east into Ford Field Park.

### Dearborn Historical Museum

A display and demonstration of antique engines will be outside the McFadden Ross House throughout the weekend.

Homecoming is presented by the City of Dearborn and the nonprofit Dearborn Community Fund

Information: (313) 943-2285 or [www.cityofdearborn.org/homecoming](http://www.cityofdearborn.org/homecoming)



## PRESENTING SPONSOR

# Beaumont

Also sponsor of the First Aid Station and Wellness Tent

## MAJOR SPONSORS



Saturday Fireworks Sponsor



Main Stage Sponsor, Saturday Night



## GOLD



Food Court Stage Sponsor



Free Shuttle Co-Sponsor



Free Shuttle Co-Sponsor

## SILVER

AK Steel  
ASG Renaissance  
DTE Energy

Good to Glow  
Michigan Army National Guard  
Michigan Lottery

Molina Healthcare  
Nickel & Saph, Inc.  
Renewal by Anderson

## BRONZE

Comcast  
Dearborn Federal Savings Bank

Fordson Varsity Alumni Club & Councilmen Robert A. Abraham  
Henry Ford College

Henry Ford Health System - Fairlane  
University of Michigan - Dearborn

## FRIENDS OF HOMECOMING

Ameriprise Financial- Jim Thorpe, CFP  
Councilmen Michael T. Sereini  
George T. Derany  
Dearborn Firefighters Burn Drive  
Fred Hoffman & Jim Stokes  
Green Brain Comics

State Rep. Abdullah Hammoud  
Jan Door  
Leslie Herrick  
Mayor O'Reilly's One Dearborn  
Miller Canfield  
Parkside Credit Union

Pediatric Associates of Dearborn  
Pipefitters, Steamfitters, Refrigeration & Air Conditioning Local 636  
Plante Moran, PLLC  
Said Deep / deepaidwhat.com  
Village Ford



**AUGUST 4-6, 2017**  
**FORD FIELD PARK**

Beaumont  
PRESENTS  
DEARBORN  
**HOMECOMING**  
2017

**Beaumont**

Fireworks Saturday & Sunday • More free children's activities • Carnival  
Music on Two Stages • 5K & Family Fun Run • Food Booths & Trucks  
Arab American, Italian American & Polish American Tents  
Community Fundraising • Family Bike Ride • Classic Car Show  
Cornhole Tournament • Paddling on the Pond • Healthy Dearborn Events  
Paint Out in the Park • Kaleido • Sunglasses After Dark • Fifty Amp Fuse



# 38TH ANNUAL HOMECOMING

## FRIDAY, AUGUST 4



**SPECIAL ALL-STARS DAY 9 a.m. - Noon** Children and adults with special needs can enjoy select carnival rides 9-11 a.m., and activities, games, face-painting and a dance party on the tennis courts from 9 a.m. to noon, with snacks in the South Shelter. Pre-registration required at [www.dearbornareachamber.org](http://www.dearbornareachamber.org) by August 3. Made possible by the Dearborn Area

Chamber of Commerce, City of Dearborn, Dearborn Community Fund, Wade Shows Inc., Fordson Variety Alumni, Mayor O'Reilly's One Dearborn and Little Caesars Pizza (Dartmouth/Monroe). Entertainment by Mark Demers-MotorCityDJ.com and Lil' Jimi Dearborn

### MAIN FESTIVAL BEGINS AT 11 A.M.

**11 A.M.-10:30 P.M.**  
11 a.m.-11 p.m.

#### CARNIVAL OPEN

Food Court, Community Tent, Arab American Tent and Polish American Tent Open

11 a.m.-6 p.m.

Padddling on the Pond. Small Fee. Offered by Heavner Canoes (Pond/Rouge River) Shala Flow Class, Yoga Shala & Wellness Center Instructors (YT)

Noon-1 p.m.

**Giants Inflatables. Free. (HA)** Sponsored by DTE Energy

Noon-5 p.m.

**Children's Activities at ACCESS/Arab American National Museum tent. Free. (HA)** Paint-A-Picture Tent opens. Free. (HA) Sponsored by the Dearborn Community Arts Council.

Noon-5 p.m.

Paint Out in the Park. Street artists' competition. (HA)

Noon-5 p.m.

**Children's Games. Free. (HA)** Sponsored by Ameriprise Financial - Jim Thorpe, CFP

1-5 p.m.

Chair Massage with Patty Zwers, certified massage therapist, Sattva Yoga Center (YT)

2-3 p.m.

Yoga Class-All Levels by SATTVA Yoga Center (YT) Bring your own mat.

3-30-4-30 p.m.

Peekaboo the Clown (S) (DT)

5-8 p.m.

**FOOD TRUCKS OPEN**

5-11 p.m.

Howlin' Mercy (MS)

6-7:30 p.m.

Yogurtown Cool Treats Social. Free frozen yogurt while supplies last (DT)

7-9 p.m.

Cruisin' Dearborn Car Cruise begins at 19th District Court

7:30-10 p.m.

Cruisin' Dearborn Car Show (LAF)

7:30-8:30 p.m.

Pete "Big Dog" Fetters Band (FCS)

8:30-10 p.m.

Sunglasses After Dark (MS)

## SATURDAY, AUGUST 5

All Day

High School reunion picnics: Dearborn, Edsel Ford and Sacred Heart high schools. (PA)

8-11 a.m.

**Children's Fishing Derby. Free. (Pond)** Sponsored by Dearborn Rotary Club

9:30-10:30 a.m.

All Levels Class, Sattva Yoga Center (YT)

10 a.m.

Healthy Dearborn Family Bike Ride. Free. (TC) Helmets required. Children need parent or guardian to participate.

**11 A.M.-10:30 P.M.**

11 a.m.-11 p.m.

**CARNIVAL OPEN**

Food Court and Community Tent Open

Arab American Tent, Italian American Shelter, Polish American Shelter Open

Hilltop Area Open. (HA)

**Children's Crafts at ACCESS/ Arab American National Museum tent. Free. Henna tattoos for a small fee. (HA)**

Intro to Yoga by SATTVA Yoga Center (YT)

Padddling on the Pond. Small Fee. Offered by Heavner Canoes (Pond/Rouge River)

Detroit Institute of Arts Tent Open. Free Children's Craft. (HA)

Paint-A-Picture Tent Opens. Free. (HA) Sponsored by the Dearborn Community Arts Council.

Paint Out in the Park. Street artists' competition. (HA)

**FOOD TRUCKS OPEN**

Shala Flow Class, Yoga Shala & Wellness Center Instructors (YT)

Egg Toss. (HA)

**Children's games. Free (HA)** Sponsored by Ameriprise Financial - Jim Thorpe, CFP

Cornhole Tournament. Pre-registration required at [www.dearborntheater.com](http://www.dearborntheater.com). Compete for prizes. (LAF)

**Giants Inflatables. Free (HA)** Sponsored by DTE Energy

Gordon Russ the Magician (FCS)

Willie T. Clown (S)

1-2 p.m.

1-6 p.m.

1-6 p.m.

2-3 p.m.

2-3 p.m.

2-6 p.m.

3-4 p.m.

2:30-4:45 p.m.

4-5 p.m.

5-6 p.m.

6-8 p.m.

8:15-8:30 p.m.

8:30-10 p.m.

### MAIN EVENT

10 p.m.

## SUNDAY, AUGUST 6

All Day

High school reunion picnics: Fordson, Lowrey and St. Alphonsus high schools (PA)

7:45 a.m.

Homecoming 5K & Family Fun Run. Register at <http://triviumracing.com/event/dearborn-homecoming-5k/> (Brady Street Entrance)

10 a.m.-noon

Transformation Tuesdays: Special Sunday Edition presented by Healthy Dearborn

10 a.m.-2 p.m.

and First Responders for Fitness (LAF) Chair Massage with Patty Zwers, certified massage therapist, Sattva Yoga Center (YT)

**11 A.M.-10:30 P.M.**

11 a.m.-11 p.m.

**CARNIVAL OPEN**

Food Court, Community Tent Open

Arab American Tent, Italian American Shelter, Polish American Shelter Open

Paint Out in the Park. Street artists' competition. (HA)

Padddling on the Pond. Small Fee. Offered by Heavner Canoes (Pond/Rouge River)

Hilltop Area Open

**Children's Crafts at ACCESS/Arab American National Museum Tent. Free. Henna tattoos for a small fee. (HA)**

Paint-A-Picture Tent Open. Free. Sponsored by the Dearborn Community Arts Council

**Detroit Institute of Arts Tent Open. Free Children's Craft. (HA)**

**FOOD TRUCKS OPEN**

Balloon Blowing Contest (HA)

**Children's Games. Free. (HA)** Sponsored by Ameriprise Financial - Jim Thorpe, CFP

**Giants Inflatables. Free. (HA)** Sponsored by Molina Healthcare

The Joel Tacey Show (Comedy and Magic) (FCS)

The Amazing Claric Master Magician (S)

Kids Yoga with James Garrison, Yoga Shala & Wellness Center (YT)

**Spaghetti Slurp Contest (HA)**

Joel Tacey's Balloon Art (S)

Bombasquad (FCS)

**Water Balloon Toss (HA)** Sponsored by Mayor O'Reilly's One Dearborn

Turbo Turtle Race on the Rouge River between the bridges, Outer Drive

Kwanis Club

Holly and the Johnnies! (FCS)

Square Pegz (MS)

Mayor O'Reilly with Presenting Sponsor Beaumont

**Fifty Amp Fuse (MS)**

**FIREWORKS!**

### THANKS FOR SUPPORTING DEARBORN NONPROFITS

At Homecoming, Dearborn nonprofit groups raise money and generate awareness of their services to the community. \$80,000 was raised in 2016.

For a list of nonprofit groups participating in 2017, visit [www.cityofdearborn.org/homecoming](http://www.cityofdearborn.org/homecoming).



### EVENT SCHEDULE KEY

Children's Activities Healthy Dearborn

Stage Entertainment

### EVENT LOCATION LEGEND:

- BWT Beaumont Wellness Tent
- AA Arab American Tent
- CT Community Tent
- DT Dining Tent
- FCS Food Court Stage
- FC Food Court
- HA Hilltop Area Sponsored by community contributors
- IS Italian American Shelter
- LAF Large Activity Field
- MS Main Stage
- PA Picnic Area
- SS South Shelter (Polish American Shelter)
- S Strolling the Grounds
- TC Tennis Courts
- YT Yoga Tent

Information

Beaumont + Beaumont First Aid Station - Open Fri 12-6 p.m., Sat-Sun 11 a.m. - 7 p.m.

Beaumont Beaumont Wellness Tent

### Alcohol Policy

Under directives from the Michigan Liquor Control Commission, all alcohol must be purchased and consumed within designated areas of Ford Field Park.

### Reservation Policy for Fireworks - 8 a.m., 8 x 8 feet

Space may be saved on the Ford Field Hill after 8 a.m. Saturday and Sunday. Blankets must be 8 feet by 8 feet or less. Blankets must be removed after the fireworks each night. No stakes can be used.

### No Smoking Policy

Smoking is prohibited in all tents and prohibited in areas in which food is prepared or consumed. Dearborn also bans smoking within 15 feet of a play structure.

### Reservation policy for Main Stage

Chairs may be saved in front of the Main Stage after 5 p.m. A person must be present to save chairs. One person can reserve four chairs.

**\$10 Parking at Ford Field, \$7 for second entry** Fee applies beginning at 11 a.m. each day (except for Special All-Stars). Handicapped spots available. Upon payment of \$10, a coupon will be given for \$7 parking for the second entry during the weekend

### Free Shuttle Service from Dearborn High School

(Outer Drive, North of Michigan) 6-11 p.m. Friday, and noon to 11:30 p.m. Saturday and Sunday. Free parking. School buses, including handicapped-accessible ones, make continuous trips between the festival and the school parking lot. Sponsored by LaFontaine Automotive Group and SMART.

**Limited Free Shuttle from West Village Drive** A very limited number of City of Dearborn vans will offer free rides between Ford Field and West Village Drive from Military to Monroe on Friday and Saturday from 4:30-8:30 p.m., and Sunday from 12:30-5 p.m.

\*\*All listings subject to change\*\*  
Visit [www.cityofdearborn.org/homecoming](http://www.cityofdearborn.org/homecoming)