

DEARBORN HAUNTED TRAIL 2025

SPONSORSHIP OPPORTUNITIES

FORD FIELD PARK, DEARBORN | OCTOBER 17-19, 2025

The Haunted Trail at Ford Field Park is Dearborn's biggest Halloween attraction, now entering its fourth year of frightful fun. Last year, the event drew an impressive 8,000+ attendees over three nights, making it one of the most anticipated seasonal events in the city.

This mile-long haunted walk transforms Ford Field Park into a world of spooky delights. Guests encounter immersive sets, chilling sound effects, and local actors who bring the scares to life.

Along the way, families and thrill-seekers enjoy food trucks, trunk-or-treating, games, and for the first time ever, a brand-new entertainment pavilion featuring a live DJ, cozy fire pits, and s'mores kits for purchase to sweeten the night. Your sponsorship directly supports the magic, helping to fund lighting, sound, special effects, costumes, makeup, and the talented performers who make this experience unforgettable. In return, your brand is showcased in front of thousands of residents and visitors, gaining exposure throughout the event and across city-wide marketing channels. See you there... if you dare!

ALL SPONSORSHIPS INCLUDE:

- Recognition on the Haunted Trail webpage with your hyperlinked logo featured where thousands of attendees visit to purchase tickets and explore event details
- VIP passes (quantity based on sponsorship level)
- Logo inclusion on prominently placed sponsor signs on event grounds
- Inclusion in official press release(s) and an individual or group shoutout across City social media platforms, reaching a broad audience through trusted community channels
- Recognition in a City e-newsletter sent to thousands of engaged residents, highlighting your brand as a supporter



EXCLUSIVE SPONSORSHIPS

PRESENTING SPONSOR - \$10,000

Recognition as exclusive presenting sponsor. Includes logo on all digital marketing and select printed signage, 20x20 onsite activation space, logo on scare cam photos/media, and 15 VIP passes.

"WITCHING HOUR" SPONSOR - \$7,500

Recognition as presenting sponsor of the event's new 18+ hour. Includes trail signage visible during the hour, an option for branded swag or 10x10 pop-up space, and 10 VIP passes.

FIRE PIT LOUNGE SPONSOR - \$7,500

Branded signage at the fire pit lounge, option for 10x10 pop-up space, and 10 VIP passes.

S'MORES SPONSOR - \$5,000

Includes branding at the s'mores station, logo on s'mores wrappers, and 5 VIP passes.

COMMUNITY PARTNER SPONSORSHIPS

BOO BUDDY - \$2,500

5 VIP passes in addition to benefits listed on previous page.

FRIGHTFUL FRIEND - \$1,000

2 VIP passes in addition to benefits listed on previous page.

We are thrilled about the possibility of partnering with you for our fourth annual Dearborn Haunted Trail. Your involvement will help bring this unique Halloween experience to life while showcasing your commitment to creativity, family fun, and community engagement.

To confirm your sponsorship or discuss next steps, please contact:

Maria Willett
Director of Philanthropy and Grants
313-943-3346
mwillett@dearborn.gov

We plan to announce this event to the public in September and would love to include you in our initial announcement as a featured partner.

Thank you for considering this opportunity to help create magical memories for thousands of families this fall!