

Dearborn Wanderlights

November 20 - February 20 at PEACE Park West

This winter, the City of Dearborn is launching a new tradition that blends public art, community celebration, and economic opportunity. Debuting at PEACE Park West, this free, family-friendly experience will span three months and is projected to attract thousands of attendees from across Metro Detroit. Wanderlights is not your typical municipal light show; it's an innovative, immersive celebration of Dearborn and metro Detroit's creative community.

On Nov. 20, 2025, the park will transform into a dazzling holiday experience with thousands of lights, live performances, festive treats, and Santa's first appearance of the season. Each month, the City will activate the space further through themed community events in collaboration with local businesses, turning PEACE Park West into a regional destination for winter celebration, small business support, and joyful connection.

PRESENTING SPONSOR – \$50,000 (One Available)

- Exclusive Presenting Sponsor
- Prominent logo placement at entry points, on a signature light installation, and across all event materials.
- Company representative invited to co-lead the lighting ceremony with the Mayor on Nov. 20
- 20' x 20' exhibit space at Opening Ceremony event
- Promotional video featured on City digital channels (video provided by sponsor)
- 15 VIP parking passes
- Individual sponsor highlight posted on City of Dearborn social media platforms
- Top-tier logo placement on all print, digital, and web materials

DIAMOND SPONSOR – \$30,000

- Presenting sponsor of a signature light display or event experience
- Logo placement on-site and across select event materials
- 10 VIP parking passes for Opening Ceremony on November 20
- 10' x 10' exhibit space at Opening Ceremony event
- Inclusion in group sponsor highlight posted on City of Dearborn social media platforms
- Logo placement on select print, digital, and web materials

PLATINUM SPONSOR – \$20,000

- Sponsor of a branded themed experience (Cocoa Chalet, Photos with Santa, etc.)
- Signage with logo at the activation site
- 6 VIP parking passes for Opening Ceremony on November 20
- Inclusion in group sponsor highlight posted on City of Dearborn social media platforms
- Logo on event webpage and select printed materials

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GOLD SPONSOR – \$10,000

- Sponsor of a smaller-scale feature or family activity (example: Snowflake Craft)
- 4 VIP parking passes for Opening Ceremony on November 20
- Inclusion in group sponsor highlight posted on City of Dearborn social media platforms
- Logo on event webpage and select printed materials

SNOWFLAKE SPONSOR - \$5000

- 4 VIP parking passes for Opening Ceremony on November 20
- Inclusion in group sponsor highlight posted on City of Dearborn social media platforms
- Logo on event webpage and select printed materials

SHIMMER SPONSOR - \$1000

- 2 VIP parking passes for Opening Ceremony on November 20
- Inclusion in group sponsor highlight posted on City of Dearborn social media platforms
- Logo on event webpage and select printed materials

We are thrilled about the possibility of partnering with you for our inaugural Dearborn Wanderlights event. To confirm your sponsorship or discuss next steps, please contact:

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