



SPONSORSHIP OPPORTUNITIES

In 2026, the City of Dearborn proudly hosts its 100th Memorial Day Parade, an enduring tradition that honors our nation's fallen heroes while bringing generations of residents together in remembrance.

As one of Dearborn's longest-running events, the parade draws thousands across the city and region, featuring local organizations, veterans groups, marching bands, and community partners.

This centennial commemoration is a tribute to the service and sacrifice to those who lost their lives while serving our country. Join us today and be a part of this meaningful opportunity.

DATE: MONDAY, MAY 25, 2026

LOCATION: DEARBORN, MI





STAR-SPANGLED \$10,000 (ONE AVAILABLE)

- Recognition as presenting sponsor of Dearborn's 100th Annual Memorial Day Parade (featured in press releases, social posts, & more)
- Ability to escort up to five assigned guests of honor in parade in branded vehicle
- Eight (8) invitations to the Grand Marshal Lunch*
- Ability to feature an advertisement on CDTV from May 1 - May 25 (video provided by sponsor)
- Ability for company representative(s) to view the parade from our VIP grandstand
- Individual sponsor highlight on the City of Dearborn social media pages
- Logo included in Memorial Day Remembrance Ceremony program
- Logo included on Ceremony stage banner
- Logo included on Memorial Day Parade webpage, hyperlinked to your website

** The Grand Marshal Lunch is a private lunch event held in honor of the parade's Grand Marshal immediately following the Memorial Day Parade Remembrance Ceremony on Monday, May 25, 2026.*





RED
\$7,500

- Ability to escort up to four assigned guests of honor in parade in branded vehicle
- Six (6) invitations to the Grand Marshal Lunch*
- Ability to feature an advertisement on CDTV from May 1 - May 25 (video must be provided by sponsor)
- Group sponsor highlight on the City of Dearborn social media pages
- Logo included in Memorial Day Remembrance Ceremony program
- Logo included on Ceremony stage banner
- Logo included on Memorial Day Parade webpage, hyperlinked to your website

WHITE
\$5,000

- Ability to escort up to three assigned guests of honor in parade in branded vehicle
- Four (4) invitations to the Grand Marshal Lunch*
- Inclusion in group sponsor highlight on the City of Dearborn social media pages
- Logo included in Memorial Day Remembrance Ceremony program
- Logo included on Ceremony stage banner
- Logo included on Memorial Day Parade webpage w/ link to your website





BLUE

\$2,500

- Ability to escort up to two assigned guest of honor in parade in branded vehicle
- Two (2) invitations to the Grand Marshal Lunch*
- Inclusion in group sponsor highlight on the City of Dearborn social media pages
- Logo included in Memorial Day Remembrance Ceremony program
- Logo included on Ceremony stage banner
- Logo included on Memorial Day Parade webpage w/ link to your website

FRIEND

\$1,000

- Ability to escort one assigned guest of honor in parade in branded vehicle
- Inclusion in group sponsor highlight on the City of Dearborn social media pages
- Logo included in Memorial Day Remembrance Ceremony program
- Logo included on Ceremony stage banner
- Logo included on Memorial Day Parade webpage w/ link to your website

SUPPORTER

\$500

- Inclusion in group sponsor highlight on the City of Dearborn social media pages
- Logo included on Memorial Day Parade webpage w/ link to your website





We are honored to invite you to partner with the City of Dearborn for the 100th Memorial Day Parade, a once-in-a-century milestone and one of our community's most cherished traditions.

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

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