



## SPONSORSHIP OPPORTUNITIES

In 2026, the City of Dearborn proudly hosts its 100<sup>th</sup> 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:**

Maria Willett  
Director of Philanthropy and Grants  
313-943-3346  
[mwillett@dearborn.gov](mailto:mwillett@dearborn.gov)

