

# 2026

# JOIN THE

# *fun!*



**WEST DEARBORN DOWNTOWN  
DEVELOPMENT AUTHORITY**

**EAST DEARBORN DOWNTOWN  
DEVELOPMENT AUTHORITY**

**WARREN BUSINESS DISTRICT  
IMPROVEMENT AUTHORITY**

**DIX-VERNOR BUSINESS  
DISTRICT IMPROVEMENT  
AUTHORITY**

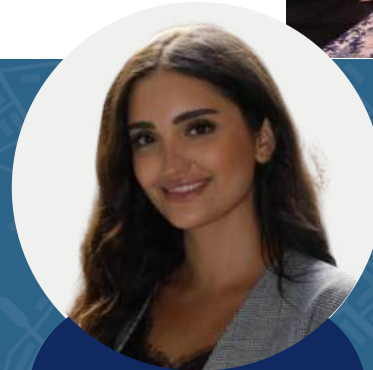
# Creating an Inclusive and Thriving Community!

# MEET THE TEAM

The Workforce & Business Development team is designed to foster a thriving and supportive business environment within Dearborn's business districts. This multi-disciplinary team, comprised of professionals that focus in areas such as beautification, community events, placemaking, workforce development and support services. By providing valuable resources, guidance, and support, the team aims to attract new businesses, retain existing ones, and enhance the overall economic vitality of the community.



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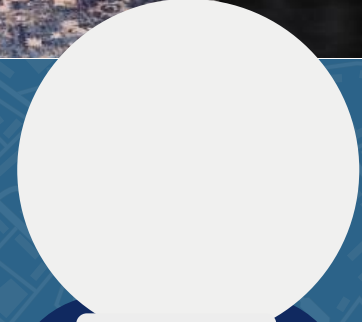


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West Downtown

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East Downtown

**COMING SOON!**



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Dix-Vernor Corridor

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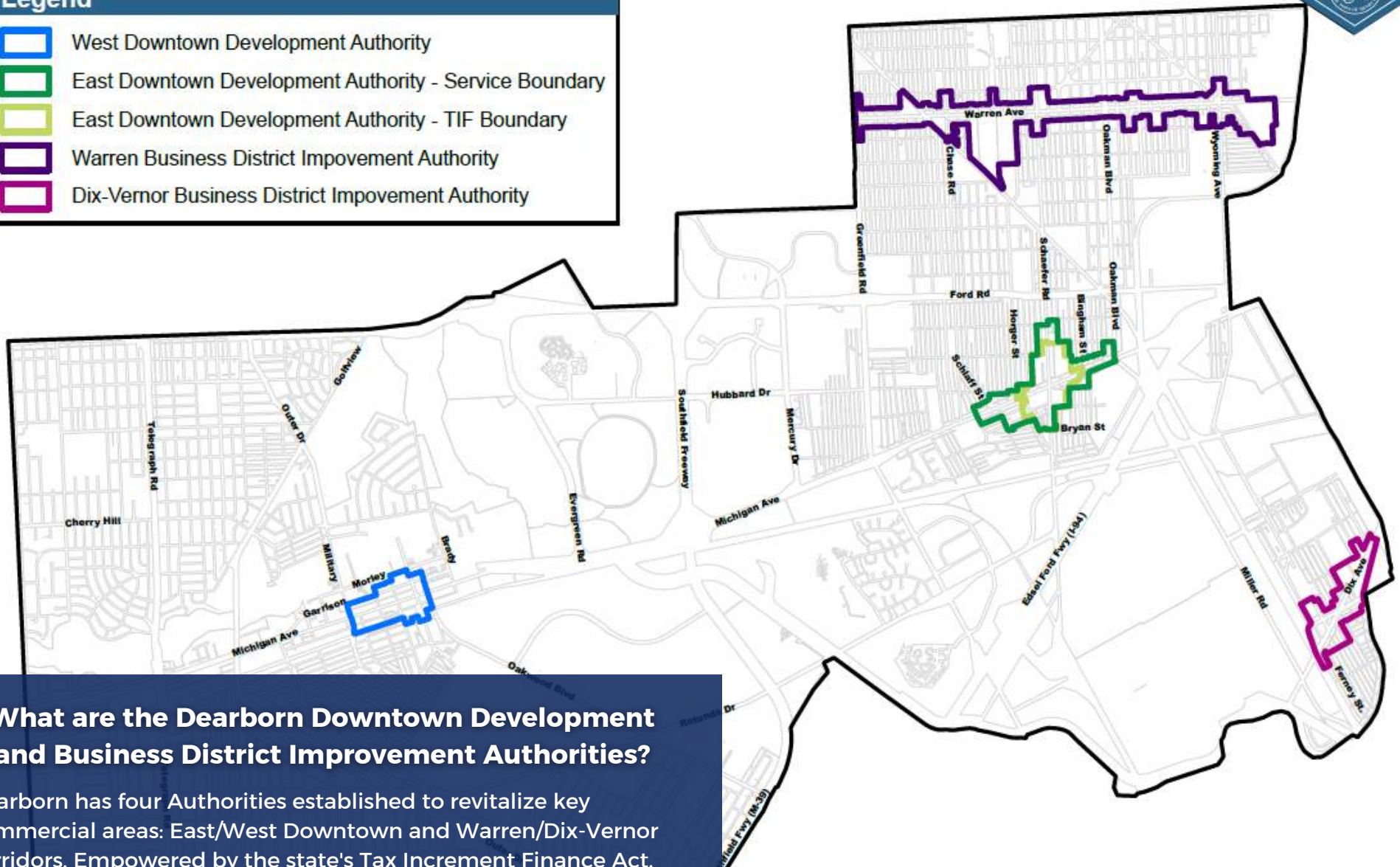
# Downtown and Business Improvement Districts

## City of Dearborn | Business Services Division



**Legend**

-  West Downtown Development Authority
-  East Downtown Development Authority - Service Boundary
-  East Downtown Development Authority - TIF Boundary
-  Warren Business District Improvement Authority
-  Dix-Vernor Business District Improvement Authority



**What are the Dearborn Downtown Development and Business District Improvement Authorities?**

Dearborn has four Authorities established to revitalize key commercial areas: East/West Downtown and Warren/Dix-Vernor corridors. Empowered by the state's Tax Increment Finance Act, these Authorities oversee public spaces, support businesses, and create vibrant events. Each board-led Authority leverages city economic development professionals to achieve their goals.



**DEARBORN**  
ECONOMIC  
DEVELOPMENT

Why

PARTNER WITH DOWNTOWN

# DEARBORN

**Boost your  
brand  
recognition**



**Be a part of  
fostering a  
collaborative  
business  
ecosystem**



**Contribute to  
fueling  
family fun**



**Activate  
spaces to  
cultivate  
community**



# 2026 EVENTS

## SUMMER SERIES

### DOWNTOWN DEARBORN SUMMER MARKET

#### DEARBORN SUMMER MARKET

JUNE 12<sup>th</sup>, 2026

JULY 17<sup>th</sup>, 2026

AUGUST 14<sup>th</sup>, 2026

RAIN DATE (IF NEEDED): August 28<sup>th</sup>  
Peace Park West

The Dearborn Summer Market is a monthly destination for community connection and seasonal commerce. By bringing together a curated mix of local artisans, food trucks, and live entertainment, the market serves as a powerful incubator for small businesses and a hub for family life.

Sponsors gain consistent, high-frequency visibility through a series of events that feature interactive educational exhibits and free youth programming. Partnering with the Summer Market allows your brand to become a staple of the Dearborn summer experience, fostering deep roots within the community while supporting local economic growth.

*The 2025 Summer Market season was a resounding success, welcoming an average of 900 guests per event and showcasing a diverse lineup of over 40 local artisan vendors.*

### DOWNTOWN DEARBORN WELLNESS IN THE PARK

#### WELLNESS IN THE PARK

JUNE 27<sup>th</sup>, 2026

JULY 25<sup>th</sup>, 2026

AUGUST 22<sup>nd</sup>, 2026

*"Weather reschedule subject to availability.*  
Peace Park West

Elevate your brand's commitment to health and wellness with Wellness in the Park, an outdoor fitness series that draws health-conscious residents from across the region. Beyond the workout, the series features a curated Wellness Village, where sponsors can engage directly with an active audience through a showcase of holistic services and wellness products. This is a unique opportunity for sponsors to champion community well-being and align their brand with a lifestyle of balance, vitality, and outdoor activity.

*In its highly successful inaugural year, Wellness in the Park became an instant community favorite, boasting three sold-out classes during every scheduled event date of the 2025 season.*



#### DOWNTOWN DEARBORN MOVIES

JUNE 17<sup>th</sup>, 2026

JULY 23<sup>rd</sup>, 2026

AUGUST 27<sup>th</sup>, 2026

*"Weather reschedule subject to availability.*  
Peace Park East

Transforming our public spaces into a premier outdoor cinema, the Downtown Dearborn Movies series is a quintessential summer tradition that draws hundreds of families for an unforgettable evening under the stars. This series offers more than just a film; it provides a full sensory experience featuring a curated selection of local food and beverage vendors serving up elevated cinema snacks and refreshments. Sponsoring this series places your brand at the center of the community's favorite "Friday night lights," offering the opportunity to be associated with pure, family-friendly nostalgia and summer joy.

*The 2025 Downtown Dearborn Movie series became a staple of summer nightlife, drawing a consistent average crowd of 500 visitors per screening for evenings of cinema under the stars*

# 2026 EVENTS

## FALL SERIES



### OPENING TASTING EVENT

SEPTEMBER 25<sup>TH</sup>, 2026

Peace Park West

### COFFEE SHOP ACTIVATIONS

SEPTEMBER 26<sup>TH</sup> - OCTOBER 2<sup>ND</sup>, 2026

Multiple Coffee Shops

### CLOSING COFFEE CULTURE EVENT

OCTOBER 2<sup>ND</sup>, 2026

Peace Park East

As the "Coffee Capital," Dearborn's world-class café culture and deep-rooted brewing traditions take center stage during this premier week-long celebration. Dearborn Coffee Week offers a high-profile platform for sponsors to engage with a sophisticated audience through an exclusive tasting kickoff event, immersive cultural showcases, and a city-wide activation of unique pop-ups and curated discounts. Partner with us to fuel the community's passion and align your brand with the most vibrant coffee scene in the region.

*The 2025 Dearborn Coffee Week proved there was truly something for everyone, drawing a collective 1,100+ attendees to on-site events and featuring over 19 participating coffee shops through exclusive discounts and custom activations.*



### EAST & WEST TRICK OR TREATING

OCTOBER 24<sup>TH</sup>, 2026

Peace Park East & West

Dearborn transforms its vibrant business districts into a safe, festive Halloween haven for thousands of families.

The Downtown Dearborn Trick-or-Treating event connects local merchants with the community as children collect treats from dozens of participating shops. For sponsors, this event offers unparalleled visibility and "organic" engagement, placing your brand at the center of a high-energy, family-focused celebration that draws massive foot traffic and celebrates the Halloween season.

*The 2025 Trick or Treating event saw record-breaking turnout with over 1,700 attendees, solidifying its status as the DDA's longest-running and most popular community tradition.*

## DOWNTOWN DEARBORN FALL BAZAAR

### DOWNTOWN DEARBORN FALL BAZAAR

OCTOBER 24<sup>TH</sup>, 2026

Peace Park East

Experience the creative heartbeat of our city at the Downtown Dearborn Fall Bazaar, an seasonal celebration that spotlights the emerging Arts District. This curated evening of community and culture transforms our downtown green space into a high-energy marketplace, featuring the region's finest local makers, small businesses, and live performers. Sponsoring the Bazaar offers an exclusive opportunity to align your brand with innovation and local artistry, providing premium exposure to a trend-setting audience during one of the most picturesque and well-attended nights of the autumn season.

*Making a landmark debut as the first market held at this location, the Downtown Dearborn Fall Bazaar attracted 1,000 visitors in its first year. The event combined a curated selection of 23+ vendors with whimsical entertainment to create a standout community experience.*

# 2026 EVENTS

## WINTER SERIES



**DOWNTOWN DEARBORN  
JINGLE BELL BASH**  
DECEMBER 12<sup>TH</sup>, 2026  
Peace Park West

Celebrate the spirit of the season at the Downtown Dearborn Jingle Bell Bash, our city's premier festive celebration. This high-energy event brings the community together for an evening of holiday cheer, featuring live entertainment, seasonal activities, and complimentary warm beverages to keep everyone cozy.

Sponsoring the Jingle Bell Bash places your brand at the heart of Dearborn's holiday traditions, offering maximum visibility during one of our most well-attended and joyful community gatherings of the year.

*The 2025 Jingle Bell Bash was a success, welcoming over 1,000 guests to a festive holiday celebration. Featuring 19 interactive activity stations, live entertainment, and appearances by beloved holiday characters, the event provided a high-impact, family-friendly experience that truly offered something for everyone.*



**ICE SCULPTURES WALK**  
JANUARY 22<sup>ND</sup>, 2027  
Peace Park East

Experience the magic of winter as the park center transforms into a sparkling outdoor gallery. The Downtown Dearborn Ice Sculpture Walk invites visitors to explore custom-carved ice masterpieces while enjoying complimentary warm beverages to keep the chill at bay.

This festive, high-traffic event offers sponsors a prime opportunity to connect with the community and support a beloved local tradition that brings vibrant energy and foot traffic to our downtown district.

*In its 2025 debut, the Downtown Dearborn Ice Sculpture Walk commissioned 10 custom masterpieces, drawing the community together for free activities, warm beverages, and professional ice artistry.*

## BUSINESS SUPPORT



### WORKFORCE DEVELOPMENT & BUSINESS SUPPORT EVENTS

Interested in empowering the local business community? Reach out to discover high-impact sponsorship and partnership opportunities for our upcoming business support events, professional workshops, and growth programs.

[betondearborn@dearborn.gov](mailto:betondearborn@dearborn.gov)

# EVENT PARTNERSHIP

*Levels*

CONTRIBUTION VALUE PER EVENT

BENEFITS	Logo on select event printed signage	Logo in e-blast(s) for event	Mention(s) on social media promotions.	Logo on event fliers	Logo on Facebook Event and/or registration page	Logo on digital marketing outlets	Mention in media promotions specific to sponsored event	On-site presence during event.
PLATINUM \$5,000.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
GOLD \$2,500.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
SILVER \$1,000.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
BRONZE \$500.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				

Custom packages and additional partnership opportunities could be available based on event programming - have an idea lets collaborate! Work with our team to find the perfect fit for your contribution!

# IN-KIND CONTRIBUTION VS. FINANCIAL CONTRIBUTION

## WHAT IS..

### AN IN-KIND CONTRIBUTION?

An in-kind contribution is a type of contribution where a company or organization provides goods or services to an event, or instead of, or in addition to, a financial contribution.

For Example:

- Food & Beverage
- Event Music
- Event Activity
- Marketing Support
- Rentals and Equipment
- Venue Rental
- Photography
- Printing

## HOW DO I...

### PROVIDE AN IN-KIND CONTRIBUTION?

- **Pre-Approval Required:** All in-kind contributions for DDA or BDIA events must be approved by the Special Events and Outreach Manager to ensure alignment with event programming.
- **Official Agreement:** Once approved, the Special Events Manager (or project lead) will issue a Partner Agreement to confirm the contribution and outline your sponsorship benefits.
- **Valuation & Tiers:** The contributing organization provides the fair market value of the donation, which is then used to determine the corresponding sponsorship level and perks.
- **Streamlined Documentation:** For your convenience, multiple event contributions throughout the year can be consolidated into a single Partner Agreement.

## WHAT IS..

### A FINANCIAL CONTRIBUTION

A financial contribution to our events is a decided amount that is then provided to the DDA / BDIA through an invoice transaction which is not held to any specific event element but to the event as a whole.

## HOW DO I...

### PROVIDE AN FINANCIAL CONTRIBUTION?

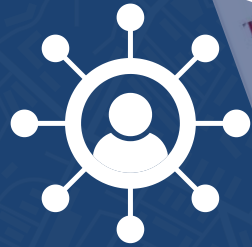
- **Streamlined Contracting:** Once the Special Events and Outreach Manager and the contributor confirm the financial commitment, a Partner Agreement will be drafted for formal signatures.
- **Direct Invoicing:** Upon agreement, an official invoice for the total contribution amount will be issued and sent directly to the contributor for payment processing.
- **Payment Requirement:** Please note that financial contributions must be paid in full to secure and uphold all associated sponsorship benefits. Failure to fulfill payment will result in the forfeiture of benefits.



# MARKETING OUTLETS

- Hyper local outlets
- Billboards
- News Stations
- Downtown Dearborn Social Media platforms
- Social Media influencers
- City of Dearborn Website
- City of Dearborn TV
- Collaboration with Neighborhood and Business Services Liaisons
- Mailers

*In collaboration with the City of Dearborn Communications department, DDA/BDIA staff reserve the right to determine which avenues for media outreach are best suited for this event.*



## SPONSOR MARKETING PACKAGE

- Digital Copy of the Community Flier
- Two social media graphics for posting
- QR code / Link graphic linked to ticketing platform (if applicable)

### HOW YOU CAN HELP PROMOTE

- Post via your team's social media platforms and tag @downtowndearborn / @dearborngov
- Distribute the event fliers
- Create your own marketing materials with supplied graphic elements

Funds must be confirmed at least 45 days in advance of the desired event.

All partners will be added to marketing materials after documentation has been finalized. Marketing materials are created based on the event timeline.



# Thank You!

Partnering on our events presents a unique opportunity for your organization to showcase its commitment to the local community and engage with a diverse audience during highly anticipated events. We look forward to partnering with you in 2026!

**Let's Get Started!**

**Please reach out to our team at**

[businessServices@dearborn.gov](mailto:businessServices@dearborn.gov)

**with any questions!**



@downtowndearborn



DowntownDearborn

