

DEARBORN HAUNTED TRAIL

SPONSORSHIP OPPORTUNITIES

OCTOBER 16 – 18, 2026

Dearborn Haunted Trail is the City of Dearborn's largest Halloween attraction, now entering its fifth year of frightful fun. This mile-long wooded walk transforms Ford Field Park into a world of spooky delights.

Guests encounter immersive sets, chilling sound effects, and local actors who bring scares to life. Along the way, guests can enjoy food trucks, bonfire pits, and treats for purchase, as well as a Party Pavilion featuring a live DJ and entertainers to liven the night.

Your sponsorship directly supports the Halloween magic, helping to fund lighting, audio, special effects, costumes, makeup, and the talented performers who make this experience unforgettable. In return, your brand is showcased in front of thousands of regional attendees, gaining exposure throughout the event and across city-wide marketing channels.

See you there... if you dare!

EXCLUSIVE SPONSORSHIP PACKAGES

(ONE OF EACH TIER AVAILABLE)

PRESENTING SPONSOR – \$10,000

- Recognition as exclusive presenting sponsor of Dearborn Haunted Trail 2026
- Logo inclusion on all digital marketing and select printed signage,
- 20x20 onsite activation space,
- Logo inclusion on scene
- 15 VIP passes*
- Logo inclusion on event page, hyperlinked to your website
- Logo inclusion on prominently placed sponsor signs on event grounds
- Featured in individual presenting sponsor highlight posted across City social media platforms

SOLD OUT

WITCHING HOUR SPONSOR – \$7,500

- Recognition as presenting sponsor of the event's 18+ Witching Hour
- Logo inclusion on Witching Hour trail signage during the hour
- Opportunity to pass out 100 R optional 10 x 10 activation space during the hour
- 10 VIP passes*
- Logo inclusion on event page, hyperlinked to your website
- Logo inclusion on prominently placed sponsor signs on event grounds
- Inclusion in group sponsor highlight across City social media platforms

SOLD OUT

VIP passes grant complimentary skip-the-line entry for your preferred timeslot. Please note that a valid 18+ ID must be shown to gain entry to the event's Witching Hour



EXCLUSIVE SPONSORSHIP PACKAGES

(ONE OF EACH TIER AVAILABLE)

FIRE PIT LOUNGE SPONSOR - \$7,500

- Logo inclusion on Fire Pit Lounge signage
- 10x10 activation space
- 10 VIP passes*
- Logo inclusion on event webpage, hyperlinked to your website
- Logo inclusion on prominently placed sponsor signs on event grounds
- Inclusion in group sponsor highlight across City social media platforms

S'MORES SPONSOR - \$5,000

- Logo inclusion on Snack Tent Menu Signage
- Logo inclusion on s'mores kit packaging
- Five (5) VIP passes*
- Logo inclusion on event webpage, hyperlinked to your website
- Logo inclusion on prominently placed sponsor signs on event grounds
- Inclusion in group sponsor highlight across City social media platforms

SENSORY FRIENDLY TRICK OR TREAT SPONSOR - \$5,000

- Logo inclusion on Sensory Hour trail signage, visible during the hour
- Logo inclusion on complimentary treat bags
- Five (5) VIP passes*
- Logo inclusion on event webpage, hyperlinked to your website
- Logo inclusion on prominently placed sponsor signs on event grounds
- Inclusion in group sponsor highlight across City social media platforms

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NON-EXCLUSIVE SPONSORSHIP PACKAGES

BOO BUDDY - \$2,500

- Five (5) VIP passes*
- Logo inclusion on event webpage, hyperlinked to your website
- Logo inclusion on prominently placed sponsor signs on event grounds
- Inclusion in group sponsor highlight across City social media platforms

FRIGHTFUL FRIEND - \$1,000

- Two (2) VIP passes*
- Logo inclusion on event webpage, hyperlinked to your website
- Logo inclusion on prominently placed sponsor signs on event grounds
- Inclusion in group sponsor highlight across City social media platforms



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

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313-943-3346
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