

DEARBORN *Wanderlights*

DEARBORN'S NEWEST CHRISTMAS & WINTER HOLIDAY TRADITION!

NOVEMBER 19, 2026 - JANUARY 3, 2027

DEARBORN PEACE PARK WEST

In 2025, Dearborn Wanderlights debuted as a premier holiday attraction, drawing thousands of visitors from across metro Detroit. Anchored by large-scale, interactive light installations created by artists from across the globe, the project launched a new tradition blending public art, community celebration, and economic opportunity.

This year, the Dearborn Wanderlights brand will encompass multiple winter events hosted at Dearborn PEACE Park West, as the City of Dearborn and the Dearborn Downtown Development Authorities partner to turn the city into a destination for holiday celebration, small business support, and joyful connection.

Dearborn Wanderlights Holiday Kickoff

November 19, 2026

Just before Thanksgiving, Dearborn kicks off the holidays at PEACE Park West by transforming the park into a dazzling experience with thousands of lights, live performances, festive treats, Santa's first appearance of the season, and the ceremonial lighting of Dearborn's 32 ft. Christmas tree.

Jingle Bell Bash

December 12, 2026

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

The 2025 Jingle Bell Bash event welcomed 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.

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Presenting Sponsor – \$30,000 (One Available)

- Exclusive recognition as the Dearborn Wanderlights Presenting Sponsor
- Logo featured prominently at park entry points throughout the duration of Dearborn Wanderlights
- Presenting sponsor of largest signature light installation at PEACE Park West
- Logo inclusion on large event banners at PEACE Park West, hung throughout the duration of Dearborn Wanderlights
- Company representative invited to co-lead tree lighting ceremony with Mayor Hammoud at Holiday Kickoff on Nov. 19
- 20' x 20' activation space at Holiday Kickoff event
- Promotional video featured on CDTV throughout the duration of Dearborn Wanderlights (video provided by sponsor)
- 15 VIP parking passes for Holiday Kickoff event
- Individual presenting sponsor highlight posted on City of Dearborn social media platforms
- Logo inclusion on event print materials
- Logo featured on Dearborn Wanderlights webpage, hyperlinked to your website
- Platinum Level Jingle Bell Bash Sponsorship (\$5,000.00 Value): Benefit Link **HERE**

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Platinum Sponsor - \$20,000

- Presenting sponsor of a Dearborn Wanderlights signature light display
- 10' x 10' activation space at Holiday Kickoff event
- Logo inclusion on large event banners at PEACE Park West, hung throughout the duration of Dearborn Wanderlights
- 10 VIP parking passes for Holiday Kickoff event
- Promotional video featured on CDTV throughout the duration of Dearborn Wanderlights (video provided by sponsor)
- Inclusion in group sponsor highlight posted on City of Dearborn social media platforms
- Logo placement on select digital and print materials
- Logo featured on Dearborn Wanderlights webpage, hyperlinked to your website
- Gold Level Jingle Bell Bash Sponsorship (\$2,500.00 Value): Benefit Link **HERE**

Gold Sponsor - \$10,000

- Sponsor of a signature branded experience at Dearborn Wanderlights Holiday Kickoff (Cocoa Chalet, Photos with Santa, etc.)
- Logo inclusion on a-frame sponsor signage at PEACE Park West, displayed throughout the duration of Dearborn Wanderlights
- Six (6) VIP parking passes for Holiday Kickoff event
- Inclusion in group sponsor highlight posted on City of Dearborn social media platforms
- Logo inclusion on select digital materials
- Logo featured on Dearborn Wanderlights webpage, hyperlinked to your website
- Silver Level Jingle Bell Bash Sponsorship (\$1,000.00 Value): Benefit Link **HERE**

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Silver Sponsor - \$5,000

- Sponsor of a smaller-scale activation or family activity at Holiday Kickoff event
- Logo inclusion on a-frame sponsor signage at PEACE Park West, displayed throughout the duration of Dearborn Wanderlights
- Four (4) VIP parking passes for Holiday Kickoff event
- Inclusion in group sponsor highlight posted on City of Dearborn social media platforms
- Logo inclusion on select digital materials
- Logo featured on Dearborn Wanderlights webpage, hyperlinked to your website
- Bronze Level Jingle Bell Bash Sponsorship (\$500.00 Value): Benefit Link **HERE**

Bronze Sponsor - \$1,000

- Logo inclusion on a-frame sponsor signage at PEACE Park West, displayed throughout the duration of Dearborn Wanderlights
- Two (2) VIP parking passes for Holiday Kickoff event
- Logo inclusion on select digital materials
- Inclusion in group sponsor highlight posted on City of Dearborn social media platforms
- Logo featured on Dearborn Wanderlights webpage, hyperlinked to your website

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

Maria Willett
Director of Philanthropy and Grants
313-943-3346
mwillett@dearborn.gov