

PARTNER WITH FORD HOUSE TO MAKE AN IMPACT THAT MATTERS

We're inviting local business leaders like you to join us as a year-round sponsor of Ford House's beloved education and community engagement programs. Imagine your brand showcased to **more than 150,000 attendees** at some of the most anticipated events in 2025—a powerful opportunity to connect with families and individuals across Southeast Michigan.

Your sponsorship fuels our mission as a nonprofit to inspire, educate, and strengthen the community. Together, we can **create transformative experiences that foster education, celebrate family traditions, and enrich lives**. From public events to hands-on learning opportunities, your support helps us extend our reach and deepen our impact.

This is more than a sponsorship; it's a **partnership with purpose**. Let's amplify your brand's visibility while shaping a brighter, more connected future for the community we serve. Are you ready to make a difference? Let's work together to leave a lasting legacy.



FORD HOUSE VISITORS



45,691

Email Subscribers



40%

Email Open Rate
(Average across all industries is 21.33%)



2.2%

Email Click-thru Rate



476,000

Active Website Users



1.2 million

Facebook Reach



115,700

Instagram Reach

Ford House offers your business **unparalleled access to a highly engaged and diverse audience**. Our reach demonstrates that we connect with individuals and families who are deeply invested in their community and eager to engage with local businesses.

As a sponsor, your business's logo or listing will appear not only on the specific event or program you support but also **throughout the year**, ensuring consistent visibility and sustained impact. This prime exposure positions your brand to connect meaningfully with our audience, amplify your presence, and leave a lasting impression—all while supporting initiatives that enrich our shared community.



SPONSORSHIP OPPORTUNITIES

Our sponsorship opportunities at Ford House provide local businesses with a unique platform to connect with the community while enhancing their brand visibility. By partnering with us, you can engage with a diverse audience at our signature events, showcasing your commitment to supporting local traditions and culture. Together, we can create memorable experiences that resonate with attendees and elevate your business within the community.



SIGNATURE SPONSOR \$50,000

You will enjoy brand association with one of our large-scale, signature events, along with prime logo placement on all marketing materials and more.

SIGNATURE OPPORTUNITIES

(choose one)

Outdoor Summer Concert Series

Three thrilling outdoor concerts welcoming nearly 4,000 music lovers each summer.

Home for the Holidays at Ford House

Our Christmas experience invites more than 10,000 visitors to stroll our lighted holiday walk.



PLATINUM SPONSOR \$25,000

You will enjoy brand association with one of our large-scale public events plus your logo on all marketing materials, ensuring your brand stands out while supporting our enriching community programs.

PLATINUM OPPORTUNITIES

(choose one)

Harvest Day

Our annual fall festival featuring vendors, fall activities, and more!

Little Goblins

Family-friendly, daytime trick or treat experience for children.

SPONSORSHIP OPPORTUNITIES



GOLD SPONSOR \$10,000

You will enjoy brand association with one of our large-scale educational events, plus your logo on all marketing materials, ensuring your brand stands out while supporting our enriching community programs.

GOLD OPPORTUNITIES

(choose one)

Lake Fest:

STEAM-based education festival all about Lake St. Clair

Story Festival:

Our children's literature festival in collaboration with local libraries.



SILVER SPONSOR \$5,000

Your support of \$5,000 supports our ongoing programming and you enjoy recognition on all marketing materials, showcasing your commitment to enhancing community engagement and cultural experiences.



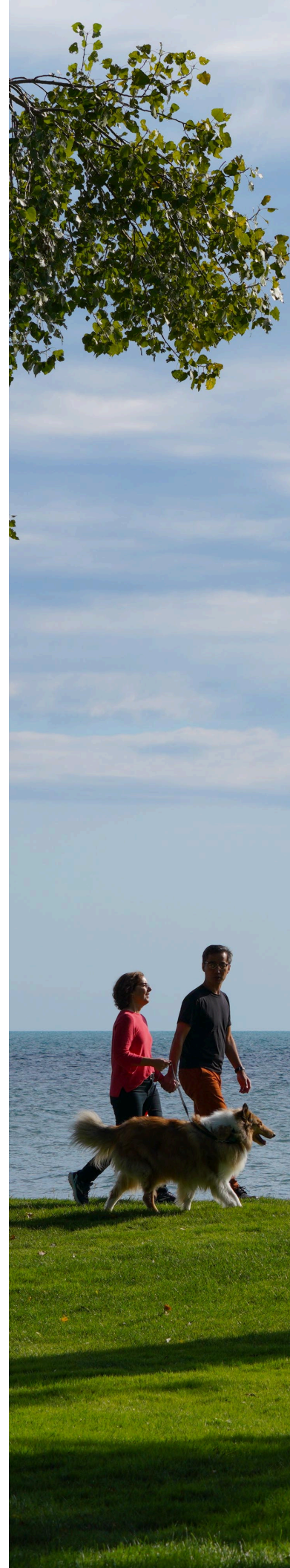
BRONZE SPONSOR \$2,500

Your support of \$2,500 supports our ongoing programming and you enjoy recognition on all marketing materials, showcasing your commitment to enhancing community engagement and cultural experiences.



SUPPORTER \$1,000

Your support of \$1,000 supports our ongoing programming and you enjoy recognition on all marketing materials, showcasing your commitment to enhancing community engagement and cultural experiences.



SPONSORSHIP BENEFITS

<i>Benefit</i>	<i>Signature</i> \$50,000	<i>Platinum</i> \$25,000	<i>Gold</i> \$10,000	<i>Silver</i> \$5,000	<i>Bronze</i> \$2,500	<i>Supporter</i> \$1,000
<i>Name associated with one of the following opportunities:</i>	Choose one: <i>Outdoor Summer Concert Series</i> OR <i>Home for the Holidays at Ford House</i>	Choose one: <i>Harvest Day</i> OR <i>Little Goblins</i>	Choose one: <i>Lake Fest</i> OR <i>Story Festival</i>			
<i>Branding on fordhouse.org</i>	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Listed</i>	<i>Listed</i>
<i>Branding on email campaigns</i>	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Listed</i>	<i>Listed</i>
<i>Complimentary tickets to <u>each</u> of the Signature, Platinum, and Gold Events</i>	20	10	8	6	4	2
<i>Branding on print materials</i>	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>		
<i>Discounted tickets for all of your employees</i>	✓	✓	✓	✓		
<i>Private Wine Reception at your signature event.</i>	✓					



FORD HOUSE

EDSEL & ELEANOR

SPONSORSHIP CONTRACT

CONTACT INFORMATION

Company Name: _____

Contact Name: _____

Street Address: _____

City: _____ St: _____ Zip: _____

Email: _____

Phone: _____

Signature: _____

SPONSOR LEVEL

Signature Sponsor: \$50,000

Pick which opportunity you would like to support. We'll confirm its availability before processing your sponsorship.

Outdoor Summer Concert Series Home for the Holidays at Ford House

Inclusion on all other events is automatically included.

Your business will be featured all year on fordhouse.org and on public event materials.

Platinum Sponsor: \$25,000

Pick which opportunity you would like to support. We'll confirm its availability before processing your sponsorship.

Harvest Day (One Year) Little Goblins (One Year)

Inclusion on all other events is automatically included.

Your business will be featured all year on fordhouse.org and on public event materials.

Gold Sponsor: \$10,000

Pick which opportunity you would like to support. We'll confirm its availability before processing your sponsorship.

Lake Fest (One Year) Story Festival (One Year)

Inclusion on all other events is automatically included.

Your business will be featured all year on fordhouse.org and on public event materials.

Silver Sponsor: \$5,000

Bronze Sponsor: \$2,500

Supporter: \$1,000



Questions? Please contact Britta Riashi via email at briashi@fordhouse.org or call 313-453-2031.

Please print and mail this form, along with payment, to:

Ford House
Attn: Britta Riashi
1100 Lake Shore Road
Grosse Pointe Shores, MI 48236