



# 2023 *Ford House Sponsorship Opportunities*



**FORD HOUSE**

EDSEL & ELEANOR

1100 LAKE SHORE RD., GROSSE POINTE SHORES, MI 48236

313-884-4222 | [WWW.FORDHOUSE.ORG](http://WWW.FORDHOUSE.ORG)





# SPONSORSHIP OPPORTUNITIES

Ford House is giving our sponsors a unique opportunity to become a year-round sponsor of some of our education and community engagement programs. This sponsorship includes some of our biggest and most popular events, providing your business with brand exposure to more than 30,000 attendees throughout 2023.

As a not-for-profit, having support from sponsors like you is critical to our mission and allows us to continue offering and expanding our public events to our Grosse Pointe community and beyond!



## IN THE PAST 12 MONTHS:



**29,068**

E-blast Subscribers



**47%**

E-blast Open Rate



**2%**

E-blast Click Rate



**237,229**

Website page views



**90,576**

Facebook Reach



**7,150**

Instagram Reach



# BENEFITS

BENEFIT	PLATINUM	GOLD	SILVER	BRONZE	PARTNER
Event naming opportunity	Event Series	Single Event			
Brand on <i>www.fordhouse.org</i>	Logo	Logo	Logo	Listed	Listed
Brand on event e-blasts	Logo	Logo	Logo	Listed	Listed
Brand and tagged on event social media posts	Logo	Logo	Logo	Listed	
Brand on all Ford House event print and digital materials	Logo	Logo	Logo	Listed	
Discounted tickets for all employees to your event	✓	✓			
Private guided house tour for 10	✓				
Tickets to select Ford House events	10	8	6	4	2
TOTAL	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000

We also offer \$500 sponsorship opportunities for single events. This entry-level sponsorships receive the same benefits as the Partner level but for a single event of your choice. Please reach out with any questions.

**NOTE:** Logo inclusion on print and digital materials is dependent on the size. Logo may not be included on print pieces that are ¼ page or smaller or on small digital pieces.



# PREMIUM SPONSORSHIPS

A couple of premium sponsorship opportunities are available which give your business credit as a Presenting Sponsor. For example, “Ford House Summer Concert Series presented by [your company name here].”

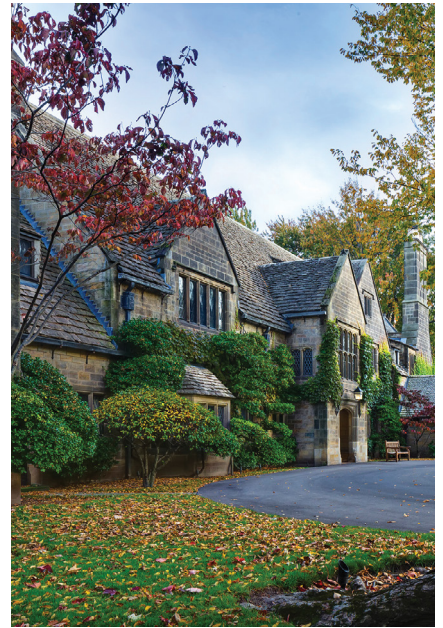
## **PLATINUM (\$25,000)**

Available event series include the Summer Concert Series and a Ford House Holiday.

## **GOLD (\$10,000)**

Available single events include Harvest Day, Little Goblins, Big Goblins, Paint Out, Lake Fest, Movie on the Meadow, and Story Festival.

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# EVENT SERIES



## SUMMER CONCERT SERIES

*June 30: The Docksidiers*

*July 28: Devin Scillian and Arizona Sun*

*August 25: Michigan Philharmonic*

Our summer concert series offers three outdoor concerts during the summer. Guests enjoy live music while relaxing on the lakeside lawn. Past concerts have featured the Michigan Philharmonic, the Docksidiers, Devin Scillian, and more.



## HOME FOR THE HOLIDAYS AT FORD HOUSE

*November 24 – December 31*

Our holiday event is a beloved tradition where guests experience a magical winter wonderland complete with themed tours of the main residence and a glittering light experience throughout the grounds. Each year, thousands of visitors come to Ford House to experience the joy and wonder of the historical estate and its holiday light experience.





# SINGLE EVENTS

## PAINT OUT AND FRESH PAINT PARTY

*May 20*

A springtime favorite, Paint Out is our outdoor event designed to re-energize the 19<sup>th</sup> century practice of en plein air painting. All skill levels are welcome. Bring your easel, paintbox, and sunhat for a day of painting in our beautiful, 87-acre historical estate on Lake St. Clair. You also can submit your paintings for juried cash prizes.



## LAKE FEST

*August 5*

A fun day of STEAM (science, technology, engineering, arts, and mathematics) exploration. Show some love and appreciation for our beautiful Lake St. Clair, and learn about geology, habitats, invasive species, water quality, ecology, and more.

## MOVIE ON THE MEADOW

*September Date TBD*

We're piloting a new experience this summer with Movie on the Meadow! This exclusive event invites members to bring a blanket and enjoy an outdoor movie just as the sun sets.

## STORY FESTIVAL

*September 16*

Ford House presents our third annual Story Festival where families join us for a full day of stories, crafts, performances, and exploration.





# SINGLE EVENTS



## HARVEST DAY

*October 7*

Fun for all ages, Harvest Day is Ford House's Autumn celebration featuring a fall market, petting zoo, cider and donuts, horse and pony rides, old-school lawn games, and more.

## BIG GOBLINS

*October 13*

Halloween isn't just for kids! Join us for a nighttime tour of the house and grounds followed by a "fang-tastic" party, with music, adult beverages, and nocturnal nibbles, in our Lake Shore Room overlooking Ford Cove and Lake St. Clair.



## LITTLE GOBLINS

*October 28*

Our annual day of Halloween fun filled with spooky yet kid-friendly entertainment. Enjoy trick-or-treating stops, photo opportunities, a straw maze, and a haunt-free wagon ride.





# EXAMPLES



**Concerts on the Lake**  
Ford House Summer 2022

**June 9**  
Straight Ahead  
Jazz

**July 14**  
The Docksidiers  
Yacht Rock

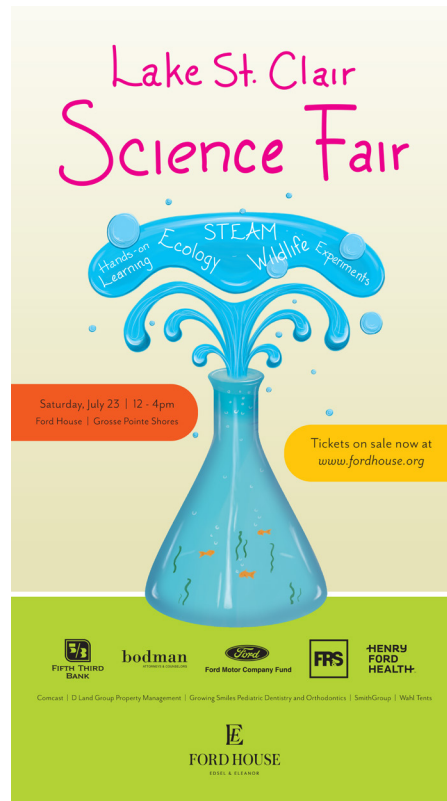
**August 13**  
Michigan Philharmonic  
Movie Themes

**Sponsors:** FIFTH THIRD BANK, bodman, Ford Motor Company Fund, FRS, HENRY FORD HEALTH, WRCJ

Contact: | D Land Group Property Management | Growing Smiles Pediatric Dentistry and Orthodontics | SmithGroup | Wahl Tents

Tickets on sale now at [www.fordhouse.org](http://www.fordhouse.org)

**FORD HOUSE**  
BUILT & BLOOMING



**Lake St. Clair Science Fair**

STEAM  
Hands-on Learning Ecology Wildlife Experiments

**Saturday, July 23 | 12 - 4pm**  
Ford House | Grosse Pointe Shores

Tickets on sale now at [www.fordhouse.org](http://www.fordhouse.org)

**Sponsors:** FIFTH THIRD BANK, bodman, Ford Motor Company Fund, FRS, HENRY FORD HEALTH

Contact: | D Land Group Property Management | Growing Smiles Pediatric Dentistry and Orthodontics | SmithGroup | Wahl Tents

**FORD HOUSE**  
BUILT & BLOOMING



**Story Festival**

Performances, stories, and hands-on activities.  
\$5 for ages 6+, free for kids 5 and under.  
For tickets visit [www.fordhouse.org](http://www.fordhouse.org).

**Saturday, September 24 | 10a.m. - 2p.m.**

**GOOD STORY**  
**MONSTER**  
**Winter Joy**  
**SECRET BOOK**

**Sponsors:** FIFTH THIRD BANK, bodman, FRS, Ford Motor Company Fund, HENRY FORD HEALTH, Planet Detroit

Contact: | D Land Group Property Management | Growing Smiles Pediatric Dentistry and Orthodontics | SmithGroup | Wahl Tents



**Harvest Day**

**SATURDAY, OCTOBER 8 | 12 - 5PM**

Featuring a fall market, petting zoo, cider and donuts, hay rides, horse and pony rides, old-school lawn games, and more!

Tickets and more information at [www.fordhouse.org](http://www.fordhouse.org).

**Sponsors:** Ford Motor Company Fund, FIFTH THIRD BANK, bodman, FRS, Accorion St. John, HENRY FORD HEALTH

Contact: | D Land Group Property Management | Growing Smiles Pediatric Dentistry and Orthodontics | SmithGroup | Wahl Tents



**Little Goblins**  
at Ford House 2022

**Saturday, October 22**

Bring your little goblins to Ford House for this annual day of Halloween entertainment filled with spooky yet kid-friendly fun. There will be trick-or-treating stops, photo ops, and a haunt-free wagon ride.

Tickets on sale now at [www.fordhouse.org](http://www.fordhouse.org).

**Sponsors:** Ford Motor Company Fund, FIFTH THIRD BANK, bodman, FRS, Accorion St. John, HENRY FORD HEALTH

Contact: | D Land Group Property Management | Growing Smiles Pediatric Dentistry and Orthodontics | SmithGroup | Wahl Tents



**Home for the Holidays**  
at Ford House

**Coming Winter 2023!**



# CONTRACT

## SPONSOR INFORMATION

Company Name: \_\_\_\_\_  
(to appear in print)

Contact Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

## SPONSOR LEVEL

- |   |          |   |          |
|---|----------|---|----------|
| <input type="checkbox"/> PLATINUM SPONSOR | \$25,000 | <input type="checkbox"/> GOLD SPONSOR   | \$10,000 |
| <input type="checkbox"/> SILVER SPONSOR   | \$5,000  | <input type="checkbox"/> BRONZE SPONSOR | \$2,500  |
| <input type="checkbox"/> EVENT PARTNER    | \$1,000  | <input type="checkbox"/> SINGLE EVENT   | \$500    |

EVENT: \_\_\_\_\_

**QUESTIONS?** Please contact Britta Riashi via email at [briashi@fordhouse.org](mailto:briashi@fordhouse.org) or call 313-453-2031.

## PLEASE PRINT AND MAIL THIS FORM AND PAYMENT TO:

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



**FORD HOUSE**

EDSEL & ELEANOR