

2024 *Ford House Sponsorship Opportunities*



FORD HOUSE

EDSEL & ELEANOR

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

313-884-4222 | 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 135,000 attendees throughout 2024.

As a non-profit organization, the invaluable support from sponsors like you is vital to our mission. Your contribution empowers us to not only continue offering diverse public events but also to enhance educational initiatives and support families in Southeast Michigan and beyond. Together, we can create lasting impacts that extend the reach of education, strengthen family bonds, and enrich the fabric of our community.



IN THE PAST 12 MONTHS:


 **42,009**
E-blast Subscribers

 **44%**
E-blast Open Rate

 **1.5%**
E-blast Click Rate

 **260,000**
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 digital materials	Logo	Logo	Logo	Listed	
Brand on all Ford House event print materials	Logo	Logo			
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



PREMIUM SPONSORSHIPS

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 Home for the Holidays at Ford House.

GOLD (\$10,000)

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



EVENT SERIES



SUMMER CONCERT SERIES

Savor the spirit of summer with our concert series featuring four lively outdoor performances. Kick back on the lakeside lawn, relishing live music, and treat your taste buds to delicious concessions. Past concerts have showcased talents like the Michigan Philharmonic, the Docksiders, Devin Scillian, and others!



HOME FOR THE HOLIDAYS AT FORD HOUSE

November – December

Step into a cherished holiday tradition at Ford House, where guests are transported to a magical winter wonderland. Enjoy themed tours of the main residence and a dazzling light spectacle across the grounds, creating a joyous and enchanting experience for the thousands of visitors who make Ford House a festive destination each year.



SINGLE EVENTS

LAKE FEST

Embark on an engaging day of STEAM (science, technology, engineering, arts, and mathematics) exploration! Join us in celebrating the beauty of Lake St. Clair as we delve into topics like geology, habitats, invasive species, water quality, ecology, and beyond. This year, we had more than 250 attendees.



MOVIE ON THE MEADOW

Introducing a fresh summer experience with Movie on the Meadow! As part of this exclusive event, Friends of Ford House are invited to bring a blanket and relish an outdoor movie against the backdrop of the setting sun. This is a new program.



STORY FESTIVAL

Experience the enchantment at Ford House's fourth annual Story Festival! Families are invited to a full day of captivating stories, creative crafts, lively performances, and exciting exploration—creating lasting memories and fostering family fun. This year, we had more than 270 attendees.



HARVEST DAY

Harvest Day at Ford House is a delightful autumn celebration, offering fun for all ages. Enjoy a fall market, a petting zoo, cider and donuts, horse and pony rides, old-school lawn games, and much more! This event had more than 2,200 attendees.



LITTLE GOBLINS

Join us for our annual Halloween celebration filled with silly and kid-friendly delights. Enjoy trick-or-treating stops, photo opportunities, a straw maze, and a wagon ride brimming with whimsical fun. Little Goblins had more than 2,300 attendees.



EXAMPLES



Story Festival

Let's Go on an Adventure

In partnership with
Grosse Pointe Public Library and E.C.H.O.

Saturday, September 16 | Ages 7 and Under

Musical performance by Jim Gill
Meet Author Kelly DiPucchio

THANK YOU TO OUR SPONSORS

100% OFF! LEARN MORE




Harvest Day

Saturday, October 7
12 p.m.

THANK YOU TO OUR SPONSORS

100% OFF! LEARN MORE



LITTLE GOBLINS

Saturday, October 28

THANK YOU TO OUR SPONSORS

100% OFF! LEARN MORE



Home for the Holidays AT FORD HOUSE

Presented by Landscape Services Inc.

November 24 - December 30

FORD HOUSE



Home for the Holidays AT FORD HOUSE

Presented by Landscape Services Inc.

November 24 - December 30

FORD HOUSE



Holidays at Ford House

Holiday Main Residence Tour
Begins November 24

Home for the Holidays at Ford House
Presented by Landscape Services Inc.
Begins November 24

Holiday Tea and Tour
December 10

Mistletoe Mingle
December 14

FORD HOUSE
100 LAKE SHORE ROAD
GROSSE POINTE SHORES, MI
48236 313-884-4222
WWW.FORDHOUSE.ORG

100% OFF! GET TICKETS

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 | | |

QUESTIONS? Please contact Britta Riashi via email at 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