



RISE HIGHER

MAYOR'S OFFICE
COLEMAN A. YOUNG MUNICIPAL CENTER
2 WOODWARD AVENUE, SUITE 1126
DETROIT, MI 48226

PHONE: 313.224.3400
FAX: 313.224.4128
TTY: 711 or 800.649.3777
detroitmi.gov

Dear Valued Community Partner,

Each year, the City of Detroit brings Halloween in the D to neighborhoods across our city, creating safe, joyful, and family-friendly experiences for Detroit children and families. With more than 30,000 youth and families participating and more than 1 million pieces of candy distributed, Halloween in the D has become a cherished citywide tradition.

As we enter a new chapter under the Rising Higher Administration, we are committed to building a Detroit where every neighborhood thrives, every child experiences joy, and residents feel connected. Halloween in the D brings that vision to life by creating safe, welcoming spaces for families to celebrate across all seven districts.

This year, police precincts, fire stations, recreation centers, throughout Detroit will host Trunk-or-Treats, haunted houses, games, giveaways, and other family-centered activities. Halloween in the D will also feature a Halloween Costume Giveaway, helping ensure Detroit children have costumes to participate in the festivities.

Your partnership is essential to making these experiences possible. Your investment helps provide candy, costumes, activities, entertainment, giveaways, event supplies, and other resources that allow families to celebrate safely and close to home.

Together, your partnerships helps us:

- Reach 30,000+ Detroit youth and families
- Distribute more than 1 million pieces of candy
- Provide Halloween costumes to Detroit children and families
- Bring safe, family-friendly celebrations to all seven City Council districts

Enclosed, you will find our sponsorship opportunities and pledge form. We invite you to partner with us in making this year's Halloween in the D a celebration that reflects the spirit, strength, and promise of Detroit.

If you have any questions or would like to discuss sponsorship opportunities, please contact Tonie Stovall at tonie.stovall@detroitmi.gov or (313) 236-8521.

Thank you for your partnership and investment in Detroit's children, families, and neighborhoods. Together, we can create moments of joy, strengthen our communities, and continue Rising Higher—together.

Mayor Mary Sheffield
City of Detroit



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2026 HALLOWEEN IN THE D SPONSORSHIP PACKAGES

SPONSORSHIP LEVEL	INVESTMENT (STARTS AT)	RECOGNITION & BENEFITS
CITYWIDE PRESENTING SPONSOR <i>Premier partner and presenting supporter of Halloween in the D.</i>	\$15,000+	- Premier logo placement on all event materials - Recognition at all citywide events - Featured on City of Detroit website and social media - Opportunity for on-site engagement - Custom recognition opportunities
HALLOWEEN CHAMPION <i>Prominent supporter of Halloween in the D.</i>	\$10,000+	- Logo placement on select event signage and promotional materials - Recognition in promotional shirts - Recognition in promotional video - Recognition on City website - Social media recognition - Opportunity for on-site engagement
NEIGHBORHOOD CELEBRATION SPONSOR <i>Investing in neighborhood celebrations across Detroit.</i>	\$5,000+	- Logo placement on event materials - Recognition on City of Detroit website - Social media recognition - Opportunity for on-site engagement - Recognition in post-event recap
TRUNK-OR-TREAT PARTNER <i>Supporting a local precinct, fire station, recreation center, park, or other participating location.</i>	\$2,500+	- Logo placement on promotional materials - Recognition associated with a designated location - Recognition on City website - Social media recognition - Opportunity to provide volunteers and approved giveaways/activities at the supported location
COMMUNITY PARTNER <i>Building safer, stronger Detroit neighborhoods.</i>	\$1,000+	- Name listed on event materials - Recognition on City of Detroit social media - Opportunity for on-site engagement - Recognition in post-event recap
HALLOWEEN FRIEND <i>Every contribution helps make Halloween in the D possible.</i>	\$250+	- Recognition as a community supporter - Opportunity to contribute candy, costumes, snacks, giveaways, volunteers, or other approved resources

SPONSORSHIP COMMITMENT FORM

☐ **Yes! We want to support Halloween in the D!**

Please select your sponsorship level:

- ☐ **\$15,000+** Citywide Presenting Sponsor ☐ **\$10,000+** Halloween Champion ☐ **\$5,000+** Neighborhood Celebration Sponsor ☐ **\$2,500+** Trunk-or-Treat Partner ☐ **\$1,000+** Community Partner ☐ **\$250+** Halloween Friend

Organization/Company Name: _____

Primary Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

Website: _____

☐ **IN-KIND DONATION**

We would like to make an in-kind donation:

- ☐ Candy ☐ Costumes ☐ Snacks
☐ Giveaways/Goodie Bags ☐ Event Supplies ☐ Other: _____

Estimated Value: \$ _____

Description: _____

☐ **VOLUNTEERS**

We are interested in providing volunteers.

Volunteer Dates: _____

- ☐ Please send an invoice ☐ Payment is enclosed (checks payable to: City of Detroit)

"HALLOWEEN IN THE D" FINANCIAL COMMITMENT

Credit card, eCheck / ACH debit: Use payment link on <https://cod.divdatkiosknetwork.com/Halloween> or contact Tonie Stovall at tonie.stovall@detroitmi.gov for the link.

Make checks payable to: Treasurer, City of Detroit. Write "Halloween in the D Donation" in the note section. Mail checks to: City of Detroit, Executive Office, Coleman A. Young Municipal Center, 2 Woodward Avenue, Suite 1126, Detroit, MI 48226.

The City of Detroit has partnered with a non-profit to act as a fiscal agent for Halloween in the D donations when needed. If your company would like to donate to "Halloween in the D" through a fiscal agent, please contact Tonie Stovall at tonie.stovall@detroitmi.gov for further details. All donations made to the City of Detroit directly, or through the fiscal agent, are tax deductible.

I pledge \$ _____.

I will submit a check for the above amount within 30 days of the signature date below.

Signature _____

Date: _____

**The individual signing above represents that s/he has signing authority on behalf of the sponsoring business.*