



2025

# CELEBRATE HISTORIC DOWNTOWN HIGHLAND

SPONSORSHIP CATALOG





25

EVENTS

- APRIL 26** **Ladies' Day Out**  
10am-5pm, Historic Downtown Highland  
*Grab your girlfriends and join us for food, drinks and shopping.*
- MAY 17** **Founders' Day Parade/Festival**  
9am-3pm, Veteran's Park  
*Join us for Community Parade and Festival.*
- JUNE 28** **Red, White and Blues Fireworks Festival/Craft Show**  
5-11pm, John Street Field  
*Enjoy live music, kid's activities, food trucks, craft show and a firework show at dusk.*
- JULY 18-19** **Summer Sidewalk Sales**  
Fri 10-5pm and Sat 10-3pm, Historic Downtown Highland  
*Join the merchants of Downtown Highland for our annual sales event.*
- OCT 1-31** **Haunted Highland**  
Historic Downtown Highland  
*Enjoy skeletal selfies spots at Downtown Highland businesses.*
- NOV 18** **Ladies Night Out**  
4-8pm, Historic Downtown Highland  
*Grab your girlfriends and join us for a night of food, drinks and shopping.*
- NOV 29** **Small Business Saturday**  
Historic Downtown Highland  
*Support local, family-owned, small businesses with specials and discounts.*
- DEC 1-31** **Festival of Trees**  
Historic Downtown Highland  
*Enjoy festive trees decorated along Milford and Livingston Roads.*
- DEC 1-31** **Holiday Photo Spots**  
Historic Downtown Highland  
*Enjoy holiday displays around town for pictures and selfies.*
- DEC 01** **Kris Kringle Market & Tree Lighting**  
Veteran's Park Area, 5:00pm - 9:00pm  
*Join us for caroling and pictures with Santa, plus shop our Kris Kringle Market.*



**Highland Farmers' market**

**Every Saturday**  
New Location!  
205 N John Street  
10:00am - 2:00pm

**JUNE OCT 14-4**



**SOUNDS LIKE SUMMER**  
CONCERT SERIES

**Every Tuesday**  
Veterans Park  
7:00pm - 9:00pm

**JULY AUG 8-19**



Dear Esteemed Local Business,

We extend a warm invitation for your business to become an integral part of our vibrant community through the Highland Downtown Development Authority's exciting lineup of special events and programs slated for 2025.

These highly anticipated programs offer an exceptional opportunity for your business to gain extensive exposure and foster direct connections with both Highland Township residents and visitors alike. Your involvement will result in impactful brand visibility across the community through a spectrum of marketing channels, including digital and printed publications, social media platforms, and prominent presence during our events.

To assist you in aligning your business goals with our offerings, we encourage you to peruse the details of our sponsorship programs and select the level of involvement that best suits your objectives.

Our comprehensive package is designed to streamline your budget and scheduling considerations for 2025, ensuring a seamless integration of these fantastic programs into your promotional strategy. Our proactive approach aims to minimize the number of solicitations you receive, allowing you to focus on the incredible opportunities at hand.

Exciting plans are already underway for new events on the 2025 special event calendar, and we are eager to collaborate with you. Should you wish to seize this unique opportunity, kindly complete the enclosed 2025 Sponsorship Commitment Form and the Sponsor Agreement page. You can return the documents via mail, email, or fax, using the details provided.

Act swiftly, as opportunities are limited! For any inquiries or clarifications, please reach out to us directly via email at [highlanddda@gmail.com](mailto:highlanddda@gmail.com) or by phone at 248-887-7200. We value your input and welcome any suggestions or ideas you may have regarding your participation in our events.

Join us in fortifying the community and elevating your brand presence!

Respectfully,

A handwritten signature in blue ink that reads "Missy Dashevich".

Missy Dashevich  
Executive Director

Highland Downtown Development Authority  
205 W. Livingston Road  
Highland, Michigan 48357  
248-887-7200  
[highlanddda@gmail.com](mailto:highlanddda@gmail.com)

# AVAILABLE SPONSORSHIP OPPORTUNITIES

## SEASONAL EVENTS

Sounds Like Summer Concert Series .....4  
Highland Farmers’ Market .....5

## COMMUNITY EVENTS

Founders’ Day Parade .....6  
Red, White and Blues Festival .....7  
Tree Lighting Ceremony .....8  
All Events Package .....9

## ART INSTALLATIONS

Festival of Trees .....10  
Street Pole Banner Program .....11

2024 Sponsors .....12  
Payment Schedule .....12  
Details .....13  
Sponsor Form .....15



2025 SPONSORSHIP LEVELS

# SOUNDS LIKE SUMMER

Tuesdays, July 8 - August 19, 2025  
7pm

	<span>\$500 4 AVAIL</span> <b>CONTRIBUTING</b>	<span>\$2000 4 AVAIL</span> <b>SUPPORTING</b>	<span>\$5000 2 AVAIL</span> <b>PRESENTING</b>
Logo/link on DDA website event	✓	✓	✓
Weekly eblast sent throughout series	✓	✓	✓
Recognition in Township newsletter	✓	✓	✓
Recognition in Naturally Connected	✓	✓	✓
Recognition on DDA's social media	✓	✓	✓
Logo on lawn sign, on location	-	✓	✓
Mention during live event	-	✓	✓
Booth/display opportunity on-site, 10'x10'	-	✓	✓
Logo on banner, on location	-	-	✓
Mention during event w/ bio	-	-	✓
"Presented by" on advertising	-	-	✓
Recognition on Peachjar digital ad for schools	-	-	✓
Recognition on Township digital outdoor sign	-	-	✓
VIP seating for weekly concerts and reserved parking at your request	-	-	✓



## DETAILS

The Highland DDA will again host the "Sounds Like Summer" Concert Series at Veterans Park. Concerts feature a mix of musical styles to appeal to all ages ranging from blues, blue grass, rock, country, contemporary and oldies. Fun for the whole family!

*This series attracts 350 to 550 people weekly.*

**Donations Accepted:**

**Volunteers Needed:** Clean-up post concerts, retrieve signage

**Payment:** Remit 50% deposit upon acceptance, with the balance due sixty (60) days before event.

2025 SPONSORSHIP LEVELS

# FARMERS' MARKET

Saturdays, June 14 - October 4, 2025

10am - 2pm

	<div style="background-color: #4DB6AC; border-radius: 50%; padding: 5px; display: inline-block;"> <b>\$150<sup>P</sup>/WK</b>  <small>16WKS AVAIL</small> </div> <b>MUSIC</b>	<div style="background-color: #66BB6A; border-radius: 50%; padding: 5px; display: inline-block;"> <b>\$2000</b>  <small>4 AVAIL</small> </div> <b>SUPPORTING</b>	<div style="background-color: #39739D; border-radius: 50%; padding: 5px; display: inline-block;"> <b>\$5000</b>  <small>2 AVAIL</small> </div> <b>PRESENTING</b>
Logo/link on DDA & Market website	-	✓	✓
Recognition in Township Newsletter	-	✓	✓
Recognition in Naturally Connected	-	✓	✓
Recognition on Market's social media	✓	✓	✓
Sign near performers sharing Music Sponsor	✓	-	-
Logo on lawn sign, on location	-	✓	-
Mention during live event	-	✓	-
Booth/display opportunity on-site, 10'x10'	-	✓	✓
Logo on banner, on location	-	-	✓
Mention during event w/company bio	-	-	✓
"Presented by" on advertising	-	-	✓
Recognition on Township digital outdoor sign	-	-	✓

## DETAILS



The Highland DDA hosts the Highland Farmers' Market at its new location, the Highland Township office. Market features a mix of products to appeal to all, ranging from locally grown produce, fresh eggs, baked goods, crafts, hand-made jewelry/accessories, health, beauty and apothecary products, plants, fresh cut flowers, and more! Features live music weekly, and special Market Days. See [www.highlandfarmmarket.com](http://www.highlandfarmmarket.com) for list of Market Days.

*Series attracts 200 to 400 people weekly, with 20-25 vendors.*

**Donations Accepted:**

**Volunteers Needed:** Set Up, Clean Up, Run HDDA Booth

**Payment:** Remit 50% deposit upon acceptance, with the balance due sixty (60) days before event

2025 SPONSORSHIP LEVELS

# FOUNDERS' DAY PARADE & FESTIVAL

Saturday, May 17th, 2025  
9am-3pm

	<div style="background-color: #0070C0; color: white; border-radius: 50%; padding: 5px; display: inline-block;">                     \$500 4 AVAIL                 </div> <b>CONTRIBUTING</b>	<div style="background-color: #709A47; color: white; border-radius: 50%; padding: 5px; display: inline-block;">                     \$2000 2 AVAIL                 </div> <b>SUPPORTING</b>	<div style="background-color: #1F4E79; color: white; border-radius: 50%; padding: 5px; display: inline-block;">                     \$5000 2 AVAIL                 </div> <b>PRESENTING</b>
Logo/link on DDA website event	✓	✓	✓
Recognition in Township Newsletter	✓	✓	✓
Recognition in Naturally Connected	✓	✓	✓
Recognition on DDA's social media	✓	✓	✓
E-blast to residents and businesses	✓	✓	✓
Booth/display opportunity on-site, 10'x10'	-	✓	✓
Logo on lawn sign at event	-	✓	-
Mention during live event	-	✓	-
Logo on banner at event	-	-	✓
Mention & bio during live event	-	-	✓
Recognition on printed marketing materials	-	-	✓
Recognition on Digital Outdoor Sign	-	-	✓
Recognition on Peachjar digital ad for schools	-	-	✓
VIP seating and reserved parking upon request	-	-	✓



## DETAILS

The Highland DDA will again host the Founders' Day Parade and Festival. The event kicks off with the annual parade, immediately following indulge in the festivities by visiting the FREE Kid's Zone, the Classic Car Show, Plant Sale, food trucks, an art & vendor market for shopping, and much more!  
*The Founders Day Parade attracts 750 to 1000 people annually.*

- Donations Accepted:** pre-packaged candy, or other hand-outs for parade
- Volunteers Needed:** parade floats, Set Up, Clean Up, Bounce House Supervisor
- Payment:** Remit 50% deposit upon acceptance, with the balance due sixty (60) days before event.

2025 SPONSORSHIP LEVELS

# RED, WHITE & BLUES FESTIVAL

Saturday, June 28th, 2025

5pm-11pm

	<span style="background-color: #00AEEF; color: white; border-radius: 50%; padding: 5px; display: inline-block; text-align: center;">\$500 4 AVAIL</span> <b>CONTRIBUTING</b>	<span style="background-color: #709238; color: white; border-radius: 50%; padding: 5px; display: inline-block; text-align: center;">\$2000 2 AVAIL</span> <b>SUPPORTING</b>	<span style="background-color: #004A7C; color: white; border-radius: 50%; padding: 5px; display: inline-block; text-align: center;">\$5000 2 AVAIL</span> <b>PRESENTING</b>
Logo/link on DDA website event	✓	✓	✓
Recognition in Township Newsletter	✓	✓	✓
Recognition in local Naturally Connected	✓	✓	✓
Recognition on DDA's social media	✓	✓	✓
E-blast to residents and businesses	✓	✓	✓
Booth/display opportunity on-site, 10'x10'	-	✓	✓
Logo on lawn sign at event	-	✓	-
Mention during live event	-	✓	-✓
Logo on banner at event	-	-	✓
Mention & bio during live event	-	-	✓
Recognition on printed marketing materials	-	-	✓
Recognition on Digital Outdoor Sign	-	-	✓
Recognition on Peachjar digital ad for schools	-	-	✓
VIP seating and reserved parking upon request	-	-	-

## DETAILS



The Red, White & Blues Festival is our annual Independence Day celebration. Enjoy a day filled with live music, the FREE Kid's Zone, food trucks, and an art & vendor market, and much more!. As the sun sets, our firework display lights up the night sky.

The Red, White & Blues Festival attracts 3000 to 5000 people annually.

**Donations Accepted:** glow in dark items for kids

**Volunteers Needed:** Set Up, Clean Up

**Payment:** Remit 50% deposit upon acceptance, with the balance due sixty (60)



2025 SPONSORSHIP LEVELS

# TREE LIGHTING CEREMONY

Monday, December 1st, 2025

5-9pm

	<div style="background-color: #0070C0; color: white; border-radius: 50%; padding: 5px; display: inline-block;">                     \$500 4 AVAIL                 </div> <b>CONTRIBUTING</b>	<div style="background-color: #6AA84F; color: white; border-radius: 50%; padding: 5px; display: inline-block;">                     \$2000 2 AVAIL                 </div> <b>SUPPORTING</b>	<div style="background-color: #003366; color: white; border-radius: 50%; padding: 5px; display: inline-block;">                     \$5000 2 AVAIL                 </div> <b>PRESENTING</b>
Logo/link on DDA website event	✓	✓	✓
Recognition in Township Newsletter	✓	✓	✓
Recognition in Naturally Connected	✓	✓	✓
Recognition on DDA's social media	✓	✓	✓
E-blast to residents and businesses	✓	✓	✓
Booth/display opportunity on-site, 10'x10'	-	✓	✓
Logo on lawn sign at event	-	✓	-
Mention during live event	-	✓	-
Logo on banner at event	-	-	✓
Mention & bio during live event	-	-	✓
Recognition on printed marketing materials	-	-	✓
Recognition on Digital Outdoor Sign	-	-	✓
Recognition on Peachjar digital ad for schools	-	-	✓
VIP seating and reserved parking upon request	-	-	✓

## DETAILS



The Annual Downtown Highland Tree Lighting Ceremony is centered around family, community, and the joy of the holidays. Guests enjoy kid's choir, visits and photos with Santa, horse-drawn wagon rides, FREE popcorn and hot chocolate, tree lighting and shopping the Kris Kringle Vendor Market.

*The Tree Lighting Ceremony attracts 350 to 500 people annually.*

**Donations accepted\*:** Crayola Markers, candy for children

**Volunteers Needed:** Fire pit warming hubs

**Payment:** Remit 50% deposit upon acceptance, with the balance due sixty (60) days before event.

2025 SPONSORSHIP LEVELS

# COMMUNITY EVENTS PACKAGE

Highland Founders' Day • Red, White & Blues Festival • Tree Lighting Ceremony

	<span style="background-color: #4a697d; color: white; border-radius: 50%; padding: 5px;">\$5,000 2 AVAIL</span> <b>SUPPORTING</b>	<span style="background-color: #c88e4d; color: white; border-radius: 50%; padding: 5px;">\$10,000 2 AVAIL</span> <b>PRESENTING</b>
Logo/link on DDA website event	✓	✓
Recognition in Township Newsletter	✓	✓
Recognition in Naturally Connected	✓	✓
Recognition on DDA's social media	✓	✓
E-blast to residents and businesses	✓	✓
Booth/display opportunity on-site, 10'x10'	✓	✓
Logo on lawn sign at event	✓	✓
Mention during live event	✓	✓
Logo on banner at event	✓	✓
Mention & bio during live event	✓	✓
Recognition on printed marketing materials	-	✓
Recognition on Digital Outdoor Sign	-	✓
Recognition on Peachjar digital ad for schools	-	✓
VIP seating and reserved parking upon request	-	✓



## DETAILS



Make a big impact with the Community Events Package. Sponsor all three (3) Community Events in 2025 for the best value! *Silver and Gold sponsorship packages for The Founders' Day Parade, The Red, White & Blues Festival, and The Annual Tree Lighting Ceremony.*

**Payment:** Remit 50% deposit upon acceptance, with the balance due sixty (60) days before event.

2025 SPONSORSHIP LEVELS

# FESTIVAL OF TREES

Throughout December

	<span>\$45</span> <b>PARTICIPANT</b>	<span>\$1,500</span> 2 AVAIL <b>PRESENTING</b>
Logo/link on DDA website event	-	✓
Recognition in Township Newsletter	-	✓
Recognition in Naturally Connected	-	✓
Logo on banner at event	-	✓
Recognition on printed marketing materials	-	✓
Recognition on Digital Outdoor Sign	-	✓
Recognition on DDA's social media	✓	✓
Tree to participate in event and lights	✓	✓

DOWNTOWN HIGHLAND



## DETAILS

The Festival of Trees is a beloved community event showcasing thirty-six beautifully decorated Christmas trees lining Milford Road south of Highland Road throughout the month of December. Each tree is sponsored by local businesses, organization or community member, providing them a unique opportunity to highlight their cause while enhancing the festive atmosphere and bringing holiday joy to residents and visitors alike.

**Payment:** Remit payment sixty (60) days before scheduled display dates.

2025 SPONSORSHIP LEVELS

# STREET POLE BANNER PROGRAM

Year Round

	\$225	ANNUAL
Logo/link on DDA website event	✓	
Recognition in Township Newsletter	✓	
Recognition on DDA's social media	✓	
Logo on street pole banners	✓	
Location of choice	✓	



## DETAILS

Downtown Highland Township's Street Pole Banner Program provides a unique opportunity to showcase local community pride and support. By featuring vibrant banners along the bustling streets, residents and visitors alike can enjoy a visually appealing streetscape that celebrates the distinctive character and spirit of the downtown area, fostering a sense of unity and civic identity.

**Payment:** Remit payment sixty (60) days before scheduled display date.



# THANK YOU TO OUR 2024 SPONSORS

Curtis Builders

Feldman Automotive

Flagstar Bank

Genisys Credit Union

Health Source Chiropractic

Highland Activity Center

Highland Township

Lafontaine Automotive

Milford Dental & Associates

Oakland County Commissioners

Oakland County Parks

Schwartz's Deli

Sniffer Station

Szott Automotive Group

Vandrey Self Storage

## PAYMENT SCHEDULE

<b>EVENT</b>	<b>EVENT DATE</b>	<b>BALANCE DUE</b>
Community Events Package		April 15
Founders' Day	May 17	April 15
Highland Farmers' Market	June 14	May 1
Red, White & Blues Festival	June 28	May 8
Sounds Like Summer	July 8	May 8
Festival of Trees	Dec 1-30	October 1
Tree Lighting & Kris Kringle Market	Dec 1	October 1
Streetpole Banner Sponsorship	Annually	

# DETAILS

## **DONATIONS**

Highland Township has a variety of events and programs that benefit from community donations. These donations help to enhance the quality of programs & events that we host. (Donors are recognized on the official event page and on a social media post made to Facebook.)

## **VOLUNTEERS**

Our Community Events often require community volunteers. The volunteers help to keep the event moving smoothly. All volunteers are recognized on the official event page and a social media post made to Facebook. Please reach out to Missy Dasevich at the contact information below.

## **SPONSORSHIPS AND PAYMENTS**

Sponsorship Applications should be remitted to the Highland DDA. Once it has been confirmed that the sponsorship you are interested in is available, you will be invoiced for a 50% deposit, with the balance due sixty (60) days in advance of the event.

The Highland DDA and partnering organizations reserve the right to cancel or change dates for an event for any reason. Although cancellations are unlikely, if one does occur, the sponsor will receive a credit for another event.

Approval of sponsorships shall be made within the sole discretion of the Highland DDA. The HDDA reserves the right to terminate any sponsorship at any time if, in the HDDA's sole discretion, continuation of the sponsorship is not in the best interests of Historic Downtown Highland.

## **ARTWORK**

Please mail your logo in vector format to [highlanddda.advertising@gmail.com](mailto:highlanddda.advertising@gmail.com). All logos are due at the time of registration.

## **CONTACT INFO**

Email, Mail or Fax form to:

Highland DDA  
Attn: Missy Dashevich  
205 W. Livingston, Highland, MI 48357  
[highlanddda@gmail.com](mailto:highlanddda@gmail.com)  
office: 248.887.7200  
fax: 248.887.1937

# SPONSORSHIP APPLICATION

Please check the boxes you intend to sponsor or participate in and submit to the Highland DDA office. Tiers fill up quickly, so be sure to submit as soon as you can! We will contact you to confirm availability, and provide you with an invoice for the 50% deposit, with the balance due eight (8) weeks prior to the event. Thank you for your continued support of Downtown Highland events!

HDDA 205 W. Livingston Road, Highland or email Missy Davenrich at highlanddda@gmail.com.

SOUNDS LIKE SUMMER  
 FARMERS' MARKET  
 FOUNDERS' DAY PARADE  
 RED, WHITE & BLUES FEST.  
 TREE LIGHTING CEREMONY  
**ALL EVENTS SPONSOR**  
 FESTIVAL OF TREES  
 STREET POLE BANNER\*

MONETARY SPONSORS								
CONTRIBUTING								
SUPPORTING								
PRESENTING								
FRIEND								
MUSIC								
EVENT HOST								
QUARTERLY								
ANNUALLY								
PARTICIPANT								
NON-MONETARY SPONSORS								
IN-KIND								
VOLUNTEER								

*\*Participants limited to businesses in the Downtown Highland District*

Name \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Office Only

Date Submitted \_\_\_\_\_ Date of Invoices \_\_\_\_\_



**Highland D.D.A.**  
205 W. Livingston Road  
Highland, Michigan 48357  
248-887-7200  
[www.highlanddda.com](http://www.highlanddda.com)