

Budweiser

★ DETROIT ★ HOME OPENER ★ FESTIVAL ★

SPORTS
EATS
BEATS



DETROIT'S LARGEST OPENING DAY PARTY

FRIDAY 3RD
APRIL 9AM
SPONSORSHIP
OPPORTUNITIES

www.DetroitHomeOpener.com

VITAL
PRODUCTIONS

JEM
EVENTS

PROCEEDS BENEFIT

ANGEL'S SHARE

blaz
[DEY]

LEGENDS

2026 SPONSORSHIP OPPORTUNITIES

PREMIER PRESENTING SPONSOR - \$30,000

- CATEGORY EXCLUSIVITY
- ONE VIP AREA SECTIONED OFF WITH SEATING, WAITRESS AND RESTROOM (35 VIP ENTRIES)
- SELECT STAFF DRESSED IN BRANDED APPAREL (MUST BE APPROVED PRIOR AND ADHERE TO THE STANDARDS OF THE EVENT AND THE VENUE)
- OPTION TO OFFER BRANDED GIFTS TO ALL GUESTS UPON ENTRY (MUST BE APPROVED PRIOR AND ADHERE TO THE STANDARDS OF THE EVENT AND THE VENUE)
- 10X10 ACTIVATION SPACE ON FESTIVAL GROUNDS TO PROMOTE YOUR BRAND AND INTERACT WITH GUESTS
- OPTION TO HANG SIX 3 FT. H X 8 FT. W COMPANY BANNERS ON FENCE LINE IN PRIME AREA
- OPTION TO OFFER EXCLUSIVE BRANDED CUPS FOR ALL DRINKS SERVED
- OPTION FOR SIX COMPANY BRANDED WELCOME FEATHER FLAGS
- INCLUSION OF COMPANY LOGO ON WEBSITE FOR 1 YEAR
- INCLUDED IN MARKETING, PRESS RELEASES AND OUTREACH
- MENTIONED AND TAGGED IN SOCIAL MEDIA ADVERTISEMENTS
- MENTIONED AND TAGGED BY EVENT STAFF AND BRAND AMBASSADORS
- ONE DEDICATED POST SHARED ON OUR PAGE(S) AND RESHARED BY ALL BRAND AMBASSADORS AND LOCAL INFLUENCERS
- SPONSOR MENTIONS ON BY THE EMCEE AT THE EVENT DAY OF
- ONE COMPANY BRANDED RECAP VIDEO
- ONE COMPANY BRANDED PHOTO ALBUM RECAP
- LOGO ON ALL VIDEO WALLS AND TVS
- CAN ALSO MODIFY ANY POINTS AND OFFER SPECIAL COMPANY REQUESTS

PLATINUM SPONSOR - \$20,000

- ONE VIP AREA SECTIONED OFF WITH SEATING, WAITRESS AND RESTROOM (25 VIP ENTRIES)
- OPTION TO OFFER BRANDED GIFTS TO ALL GUESTS UPON ENTRY (MUST BE APPROVED PRIOR AND ADHERE TO THE STANDARDS OF THE EVENT AND THE VENUE)
- 10X10 ACTIVATION SPACE ON FESTIVAL GROUNDS TO PROMOTE YOUR BRAND AND INTERACT WITH GUESTS
- OPTION TO HANG FOUR 3 FT. H X 8 FT. W COMPANY BANNERS ON FENCE LINE IN PRIME AREA
- OPTION FOR FOUR COMPANY BRANDED WELCOME FEATHER FLAGS
- SPONSOR MENTIONS ON BY THE EMCEE AT THE EVENT DAY OF
- INCLUSION OF COMPANY LOGO ON WEBSITE
- INCLUDED IN MARKETING, PRESS RELEASES AND OUTREACH
- MENTIONED AND TAGGED IN SOCIAL MEDIA ADVERTISEMENTS
- MENTIONED AND TAGGED BY EVENT STAFF AND BRAND AMBASSADORS
- ONE DEDICATED POST SHARED ON OUR PAGE(S) AND RESHARED BY ALL BRAND AMBASSADORS AND LOCAL INFLUENCERS
- ONE COMPANY BRANDED RECAP VIDEO
- ONE COMPANY BRANDED PHOTO ALBUM RECAP
- LOGO ON ALL VIDEO WALLS AND TVS
- CAN ALSO MODIFY ANY POINTS AND OFFER SPECIAL COMPANY REQUESTS OR IDEAS (MUST BE APPROVED PRIOR AND ADHERE TO THE STANDARDS OF THE EVENT AND THE VENUE)



2026 SPONSORSHIP OPPORTUNITIES

BEER / SELTZER SPONSOR - \$20,000

- ONE VIP AREA SECTIONED OFF WITH SEATING, WAITRESS AND RESTROOM (25 VIP ENTRIES)
- CATEGORY EXCLUSIVITY
- OPTIONAL 10X10 ACTIVATION SPACE ON FESTIVAL GROUNDS TO PROMOTE YOUR BRAND AND INTERACT WITH GUESTS
- OPTION TO HANG SIX 3 FT. H X 8 FT. W COMPANY BANNERS ON FENCE LINE IN PRIME AREA
- OPTION FOR FOUR COMPANY BRANDED WELCOME FEATHER FLAGS
- ACTIVATION / FEATURE BAR PRESENTATION
- BEER FEATURE
- VIP SERVICE MENU FEATURE
- SPONSOR MENTIONS ON BY THE EMCEE AT THE EVENT DAY OF
- INCLUSION OF COMPANY LOGO ON WEBSITE
- INCLUDED IN MARKETING, PRESS RELEASES AND OUTREACH
- MENTIONED AND TAGGED IN SOCIAL MEDIA ADVERTISEMENTS
- MENTIONED AND TAGGED BY EVENT STAFF AND BRAND AMBASSADORS
- ONE DEDICATED POST SHARED ON OUR PAGE(S) AND RESHARED BY ALL BRAND AMBASSADORS AND LOCAL INFLUENCERS
- ONE COMPANY BRANDED RECAP VIDEO
- ONE COMPANY BRANDED ALBUM RECAP
- LOGO ON ALL VIDEO WALLS AND TVS
- CAN ALSO MODIFY ANY POINTS AND OFFER SPECIAL COMPANY REQUESTS OR IDEAS (MUST BE APPROVED PRIOR AND ADHERE TO THE STANDARDS OF THE EVENT AND THE VENUE)

BEVERAGE SPONSOR - \$10,000

- ONE VIP AREA SECTIONED OFF WITH SEATING, WAITRESS AND RESTROOM (25 VIP ENTRIES)
- CATEGORY EXCLUSIVITY
- 10X10 ACTIVATION SPACE ON FESTIVAL GROUNDS TO PROMOTE YOUR BRAND AND INTERACT WITH GUESTS
- OPTION TO HANG SIX 3 FT. H X 8 FT. W COMPANY BANNERS ON FENCE LINE IN PRIME AREA
- OPTION FOR FOUR COMPANY BRANDED WELCOME FEATHER FLAGS
- ACTIVATION / FEATURE BAR PRESENTATION
- COCKTAIL FEATURE
- BOTTLE SERVICE MENU FEATURE
- SPONSOR MENTIONS ON BY THE EMCEE AT THE EVENT DAY OF
- INCLUSION OF COMPANY LOGO ON WEBSITE
- INCLUDED IN MARKETING, PRESS RELEASES AND OUTREACH
- MENTIONED AND TAGGED IN SOCIAL MEDIA ADVERTISEMENTS
- MENTIONED AND TAGGED BY EVENT STAFF AND BRAND AMBASSADORS
- ONE DEDICATED POST SHARED ON OUR PAGE(S) AND RESHARED BY ALL BRAND AMBASSADORS AND LOCAL INFLUENCERS
- ONE COMPANY BRANDED RECAP VIDEO
- ONE COMPANY BRANDED ALBUM RECAP
- LOGO ON ALL VIDEO WALLS AND TVS
- CAN ALSO MODIFY ANY POINTS AND OFFER SPECIAL COMPANY REQUESTS OR IDEAS (MUST BE APPROVED PRIOR AND ADHERE TO THE STANDARDS OF THE EVENT AND THE VENUE)



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2026 SPONSORSHIP OPPORTUNITIES



GRAND SLAM SPONSOR - \$7500

- ONE VIP AREA SECTIONED OFF WITH SEATING, WAITRESS AND RESTROOM (25 VIP ENTRIES)
- OPTION TO HANG TWO 3 FT. H X 8 FT. W COMPANY BANNERS ON FENCE LINE
- INCLUDED IN MARKETING, PRESS RELEASES AND OUTREACH
- MENTIONED AND TAGGED IN SOCIAL MEDIA ADVERTISEMENTS
- MENTIONED AND TAGGED BY EVENT STAFF AND BRAND AMBASSADORS
- ONE DEDICATED POST SHARED ON OUR PAGE(S) AND RESHARED BY ALL BRAND AMBASSADORS AND LOCAL INFLUENCERS
- INCLUSION OF COMPANY LOGO ON WEBSITE
- ONE COMPANY BRANDED RECAP VIDEO
- ONE COMPANY BRANDED PHOTO ALBUM RECAP
- LOGO ON ALL VIDEO WALLS AND TVS
- CAN ALSO MODIFY ANY POINTS AND OFFER SPECIAL COMPANY REQUESTS OR IDEAS (MUST BE APPROVED PRIOR AND ADHERE TO THE STANDARDS OF THE EVENT AND THE VENUE)

TITANIUM SPONSOR - \$5000

- 25 VIP ENTRIES
- OPTION TO HANG TWO 3 FT. H X 8 FT. W COMPANY BANNERS ON FENCE LINE
- INCLUSION OF COMPANY LOGO ON WEBSITE
- INCLUDED IN MARKETING, PRESS RELEASES AND OUTREACH
- ONE DEDICATED POST SHARED ON OUR PAGE(S) AND RESHARED BY ALL BRAND AMBASSADORS AND LOCAL INFLUENCERS
- ONE COMPANY BRANDED RECAP VIDEO
- ONE COMPANY BRANDED PHOTO ALBUM RECAP
- LOGO ON ALL VIDEO WALLS AND TVS



BUS ACCOMMODATIONS

INCLUDES EXPRESS ENTRY FOR YOUR GUESTS OFF OF BUS
INCLUSION OF COMPANY LOGO ON WEBSITE W/HYPERLINK
INCLUSION OF LOGO ON EVENT VIDEO SCREENS
GIVE US A CALL TO SET UP YOUR GROUP.

COMPANY OR PRIVATE TAILGATE OPTIONS ARE AVAILABLE
WITH INCLUSIVE BAR AND FOOD AND RESTROOMS.

PARTIES OF 25 - 1000 PEOPLE

PLEASE CALL OR TEXT: 248.671.4151 OR VISIT
WWW.DETROITHOMEOPENER.COM
EMAIL: INFO@DETROITHOMEOPENER.COM

PLEASE EMAIL YOUR HI-RES LOGOS TO: INFO@DETROITHOMEOPENER.COM

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VENDORS



FOOD VENDOR STARTING AT - \$1,000

- (10' X 10' SPACE) WILL BE PROVIDED ON FESTIVAL GROUNDS
- ADDITIONAL SPACE MIGHT BE AVAILABLE
- ALL FEES MUST BE SUBMITTED AT THE TIME OF APPLICATION
- VENDORS REMAIN RESPONSIBLE TO PULL A TEMPORARY HEALTH PERMIT FOR THE EVENT UNLESS THEY POSSESS A STFU LICENSE
- A DETROIT VENDORS PERMIT WILL ALSO NEED TO BE PULLED, WE WILL FILE THE PERMIT FOR YOU AND IT IS INCLUDED IN THE FEE
- CANOPIES, TABLES / CHAIRS ADDITIONAL SPACE AND ELECTRIC ARE AVAILABLE FOR AN ADDITIONAL FEE
- LOGO INCLUSION WITH HYPERLINK ON WEBSITE AND MEDIA HIGHLIGHTING YOUR BRAND



RETAIL VENDOR STARTING AT - \$750

- (10' X 10' SPACE) WILL BE PROVIDED ON FESTIVAL GROUNDS
- ALL FEES MUST BE SUBMITTED AT THE TIME OF APPLICATION
- A DETROIT VENDORS PERMIT WILL ALSO NEED TO BE PULLED, WE WILL FILE THE PERMIT FOR YOU AND IT IS INCLUDED IN THE FEE
- CANOPIES, TABLES / CHAIRS ADDITIONAL SPACE AND ELECTRIC ARE AVAILABLE FOR AN ADDITIONAL FEE
- LOGO INCLUSION WITH HYPERLINK ON WEBSITE AND MEDIA HIGHLIGHTING YOUR BRAND



FRIDAY 3RD
APRIL 3
9AM

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