

Williams Park Alliance, Inc.

14431 Burgess Detroit, Michigan 48223 (313) 446-2262

2025 Friends with Classic Cars May 17-18 and October 11-12 [click here](#)

Automatic \$3,000

Two events over the season. Sponsorship includes four 2'x 6' banners in a 10' x 20' tent. Four chairs and two six-foot rectangle tables. Logo placement on all printed materials and electronic media. Mention in all press releases. Eight tickets to all V.I.P. events.

Direct Shift \$1,500

Two events over the series. Sponsorship includes two 2'x 6' banners in a 10' x 10' tent. Two chairs and one six-foot rectangle table. Logo placement on all printed materials and electronic media. Mention in all press releases. Four tickets to all V.I.P. events.

Four on the Floor \$1,000

Two events over the series. Sponsorship includes two 2'x 6' banners in a 10' x 10' tent. Two chairs and one six-foot rectangle table. Logo placement on all printed materials and electronic media. Mention in all press releases.

2025 Brightmoor Music Series July 15 through September 2 [click here](#)

Eight shows in the series, every Tuesday, 5 p.m. until 8 p.m.

Soprano: \$15,000

Eight shows in the series. Sponsorship includes a 15' wide corporate banner for bandshell or 30' wide four side banner for stage. Two 2' x 6' banners, one 8' tall "Step and Repeat" Banner in a 10' x 20' corporate tent. Four chairs and two six-foot rectangle tables. Logo placement on all printed materials and electronic media. Mention in all press releases. Eight tickets to all V.I.P. events.

Tenor: \$7,500

Eight shows in the series. Sponsorship includes. 8' tall by 8' wide "Step and Repeat" banner in a 10' x 20' corporate tent. Four chairs and two six-foot rectangle tables. Placement on all printed materials and electronic media. Mention in all press releases. Four tickets to all V.I.P. events

Alto: \$4,000

Eight shows in the series. Sponsorship includes 8' tall by 8' wide "Step and Repeat" banner in a 10' x 10' corporate tent. Two chairs and one six-foot rectangle table. Placement on all printed materials and electronic media. Mention in all press releases. Two tickets to all V.I.P. events.



2025 Burgess Street Food Festival August 16 and 17 [click here](#)

Caviar \$5,000

Sponsorship includes 15' wide corporate banner on main stage. 8' tall by 8' wide "Step and Repeat" banner in a 10' x 20' corporate tent. Placement on all printed materials and electronic media. Mention in all press releases. Eight tickets to all V.I.P. events.

Lobster \$2,500

Sponsorship includes 8' tall by 8' wide "Step and Repeat" banner in a 10' x 10' corporate tent. Placement on all printed materials and electronic media. Mention in all press releases. Four tickets to all V.I.P. events.

Shrimp \$1,250

Sponsorship includes 8' tall by 8' wide "Step and Repeat" banner in a 10' x 10' corporate tent. Placement on all printed materials and electronic media. Mention in all press releases. Four tickets to all V.I.P. events.

2025 Autumn Club Senior Festival September 7 and 8

Silver/Gray: \$5,000

Sponsorship includes 15' wide corporate banner on main stage. 8' tall by 8' wide "Step and Repeat" banner in a 20' x 20' corporate tent. Placement on all printed materials and electronic media. Mention in all press releases. Two 60-minute seminars per day, four in total. Eight tickets to all V.I.P. events.

Salt & Pepper: \$2,500

Sponsorship includes 8' tall by 8' wide "Step and Repeat" banner in a 20' x 20' corporate tent. Placement

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on all printed materials and electronic media. Mention in all press releases. Two 60-minute seminars per day, four in total.

Dark & Shiny: \$1,250

Sponsorship includes 8' tall by 8' wide "Step and Repeat" banner in a 10' x 10' corporate tent. Placement on all printed materials and electronic media. Mention in all press releases. One 30-minute seminar per day, two total.

NEW for 2025 Classic Autocar Restoration Project [click here](#)

\$25,000

Sponsor an antique or classic automotive restoration. Project vehicles will range between model years 1920 and 1995. All work will be performed by prescreened students residing in the Metropolitan Detroit area. A qualified mechanic and metallurgy paint specialist will instruct multiply teams on various vehicles. Six students between the ages of 13 and 19 years old will be assigned a project car and instructed on everything from disassembly, rust removal, body work, interior fabric dying or replacement, engine repair and paint application. Newly acquired project cars may include antique tractors, stagecoaches, carts, boats plus foreign or domestic cars. Teams will compete for the best renovation.

All vehicles will be autographed by the restoring team members and displayed at car shows throughout Michigan. An engraved plaque with the sponsor information will be permanently attached to the vehicle for display at all locations the vehicle visits.

2025-26 Brightmoor Lights Holiday Festival

Vendor Tent, \$4,000

Operating December 17 through December 23, 4:00 p.m. until 10:00 p.m. each night. 20' by 60' heated tent with vendor spaces. Includes corporate signage and hospitality space.

Toyland, \$7,500

30' x 60' area that includes 10' tall Red Wagon with corporate logo, 14' tall box of Crayola Crayons, double life-sized presents and company signage throughout the space.

Undersea Holiday World, \$7,500

30' x 60' area that includes a 14' tall Christmas tree float. The float has an aquatic theme with dolphins, fish and holiday ornaments. An Octopus that is 12' tall with a 16' tentacle span. A sunken treasure chest and other creations placed among company logos and signage.

Petting Zoo, \$4,500

Operating December 19 through 21 noon until 8:00 p.m. each day. A 30' x 60' area with live biblical animal for an interactive experience for children and adults alike. Includes company logos and signage.

Living Nativity, \$4,500

30' x 40' area with live performances of the birth of the baby Jesus in Bethlehem. Includes a 7' tall gazebo with wooden manger and holiday lights. Local thespians will enact silent portrayals nightly from 6:00 p.m. until 8:00 p.m. Company logos and signage will be placed throughout the exhibit.

Nutcracker Garden,

Twenty Nutcracker Soldier statues will be fabricated and placed eight feet apart in five rows and four columns. Each soldier will be custom-attired and stand 14' tall. Organizations, individuals or families may sponsor/purchase a Nutcracker Soldier for \$2,500 each. An acrylic plaque on a three-foot stand will be placed in front of each soldier with information about the sponsor/donor. At the conclusion of the festival, the soldiers will be delivered to the offices or residence of the sponsor/donor.

Movie Theatre, \$3,500

Holiday movies projected onto a 21' outdoor screen December 18 through 24 nightly beginning at 5:00 p.m. and ending before 10:00 p.m. The theatre will seat forty people with space for two

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hundred standing patrons. Your company's logo will be projected on the screen before and after each movie. Signage will be placed throughout the area.

Christmas Tree Garden

Families or corporations may sponsor a decorated tree. 5 rows, 4 columns of trees will light up a space 40 feet wide and 30 feet deep. Each tree's sponsor will pay \$800 and their name and information will adorn a plaque placed in front of and at the base of the tree.

