

NOEL NIGHT 2026

SPONSORSHIP OPPORTUNITIES

Detroit's signature holiday tradition celebrating arts, culture, and community in Midtown Detroit.



50+ Years
of Tradition



50,000+
Annual Attendees



**Free & Open to
the Public**



ABOUT NOEL NIGHT

For more than 50 years, Noel Night has been one of Detroit's most beloved holiday traditions, bringing together tens of thousands of residents and visitors for an unforgettable evening in Midtown Detroit.

Produced by Midtown Detroit, Inc., Noel Night transforms Midtown and the Cultural Center into a vibrant, walkable holiday festival filled with live music, performances, holiday shopping, seasonal treats, family activities, carolers, ice carving, festive lighting, and free access to many of Detroit's celebrated cultural institutions.

From museums, galleries, and historic churches to neighborhood businesses and public spaces, Noel Night creates a one-of-a-kind experience that celebrates Detroit's creativity, culture, and community while supporting local businesses and activating Midtown's vibrant neighborhoods.

Noel Night 2026 marks a renewed vision for the event — building upon its rich legacy while creating new opportunities for immersive experiences, neighborhood activation, and regional engagement.

Through sponsorship, partners help sustain a free and inclusive event while gaining meaningful visibility through one of the region's largest and most recognized holiday celebrations.

WHAT VISITORS EXPERIENCE



Live Music &
Performances



Theatre &
Puppetry



Art Galleries &
Cultural Institutions



Holiday Shopping &
Artisan Markets



Historic Homes &
Churches Tour



Ice Carving
Demonstrations



Seasonal Food
& Treats



Bonfires &
Smores



Family Activities &
Children's Programming



Community
Sing-Alongs



Public Art &
Interactive Experiences



Neighborhood
Exploration Across
Midtown

SPONSORSHIP LEVELS AND BENEFITS

Investing in Detroit's cultural and economic vitality.



NOEL NIGHT LUMINARY

PRESENTING SPONSOR

Present Noel Night to tens of thousands of regional visitors.

BENEFITS:

- ♦ Naming rights: "Noel Night presented by [Sponsor]"
- ♦ Premier logo placement
- ♦ Main stage recognition
- ♦ Inclusion in all press/media
- ♦ Large-format signage

- ♦ Social media campaign integration
- ♦ On-site activation space
- ♦ Executive speaking opportunity
- ♦ Recognition in all printed materials/maps
- ♦ Dedicated email feature
- ♦ Website homepage placement

\$100,000



STARLIGHT SPONSOR

Shape one of Detroit's signature cultural traditions.

BENEFITS:

- ♦ Prominent logo placement
- ♦ Main corridor signage
- ♦ Sponsored activation/program area

- ♦ Social and digital recognition
- ♦ Inclusion in press releases
- ♦ On-site engagement opportunity

\$50,000



LANTERN SPONSOR

Support vibrant public experiences and neighborhood activation.

BENEFITS:

- ♦ Event map/logo placement
- ♦ Social media recognition
- ♦ Website sponsor listing

- ♦ Program sponsorship opportunity
- ♦ On-site signage

\$25,000



CANDLELIGHT SPONSOR

Champion arts, culture, and community access.

BENEFITS:

- ♦ Printed recognition
- ♦ Digital recognition

- ♦ Venue/program sponsorship
- ♦ Social mentions

\$15,000



SNOWFALL SPONSOR

Invest in community connection and local business vitality.

BENEFITS:

- ♦ Website recognition
- ♦ Event signage
- ♦ Social recognition

\$10,000



HEARTH SPONSOR

Help sustain a free and accessible holiday tradition.

BENEFITS:

- ♦ Sponsor listing
- ♦ Website inclusion
- ♦ Shared recognition

\$5,000

