



**SKELETONS
ARE ALIVE**

IN DOWNTOWN

Northville
Timeless with a twist

2026



2026 Sponsorship Package

DOWNTOWN
Northville
Timeless with a twist



Expand Your Brand in Downtown Northville

Real Impact. Real People.

- In 2025, 500,000 visitors chose to spend their summer in Northville
- 3.5+ Million Impressions annually across all social media platforms
- 39,500+ Engaged Followers Facebook & Instagram combined

Located in western Wayne County, Downtown Northville's thriving walkable business district has everything that embodies true downtown living - unique shops, exquisite dining, and year-round entertainment.



Join over 100 sponsors to bring branding energy to one of the biggest festivals of the year in downtown Northville!

2025 Skeleton Insights

- Majority of visitors traveled 10-30 miles from their home
- Peak volume reflects 8,000+ visitors in an hour (30% increase from 2024)
- Placer AI recorded 20,000 visitors in 24 hours on event Day
- Visitors stayed longer in 2025 than in any other year



DOWNTOWN NORTHVILLE'S OCTOBER HEADLINING SPONSOR \$10,000

**30 Days of Skeleton Sponsorship
October 1 - October 31, 2026**

- Join us as Northville's October in the Ville Headliner sponsor - 30+ events across 30 days rain or shine in downtown Northville
- Customized sponsorship package
- Headliner size and location on month long stage banner
- Headliner size and location branding on all print, poster, A Frames, and kiosk branding
- Branded social media content video spot prior to event
- Features on socials / website landing page
- VIP seating for kick off in Town Square



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sponsored by:



Your Headlining Sponsor Logo Here



Launch Party Premier Sponsor

\$5,000

October 2, 2026

15th Annual Launch Party

- Premier location branding on all print, poster, A Frames, and kiosk branding for Launch Party event
- VIP seating for kick off in Town Square
- Speaking opportunity at Launch Party
- Social Media VIP video spot prior to event
- Special mention on socials / website



Entertainment Sponsor
\$5,000
October 2, 2026
15th Annual Launch Party

- Detroit Circus Acts
- Silent Disco
- Detroit Dance Group Performing Opening Act
- Special mention at opening ceremony
- Logo on all signage
- *Customize based on sponsor needs



GAME ZONE Sponsor

\$2,500

October 2, 2026

15th Annual Launch Party

- Sponsorship provides for 4+ gaming zones provided by professional vendor
- HP Logo branded on each gaming station, all Skeletons Are Alive signage, and print collateral
- Social media shout out
- Branded merchandise for volunteer to wear during shifts
- Team photo post event volunteer force on site at event



Band Sponsor - *Social Bones*
\$2,000

October 2, 2026

15th Annual Launch Party

- Sponsor an evening of live music with our Town Square Launch Party band
- Special mention at Opening Ceremony
- Option for speaking engagement during concert
- Logo on all signage



Silent Disco Sponsor

\$1,000

October 2, 2026

15th Annual Launch Party

- Back by popular demand
- Individualized branding on dicso area
- Special mention at Opening Ceremonies
- Logo on all print materials
- Special social media shout out



Aerialist Sponsor

\$1,000

October 2, 2026

15th Annual Launch Party

- Sponsorship provides for Detroit Circus professional aerialist
- HP Logo branded at main and Center signage and print collateral
- Social media outreach



Clock Tower

October Long Skeleton Display

\$2,000

30 Days of Skeleton Sponsorship
October 1 - October 31, 2026

- Sponsorship provides the community beloved heart of downtown a new Skeleton spooky decor, skeletons, seasonal pumpkins, and more around the iconic Northville Clock Tower.
- Name on signage at multiple points throughout display as well as on the skeleton map.
- Brand visibility to the thousands of people who visit Skeletons in October



Comerica Connection

Skeleton Display

\$1,000

October 2, 2026

15th Annual Launch Party

- Sponsorship provides new Skeleton spooky decorations, skeletons, and lighting throughout the Comerica Connection
- Name on signage at entrance and exit to passage way



SKELETONS

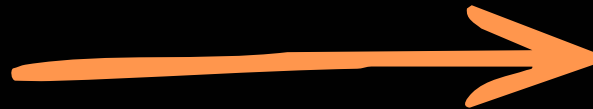
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SCAN, CLICK, PICK



SIGN UP FOR ALL THINGS SKELETONS ABOVE OR AT:

<https://www.signupgenius.com/go/10C0F4CAAAD2AA7F5C16-57894821-skeletons#/>

Sneak Peak into 2026!

Unique community engagement included:

- 200+ Skeletons
- All new FREE family friendly game zone
- Multiple live dance troops
- Live music in Town Square all evening
- Free silent disco
- Free digital selfie station
- Detroit Circus triple performance - aerialist, stilt walker, fire performer
- Ghostbusters
- 14 food and beverage vendors
- Pumpkin carving display
- Costume contest (youth, teen, and adult divisions)
- 3 live artists painting in the streets
- Professional makeup artist in full costume
- Tipping Point Theater actors performing
- Unique themed menu offerings from local restaurants
- Outdoor bar participation from local twist establishments
- Three local non-profit participation
- Free circus games provided by local business



...and so much more spooky fun!







Live Artists

The 2025 Skeletons Launch Party introduced new programming featuring four live artists. Painter Ivy Riley engaged the community in the creative process, inviting participation and collaboration as he brought his piece to life.



Movement, Art, & Music

Programming goals for 2025 focused on infusing culture, elevating community engagement, and incorporating layers of curated texture for a showcase of visual magic.



Tumbledown from the Detroit Circus towers over the crowd at the Skeletons Are Alive launch party.



The kids really enjoyed the "silent disco" on Center Street.



Rise of the Skeletons

Annual event draws thousands to our downtown

This year's Skeletons Are Alive launch party was the biggest yet, attracting as many as 10,000 people, according to Mayor Brian Turnbull.

"It was an incredible night, with so many people in our downtown. It was the most I've ever seen for the event. We had food trucks — people were using all the tables we put out for the event. And the restaurants were packed."

This was the 14th year for the event, which celebrates the 200-plus skeletons placed around downtown. Every year, the DDA adds a few more to the collection. Each of the skeletons, which are sponsored by local businesses and organizations, is created by the team over at Begonia Brothers, specifically designed by the

"mad scientist team of Mike McDonald and Paul Taylor," according to Kate Knight, executive director of the DDA.

The DDA, capitalizing on the event's popularity not only with locals but many who come from outside of town, came up with a new logo and began branding and selling Skeletons Are Alive T-shirts (they are available at Northville Gear) and other merchandise. Profits from the sales will be used for public art in the downtown.

The skeletons weren't the only scary things at the event. Many people dressed up in costume to show off their Halloween spirit, something Northville has embraced in recent years.

"This Northville tradition has been running 14 years, but in the last two, the growth and

cultural evolution have really exploded. Stacy Pearson on our DDA team runs the project, and it's a well-organized, creatively-curated event," said Knight, who estimated a much larger crowd than last year's 6,000 visitors.

The launch party also featured artists painting live, strolling performers and dancing from the renowned Ballet Folklorico Lindo, a traditional Mexican dance troupe, which opened the evening's fun.

"It was a big, joyful event — live art, live music, acrobats, fire-hooping, ghost-busting, professional actors witching from our own Tipping Point Theatre... all with the backdrop of our beautiful small town's historic architecture and public spaces," Knight said.

The event also gave a big boost to the downtown businesses, including a couple newcomers. Cannelle had a line out the door, and Kiloh + Co stayed open later to take advantage of the heavy foot traffic.

"Cultural tourism is a big engine for infusing dollars into our local economy. While hosting this volume of visitors is a pleasure for our community, it also brings stellar exposure for our downtown merchants," Knight said. "Seeing Frankenstein walk down Main Street with a social district beverage, showing off the Dan Campbell candle he just bought at the gift store... that warms my downtown heart."

"We're already looking toward 2026."



Frankenstein's monster and his bride (Jada, Jeff and Theo Brown) stand outside the Marquis Theatre.

Tessie Kibbe and her two younger siblings Larcus and Karson enjoyed the festivities.



Mary Shannon shows off her undead alter-ego "Spooky."

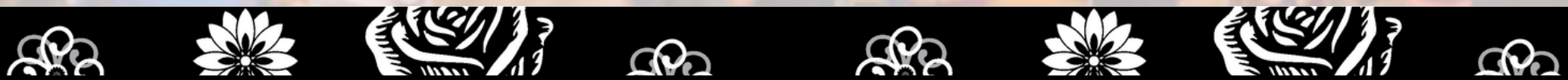


Charles and Connor Pritchard from Ghostbusters Detroit were on hand to address any paranormal inquiries.



As part of the Detroit Circus delights skeletons while suspended above the intersection of Main and Center.





15th Annual Skeletons Are Alive

Thank you!

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