



DETROIT
RIVERFRONT
CONSERVANCY

Issue 17 • Quarter 3 • 2022

*Special Edition
Newsletter*

**SOIRÉE ON THE
GREENWAY**

FRIDAY, SEPTEMBER 30, 2022



HARVESTFEST &

FOOD TRUCK RALLY

OCTOBER 1 & 2 | 11-8PM | DEQUINDRE CUT





A MESSAGE FROM LEADERSHIP

After a busy summer, it's always nice to embrace the fall season along the Detroit Riverfront as the temperatures cool and trees start to turn vibrant shades of yellow, orange and red.

Fall is also the time when we host our annual Harvest Fest celebration. Featuring trick or treating, a pumpkin patch, kids activities and family-friendly programming, Harvest Fest has become one of our most popular events after making its debut in 2015.

Last year we expanded the trick or treating and ordered more free pumpkins for guests to take. And we added live entertainment and offered more food and drink options. We REALLY expanded our food and drink options. In fact, it was the largest collection of food trucks in Michigan in 2021. More than 50,000 people attended the event.

Building upon that successful 2021 event, the Conservancy

team is thrilled to host Detroit Harvest Fest & Food Truck Rally on the Dequindre Cut on Saturday, October 1 and Sunday, October 2.

This year's event will feature more than 50 food trucks, five music stages and plenty of family-friendly fun like trick or treating, a free "pick and take" pumpkin patch, hands-on activities and contests, bounce houses, a petting farm and more. There's also a new "Cirque de Freight Yard" experience for guests to enjoy.

For anyone interested in beating the Detroit Harvest Fest & Food Truck Rally crowds, Soirée on the Greenway will provide an exclusive preview to the festival. The Conservancy's popular fundraiser returns for a masquerade under the stars on Friday, September 30 featuring a lineup of popular food trucks.

Soirée will feature a mysterious circus theme, delicious food and refreshments, surprise live performances, interactive



fall experiences, carnival games, and the unveiling of a brand-new mural on the greenway.

We are incredibly excited about both events and hope you enjoy reading about them in this special newsletter. And we hope to see you at our fall events this season.

Mark, Will and Cassie



RETURNING TO THE RIVERFRONT: DETROIT HARVEST FEST & FOOD TRUCK RALLY



On October 1 and 2, the Detroit Harvest Fest & Food Truck Rally returns to the Dequindre Cut.

Harvest Fest 2022 will feature a full mile of festival fun, with live entertainment, activities, and incredible food and drinks for the whole family to enjoy.

With five music stages, there will be a full line-up of your favorite local Detroit performers. In addition, there will be free kids' activities, including inflatable games and obstacle courses, an archery range, a petting zoo, trick-or-treating stations, spooky science activities, a pumpkin patch and more.

The Food Truck Rally features more than 50 of the best Detroit food trucks that will line the Cut from Jefferson Avenue to Wilkins Street. With all different types of cuisine, guests can find their favorite truck from last year or try something new!

New this year, Cirque de Freight Yard will feature buskers, tarot card readers and even a pet costume parade. Additionally, guests are invited to wear their most festive masquerade costumes and masks and enjoy fall-themed libations, live entertainment and delicious eats from Detroit area restaurants.

Harvest Fest is an annual celebration of all things fall, so don't miss this opportunity to experience the change of seasons with the Detroit community on the beautiful Dequindre Cut.



DETROIT HARVEST FEST & FOOD TRUCK RALLY Saturday, October 1 and Sunday, October 2 11 a.m. to 8 p.m. both days

- **\$5 Admission; Free for children under three, seniors 65 and older and for active and retired military**
- **More than 50 food trucks featuring Mediterranean, Italian, Mexican, vegan and vegetarian, soul, gourmet desserts and more**
- **Fun for Children: Family-friendly activities, trick-or-treating, inflatables, pumpkin, patch and petting zoo**
- **Fun for Adults: Five live music stages, specialty cocktails and beer, Cirque De Freight Yard - enjoy tarot, buskers and more**







“Citizens is proud to return as the presenting sponsor of the Detroit Riverfront Conservancy’s Soirée on the Greenway,” said Yasmeen Jasey, Michigan Market Executive, Citizens. “The Conservancy strengthens the greater Detroit community through the continued transformation of the Detroit Riverfront into a world-class destination, and we are thrilled to support this essential work.”

EXCLUSIVE DETROIT HARVEST FEST & FOOD TRUCK RALLY PREVIEW

SOIRÉE ON THE GREENWAY

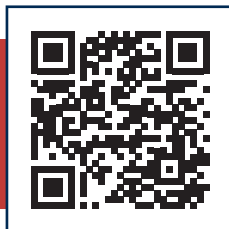
Soirée on the Greenway returns this year for a masquerade under the stars! For the first time ever, one of the Detroit Riverfront Conservancy’s favorite fundraisers will be held as an exclusive preview to the Detroit Harvest Fest & Food Truck Rally. Over 50,000 people attended Harvest Fest last year, so this year’s Soirée will serve as a special opportunity for guests to beat the crowds and enjoy delicious eats from a line up of the best food trucks from the 2021 festival.

Riverfront supporters are invited to don their favorite costumes and masquerade masks, as well as their dancing shoes.

The Freight Yard will be transformed into a mysterious night-time circus, with incredible food and refreshments, surprise live performances, carnival games, fall-themed activities, and the unveiling of a brand-new mural on the Cut painted by Detroit artist, Ivan Montoya. It is sure to be an unforgettable evening of festival fun!



Visit detroitriverfront.org/soiree for tickets and to learn more!



SOIRÉE ON THE GREENWAY

SPONSORSHIP OPPORTUNITIES

FOOD TRUCK SPONSORS | \$5,000

Sponsorship of one food truck
Branding at food truck
10 VIP tickets

DEQUINDRE CUT PARTNERS

\$2,500 | 8 VIP tickets

SOIRÉE PARTNERS

\$1,000 | 6 VIP tickets

ALL SPONSORS RECEIVE

Recognition on DRFC website, in event press release, and on promotional materials
Inclusion in eblasts (16k+ subscribers)
Social media recognition (125k+ followers)
Listing on Sponsor Board at Soirée
VIP tickets, which include exclusive VIP benefits

VIP TABLE | \$500

Includes a reserved table, 4 VIP tickets,
unlimited access to food trucks & refreshments,
and souvenir masquerade masks!

MAIN EVENT TICKET | \$75

Includes 3 meal tickets, 3 drink tickets, live musical
entertainment, fall activities, and more!

THANK YOU TO OUR SOIRÉE SPONSORS

As of 08/12/22

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MASQUERADE SPONSOR

Matt & Mona Simoncini

PHOTO OPP SPONSOR



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JLL, The Parade Company, Visit Detroit

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