



## **RAISING FUNDS TO KEEP THE DETROIT RIVERFRONT MERRY & BRIGHT THIS WINTER**

After an outstanding first year of winter programming, where we saw 40,000 visitors, the Detroit Riverfront Conservancy is bringing back Winter at Valade for another activity-filled season on the riverfront. From carolers to carriage rides and ice sculptures in-between, visitors of all ages will get to enjoy the outdoors, connect safely with friends and family, and stay active this winter.

Robert C. Valade Park is the go-to winter destination on the riverfront. The park features oversized outdoor fireplaces, warm drinks, marshmallow roasters, the Sled Shed (featuring free sleds when it snows), winter games, and five themed weekends of all-ages fun.

With your help, we will ensure Detroiters have a great winter and are supported during all seasons and challenges.





## PRESENTING SPONSOR

**\$75,000 | EXCLUSIVE SPONSORSHIP**

Play a critical role in keeping the community connected and active this winter by sponsoring our second Winter at Valade. From December through the end of February, Valade Park will be humming with excitement, including themed weekends, weekly conservation and fitness programs, and resources to keep our community engaged and active all winter.

*Acknowledgement as exclusive Presenting Sponsor*

*Signage throughout Winter at Valade*

*Exclusive sponsorship of Winter at Valade Opening Weekend, Dec 10-12*

*Sponsorship of one fireplace for the duration of Winter at Valade*

*Branding opportunities, including ice sculptures, winter activities, and giveaways*

*Article in DRFC Newsletter*

*Recognition on DRFC website, in press release, and on promotional materials*

*Inclusion in eblasts (16k+ subscribers)*

*Social media recognition (120k+ social followers)*

*Winter Preview Event: host 25 guests for a preview of Winter at Valade, including private access to outdoor fireplaces, festive food and drinks, and a sneak peek at our winter wonderland.*

*Hosted Thursday, December 9th evening, before Opening Weekend.*





## THEMED WEEKEND SPONSOR

**\$15,000 | PRESENTING SPONSORSHIP OF ONE THEMED WEEKEND**

Sponsor one of our themed weekends and give our community a chance to make unforgettable winter memories along the Detroit Riverfront. Each weekend will be filled with unique activities, ice sculptures, music, festive food, and giveaways.

### **Jan 14 - 17: Fire & Ice Festival**

Featuring fire and ice towers, medieval and dragon ice sculptures, buskers, techno glow dance party, and a winter item drive.

### **Jan 28 - 30: Winter Around the World**

Featuring a Lunar New Year celebration, parade of nations honoring the Winter Olympics, international food vendors, cornhole and curling tournaments, winter sports demonstrations.

### **Feb 11-13: Motown Love**

A Valentines celebration featuring motown music, horse-drawn carriage rides, themed ice sculptures, and romantic date packages.

### **Feb 25-27: Mardi Gras at Valade**

Featuring a mask contest, themed ice sculptures, Carnival costumes, live Mardi Gras-style music, beads, beignets, and paczkis.

*Presenting sponsorship of themed weekend*

*Signage and branding throughout themed weekend*

*Sponsorship of one fireplace for the duration of Winter at Valade*

*Branded ice sculpture and other custom branding opportunities tailored to your weekend*

*Recognition on DRFC website, in press release, and on promotional materials*

*Inclusion in eblasts (16k+ subscribers)*

*Social media recognition (120k+ social followers)*

*Fireside Happy Hour: host 15 guests for a private evening at one of our outdoor fireplaces.*

*Each guest will receive a s'mores kit and hot seasonal beverage.*

*Hosted Friday evening of your sponsored weekend.*





## SLED SHED SPONSOR

**\$5,000 | EXCLUSIVE SPONSORSHIP**

Valade Park is the only location that offers sledding in all of Downtown Detroit. Thanks to your donation, families will have the chance to use free sleds on any snowy day this winter.

*Acknowledgement as Sled Shed Sponsor*

*Signage at Sled Shed during Winter at Valade*

*Free sled rentals provided to the community all winter thanks to your donation*

*Recognition on DRFC website, in press release, and on promotional materials*

*Inclusion in eblasts (16k+ subscribers)*

*Social media recognition (120k+ social followers)*

## COZY COMMUNITY SPONSORS

**\$1,000**

Join us in keeping the Detroit community active and warm this winter by providing free gloves and hand warmers to those in need when they visit Valade Park. Give the gift of warmth this winter season.

*Acknowledgement as a Cozy Community Sponsor*

*Listing on Sponsorship signage during Winter at Valade*

*Hand warmers and gloves provided to 100 children thanks to your donation*

*Recognition on DRFC website, in press release, and on promotional materials*

*Inclusion in eblasts (16k+ subscribers)*

*Social media recognition (120k+ social followers)*





## ACTIVITY BOOKLET SPONSORS

\$500

Our Winter Activity Booklet is filled with games, winter projects, coloring pages, conservation facts, and more! Join as a sponsor and provide our young visitors with interactive winter fun they can take home.

*Acknowledgement as an Activity Booklet Sponsor*

*Recognition inside the activity booklet*

*Provide 100 children with the gift of our free winter activity booklet*

*Recognition on DRFC website, in press release, and on promotional materials*

*Inclusion in eblasts (16k+ subscribers)*

*Social media recognition (120k+ social followers)*





# WINTER AT VALADE SPONSORSHIP FORM

We are delighted to support the Detroit Riverfront through the following sponsorship or donation:

## SPONSORSHIP:

- ☐ PRESENTING SPONSOR | \$75,000 (FMV \$1,500)
- ☐ THEMED WEEKEND SPONSOR | \$15,000 (FMV \$850)
- ☐ SLED SHED SPONSOR | \$5,000 (FMV \$0)
- ☐ COZY COMMUNITY SPONSOR | \$1,000 (FMV \$0)
- ☐ ACTIVITY BOOKLET SPONSOR | \$500 (FMV \$0)

## DONATION:

We would like to make a tax-deductible contribution in the amount of \$ \_\_\_\_\_

## WE WOULD LIKE TO PAY BY:

- ☐ ENCLOSED CHECK (Made payable to the Detroit Riverfront Conservancy)
- ☐ CREDIT CARD (Circle one): VISA MC DISCOVER AMEX

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Billing Zip: \_\_\_\_\_ Signature (to authorize card): \_\_\_\_\_

## SPONSORSHIP/PARTNER RECOGNITION:

LIST OUR NAME(S) AS FOLLOWS IN ALL PUBLISHED MATERIALS: \_\_\_\_\_

- ☐ We prefer to be listed as "anonymous" on published materials

Signature (Donor) \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

Mailing Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Email Address (main point of contact for logistics) \_\_\_\_\_

## PLEASE RETURN FORM TO:

Detroit Riverfront Conservancy  
ATTN: Winter 2021-2022  
600 Renaissance Center, Ste 1720  
Detroit, MI 48243-1802

## THANK YOU FOR YOUR SUPPORT!

Contact [Events@DetroitRiverfront.org](mailto:Events@DetroitRiverfront.org) with questions, for additional information,  
or to discuss custom sponsorship packages

2021 W@V SM