



Winter on the
RIVERWALK

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

Winter in Michigan can be cold and lonely, and with the current health crisis, finding ways to be resilient this season is more important than ever. The Detroit Riverfront is taking on this challenge by offering 11 weeks of winter fun; creating moments for visitors of all ages to enjoy the outdoors, opportunities for friends to connect safely, and resources for families to stay active and warm.

Valade Park will be the go-to destination on the riverfront this winter. The park will feature oversized outdoor fire chimneys, warm drinks, marshmallow roasters, the Sled Shed (featuring free sleds when it snows), synthetic ice curling, and more. The Detroit Riverfront Conservancy is committed to helping visitors embrace winter by extending our great riverfront programming year-round. Through socially-distanced fun, the riverfront will provide a much needed place of respite for our community.

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



DETROIT
RIVERFRONT
CONSERVANCY

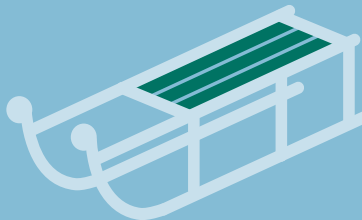


PRESENTING SPONSOR

\$30,000 | EXCLUSIVE SPONSORSHIP

Play a critical role in keeping the community connected and active this winter by sponsoring our first Winter on the Riverwalk. Over 11 weekends, from December through the end of February, Valade Park will be humming with excitement. From carolers to carriage rides and ice sculptures in between, visitors have the chance to engage in a variety of winter fun.

*Acknowledgement as exclusive Presenting Sponsor
Signage along the Riverfront and at Winter Programming through Feb 2021
Article in DRFC Newsletter
Recognition on DRFC website, in press release, and on promotional materials
Inclusion in eblasts (16k+ subscribers)
Social media recognition (100k+ social followers)*



SLED SHED SPONSOR

\$10,000 | EXCLUSIVE SPONSORSHIP

Your sponsorship of the Sled Shed will allow families and kids to create winter memories sledding on Valade Park Hill. On select weekends, free snowshoe rentals and other winter equipment will be available to check out thanks to your sponsorship.

*Acknowledgement as exclusive Sled Shed Sponsor
Signage at Sled Shed through Feb 2021
Recognition on DRFC website, in press release, and on promotional materials
Inclusion in eblasts (16k+ subscribers)
Social media recognition (100k+ social followers)*



FIRESIDE SPONSOR

\$5,000 | 3 AVAILABLE

Valade Park will be the go-to winter destination thanks to the three new outdoor fireplaces. Your Fireside Sponsorship will give the community a chance to stay connected, creating a cozy outdoor space where friends can safely gather to enjoy a hot beverage and parents can sit and watch their children play on the sledding hill.

*Acknowledgement as Fireside Sponsor
Signage at one fireplace through Feb 2021
S'mores kits provided to 50 families thanks to your donation
Recognition on DRFC website, in press release, and on promotional materials
Inclusion in eblasts (16k+ subscribers)
Social media recognition (100k+ social followers)*

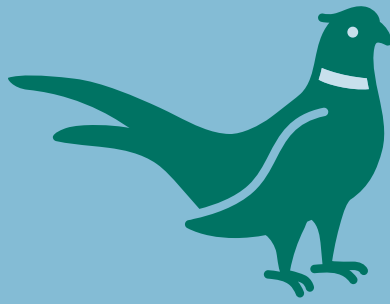


COMMUNITY TREE SPONSOR

\$2,500 | 10 AVAILABLE

Help us celebrate the resiliency of the Detroit community this December. We will be placing a small forest of pine trees on Valade Beach, where each tree will be designated to a different Detroit community. Residents will come down and decorate their tree, and DRFC volunteers will provide a variety of crafts to help decorate.

*Acknowledgement as Sponsor of one Community Tree of your choosing
Signage at Community Tree through Feb 2021
Recognition on DRFC website, in press release, and on promotional materials
Inclusion in eblasts (16k+ subscribers)
Social media recognition (100k+ social followers)*



WINTER CONSERVATION SPONSOR

\$1,000 | UNLIMITED

Support our series of Winter Conservation activities and virtual conversations, focused on educating the community about our irreplaceable natural resources. This special programming will feature longtime riverfront supporters, historians, and conservation experts.

Acknowledgement as Winter Conservation Sponsor
Signage at Winter Conservation programming
Recognition on DRFC website, in press release, and on promotional materials
Inclusion in eblasts (16k+ subscribers)
Social media recognition (100k+ social followers)



COZY COMMUNITY SPONSOR

\$500 | UNLIMITED

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 come to the park. Give the gift of warmth this winter season.

Acknowledgement as Cozy Community Sponsor
Listing on sponsorship signage
Hand warmers and gloves provided to 50 children thanks to your donation
Recognition on DRFC website, in press release, and on promotional materials
Inclusion in eblasts (16k+ subscribers)
Social media recognition (100k+ social followers)





WINTER ON THE RIVERWALK SPONSORSHIP FORM

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

SPONSORSHIP:

- ☐ PRESENTING SPONSOR | \$30,000
- ☐ SLED SHED SPONSOR | \$10,000
- ☐ FIRESIDE SPONSOR | \$5,000
- ☐ COMMUNITY TREE SPONSOR | \$2,500
- ☐ WINTER CONSERVATION SPONSOR | \$1,000
- ☐ COZY COMMUNITY SPONSOR | \$500

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 2020
600 Renaissance Center, Ste 1720
Detroit, MI 48243-1802

THANK YOU FOR YOUR SUPPORT!

Contact Events@DetroitRiverfront.org with questions, for additional information,
or to discuss custom sponsorship packages