



WINTER AT VALADE 2023 SPONSORSHIP OPPORTUNITIES

After two outstanding years of winter programming, where we've seen over 40,000 annual program participants, the Detroit Riverfront Conservancy is thrilled to bring back **Winter at Valade** for another activity-filled season on the riverfront. From live music to delicious food and ice sculptures in-between, visitors of all ages will get to enjoy the outdoors, connect 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 four themed weekends of all-ages fun.

With your help, we will ensure Detroiters have a great winter, keeping our community connected, active, engaged, and warm.



WINTER AT VALADE

2023 SPONSORSHIP OPPORTUNITIES

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PRESENTING SPONSOR | \$50,000

EXCLUSIVE SPONSORSHIP

Play a critical role in keeping the community connected and active this winter by sponsoring our third Winter at Valade. During January and February, Valade Park will be humming with excitement, including four themed weekends, weekly wellness programming, and resources to keep our visitors warm and engaged.

*Acknowledgement as exclusive Presenting Sponsor
Sponsorship of one fireplace for the duration of Winter at Valade
Custom branding opportunities and signage throughout Winter at Valade
Article in DRFC Newsletter
25 Drink & s'mores tickets for your guests to use throughout Winter at Valade
Opportunity for a private Fireside Happy Hour, subject to mutually agreed upon date*

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, music, festive food, all-ages games, and giveaways.

Jan 6-8: Fire & Ice Festival

Featuring fire & ice towers, an ice carving competition, fire dancers, and blacksmith demos.

Jan 20-22: Winter Around the World

Featuring a Lunar New Year celebration, an international food truck rally, and live music.

Feb 3-5: Motown Love

Featuring everything you love about the 313, from your favorite music, to food, and local vendors.

Feb 17-19: Mardi Gras at Valade

Featuring a mask contest, Carnival costumes, live Mardi Gras-style music, and beignets.

*Presenting sponsorship of themed weekend
Signage and branding throughout themed weekend
Sponsorship of one fireplace for the duration of Winter at Valade
Custom branding opportunities tailored to your weekend
15 Drink & S'mores tickets for your guests to use throughout Winter at Valade*

WINTER AT VALADE

2023 SPONSORSHIP OPPORTUNITIES

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 exclusive Sled Shed Sponsor
Signage at Sled Shed during Winter at Valade
Free sled rentals provided to the community all winter thanks to your donation

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

WINTER GAMES SPONSORS | \$500

Valade Park will be filled with winter games and activities, from box hockey to curling. Join as a sponsor and provide our visitors with active winter fun for the entire family to enjoy.

Acknowledgement as a Winter Games Sponsor
Listing on Sponsorship signage during Winter at Valade

ALL SPONSORS RECEIVE

Recognition on DRFC website, in press release, and on promotional materials
Inclusion in eblasts (16k+ subscribers)
Social media recognition (135k+ social followers)
Listing on sponsor signage at Winter at Valade

WINTER AT VALADE

2021 & 2022





WINTER AT VALADE SPONSORSHIP FORM

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

SPONSORSHIP:

- ☐ PRESENTING SPONSOR | \$50,000 (FMV \$750)
- ☐ THEMED WEEKEND SPONSOR | \$15,000 (FMV \$240)
Themed Weekend: _____
- ☐ SLED SHED SPONSOR | \$5,000 (FMV \$0)
- ☐ COZY COMMUNITY SPONSOR | \$1,000 (FMV \$0)
- ☐ WINTER GAMES 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 2023
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

2022 W@V SM