



# WINTER AT VALADE

## JAN-FEB 2025 | ROBERT C. VALADE PARK

The Conservancy is thrilled to be hosting the 5th year of Winter at Valade this January and February along the Detroit Riverfront, welcoming tens of thousands of program participants to Robert C. Valade Park for another vibrant season on the Best Riverwalk in the USA.

Our popular Fire and Ice Fest and Winter Around the World themed weekends return as well as seven weeks of all-ages winter programming. Throughout Winter at Valade, join us for Fireside Fridays featuring karaoke and game nights and stop by Self Care Sundays to stay fit and active this winter.

Valade Park has become a can't-miss winter destination for the greater Detroit community. The park features oversized outdoor fireplaces, warm drinks, winter games, and free sled rentals at the Sled Shed when it snows.

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



# WINTER AT VALADE

## 2025 SPONSORSHIP OPPORTUNITIES

---

### **FIRESIDE FRIDAYS SPONSOR | \$15,000**

#### **EXCLUSIVE SPONSORSHIP**

Throughout Winter at Valade, Karaoke Kings will host seven weeks of family-friendly Fireside Fridays, featuring all-ages karaoke with rotating themes, family game nights with the Community Game Shelf, oversized outdoor fireplaces, and food and drinks from Smokey G's and the Valade Shed Bar.

*Acknowledgement as exclusive Fireside Fridays Sponsor*  
*Signage and branding featured at Fireside Fridays programming*  
*Custom branding opportunities*  
*15 Drink tickets for your guests to use throughout Winter at Valade*

### **SELF CARE SUNDAYS SPONSOR | \$15,000**

#### **EXCLUSIVE SPONSORSHIP**

Support community wellbeing this winter by sponsoring seven weeks of Self Care Sundays, focused on healthy movement for the cold weather months. Programs include Polar Power Walks with Urban Solace and Self Care Sunday Strolls with ASW Wellness.

*Acknowledgement as exclusive Self Care Sundays Sponsor*  
*Signage and branding featured at Self Care Sundays programming*  
*Custom branding opportunities*  
*15 Drink tickets for your guests to use throughout Winter at Valade*

### **FIREPLACE SPONSOR | \$10,000**

#### **EXCLUSIVE SPONSORSHIP OF ONE FIREPLACE, 2 AVAILABLE**

Despite chilly Michigan weather, our visitors will be able to stay toasty and warm during Winter at Valade next to our oversized outdoor fireplace. Sponsor one of these fireplaces and help the Detroit community stay connected and warm this winter.

*Acknowledgement as exclusive sponsor of one oversized fireplace*  
*Signage at fireplace*  
*Fireplaces will keep the community warm every weekend during Winter at Valade thanks to your donation*

# WINTER AT VALADE

## 2025 SPONSORSHIP OPPORTUNITIES

---

### **SLEDDING HILL 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 enjoy this classic winter activity.

*Acknowledgement as exclusive Sledding Hill Sponsor  
Signage at Sledding Hill during Winter at Valade  
Sledding provided to the community all winter thanks to your donation*

### **SLED SHED SPONSOR | \$5,000**

#### **EXCLUSIVE SPONSORSHIP**

Free sled rentals are available for all to enjoy at the Valade Park Sled Shed. Your donation will ensure the Sled Shed is stocked with sleds all winter long.

*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*

### **WINTER GAMES SPONSORS | \$2,500**

Valade Park will be filled with free winter games and activities this season. Guests can enjoy curling and other outdoor games, and visit the Community Games Shelf filled with all-ages board games in the Shed. Join as a sponsor and provide our visitors with active winter fun for the entire family to enjoy.

*Acknowledgement as a Winter Games Sponsor  
Signage at Valade Community Games Shelf  
Listing on Sponsorship signage during Winter at Valade*

# WINTER AT VALADE

## 2025 SPONSORSHIP OPPORTUNITIES

---

### 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 children throughout Winter at Valade thanks to your donation*

### YOUTH ACTIVITY PAGE SPONSORS | \$500

Our Youth Activity Page is filled with games, winter projects, coloring activities, and more! Join as a sponsor and provide our young visitors with interactive winter fun they can take home.

*Acknowledgement as a Youth Activity Page Sponsor*

*Listing on Sponsorship signage during Winter at Valade*

*Activity pages provided to children throughout Winter at Valade thanks to your donation*

---

## ALL SPONSORS RECEIVE

*Recognition on DRFC website, in news release(s), and on promotional materials*

*Inclusion in eblasts (36k+ subscribers)*

*Social media recognition (160k+ followers)*

*Listing on sponsorship signage*





# 2025 WINTER AT VALADE SPONSORSHIP FORM

We are delighted to support the Detroit Riverfront through the following:

## HARVEST FEST SPONSORSHIPS:

- FIRESIDE FRIDAYS SPONSOR | \$15,000 (FMV \$225)
- SELF CARE SUNDAYS SPONSOR | \$15,000 (FMV \$225)
- FIREPLACE SPONSOR | \$10,000 (FMV \$0)
- SLEDDING HILL SPONSOR | \$5,000 (FMV \$0)
- SLED SHED SPONSOR | \$5,000 (FMV \$0)
- WINTER GAMES SPONSOR | \$2,500 (FMV \$0)
- COZY COMMUNITY SPONSOR | \$1,000 (FMV \$0)
- YOUTH ACTIVITY PAGE SPONSOR | \$500 (FMV \$0)

## DONATION:

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

\$

\_\_\_\_\_

## PAYMENT DETAILS:

- CHECK ENCLOSED (Made payable to the Detroit Riverfront Conservancy)
- INVOICE ME ON THE DATE OF \_\_\_\_\_
- CREDIT CARD (Circle one): **VISA MC DISCOVER AMEX**

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

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 event logistics & ticketing)

## PLEASE RETURN FORM TO:

Detroit Riverfront Conservancy  
ATTN: Winter at Valade 2025  
600 Renaissance Center, Ste 1720  
Detroit, MI 48243-1802

## THANK YOU FOR YOUR SUPPORT!

Contact [Events@Detroitriverfront.org](mailto:Events@Detroitriverfront.org) or 313-566-8215 with questions, for additional information, or to discuss custom sponsorship packages



Want to secure your sponsorship online? Visit [Detroitriverfront.org/WinteratValadeSponsorships](https://Detroitriverfront.org/WinteratValadeSponsorships)