



WINTER AT VALADE

2024 SPONSORSHIP OPPORTUNITIES

After three 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. Popular themed weekends return as well as weekly Fireside Fridays and Self Care Sundays. From ice sculptures to Polar Power Walks to hot chocolate happy hours 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 has become a can't-miss winter destination for the greater Detroit community. The park features oversized outdoor fireplaces, warm drinks, marshmallow roasters, the Sled Shed (featuring free sleds all winter long), 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.



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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 fourth 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, print and online
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 feature unique activities, music, festive food, all-ages games, and themed Fireside Fridays and Self Care Sundays.

Jan 5-7: Fire & Ice Festival

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

Feb 9-11: Mardi Gras at Valade

Featuring carnival games, activities, live music, and delicious food.

Jan 19-21: Motown Magic

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

Feb 23-25: Lunar New Year

Featuring a parade, festive food, craft activities, and live music.

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

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FIRESIDE FRIDAYS SPONSOR | \$10,000

EXCLUSIVE SPONSORSHIP

Help us bring the community together by sponsoring Fireside Fridays, where a wide range of games, activities, and programs will keep riverfront visitors of all ages connected this winter season. Featuring open mic nights, board game events, and trivia, Fireside Fridays will be a popular destination for the after work crowd.

*Acknowledgement as exclusive Fireside Fridays Sponsor
Signage and branding featured at Fireside Fridays programming
Custom branding opportunities*

SELF CARE SUNDAYS SPONSOR | \$10,000

EXCLUSIVE SPONSORSHIP

Support community wellbeing this winter by sponsoring our Self Care Sundays, featuring a range of wellness programming from Winter Hustle classes to Polar Power Walks. Brunch offerings will encourage our visitors to spend a slow Sunday enjoying the park. Despite chilly Michigan weather, our visitors will have plenty of opportunities to experience the outdoors.

*Acknowledgement as exclusive Self Care Sundays Sponsor
Signage and branding featured at Self Care Sundays programming
Custom branding 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 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*

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WINTER GAMES SPONSORS | \$2,500

Valade Park will be filled with free winter games and activities this season. Guests can enjoy box hockey, curling, and other outdoor games, and visit the new 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 Community Games Shelf
Listing on Sponsorship signage during Winter at Valade*

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*

ALL SPONSORS RECEIVE

*Recognition on DRFC website, in press release, and on promotional materials
Inclusion in eblasts (30k+ subscribers)
Social media recognition (150k+ social followers)
Listing on sponsor signage at Winter at Valade*



