



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

PRESENTING SPONSOR | \$50,000

EXCLUSIVE SPONSORSHIP

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

Acknowledgement as exclusive Presenting Sponsor
Custom branding opportunities and signage throughout Winter at Valade
Article in DRFC Newsletter, print and online
25 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

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2025 SPONSORSHIP OPPORTUNITIES

FIREPLACE SPONSOR | \$10,000

EXCLUSIVE SPONSORSHIP OF ONE FIREPLACE, 2 AVAILABLE

Despite chilly Michigan weather, our visitors will stay toasty and warm during Winter at Valade next to our oversized outdoor fireplaces. 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 VOLUNTEER SPONSOR | \$5,000

EXCLUSIVE SPONSORSHIP

Our incredible Detroit Riverfront Volunteers make Winter at Valade possible with the significant hours they put in, from assisting with activities, to helping visitors with questions, to passing out gloves and hand warmers. Your donation will ensure our volunteers have the materials and support they need to make this winter season a success.

Acknowledgement as exclusive Winter Volunteer Sponsor

Signage at Volunteer Cart during Winter at Valade

Support of Riverfront Volunteer Program 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

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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:

SPONSORSHIPS:

- PRESENTING SPONSOR | \$50,000** (FMV \$375)
- SELF CARE SUNDAYS SPONSOR | \$15,000** (FMV \$225)
- FIREPLACE SPONSOR | \$10,000** (FMV \$0)
- WINTER VOLUNTEER 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 logistics)

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 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