



DETROIT HARVEST FEST & FOOD TRUCK RALLY

October 5-6, 2024 | Dequindre Cut

Returning for the fourth year in a row, the popular Detroit Harvest Fest & Food Truck Rally will take place October 5 and 6 on the Dequindre Cut. Harvest Fest draws tens of thousands of visitors down to the Cut each year where they can take the kids trick-or-treating, sample food from Detroit's top food trucks, catch performances by local musicians, and experience one of Detroit's most well-loved public spaces radiating with activity all weekend long. Harvest Fest will provide the community with the festive fall excitement they have come to look forward to each year on the Dequindre Cut.



DETROIT HARVEST FEST & FOOD TRUCK RALLY

Exclusive Sponsorship Opportunities

Community Experience Sponsor | \$20,000

Thanks to your support, give the community 10,000 free tickets to attend the festival

Acknowledgement as exclusive Community Experience Sponsor

Logo on distributed tickets

Mentions in radio, print, & TV ads, media value of \$35k+

10'x20' exhibit space during Harvest Fest

15 second promotional announcements from all event stages

Signage throughout event

100 free admission tickets, 2 free parking passes

Pumpkin Patch Sponsor | \$15,000

Acknowledgement as exclusive Pumpkin Patch Sponsor

10'x10' exhibit space during Harvest Fest

15 second promotional announcements from all event stages

Signage throughout Pumpkin Patch & event

100 free admission tickets, 2 free parking passes

Petting Zoo Sponsor | \$15,000

Acknowledgement as exclusive Petting Zoo Sponsor

10'x10' exhibit space during Harvest Fest

15 second promotional announcements from all event stages

Signage throughout Petting Zoo & event

100 free admission tickets, 2 free parking passes

Trick-or-Treat Alley Sponsor | \$12,500

Acknowledgement as exclusive sponsor of one Trick-or-Treat Alley (2 available)

10'x10' exhibit space during Harvest Fest

15 second promotional announcements from all event stages

Signage throughout Trick-or-Treat Alley & event

100 free admission tickets, 2 free parking passes





SOIRÉE ON THE GREENWAY

Friday, October 4, 2024 | Dequindre Cut Freight Yard

Soirée on the Greenway returns for a masquerade under the stars in one of Detroit's most beloved public spaces, the Dequindre Cut. A night dedicated to raising critical funds for the ongoing operation of the Detroit Riverfront Conservancy, this fall fundraiser will be an exclusive preview to the Detroit Harvest Fest & Food Truck Rally. The Freight Yard will be transformed into a mysterious circus and will be filled with delicious food and refreshments, surprise live performances, interactive fall experiences, carnival games, and the unveiling of a brand-new mural on the greenway. We welcome our community champions to enjoy an unforgettable evening on the Cut as we come together to celebrate and support the preservation of our public spaces.



SOIRÉE ON THE GREENWAY

Exclusive Sponsorship Opportunities

Entertainment Sponsor | \$20,000

Acknowledgement as exclusive Entertainment Sponsor

Signage at stage & sponsored pedicab

18 VIP tickets

Costume Contest Sponsor | \$15,000

Acknowledgement as exclusive Costume Contest Sponsor

Opportunity to contribute branded giveaways to contest prize

Signage throughout event & sponsored pedicab

16 VIP tickets

Mural Sponsor | \$15,000

Acknowledgement as exclusive Mural Sponsor

Meet and greet with muralist

Signage throughout event & sponsored pedicab

16 VIP tickets

Masquerade Sponsor | \$12,500

Acknowledgement as exclusive Masquerade Sponsor

One-of-a-kind custom masks provided to first 25 guests

Signage throughout event

14 VIP tickets



SOIRÉE & HARVEST FEST

Combo Sponsorship Opportunities

Ally of the Greenway | \$10,000

Signage throughout Soirée & Harvest Fest
12 Soirée VIP tickets, 75 Harvest Fest tickets

Food Truck Partner | \$5,000

Signage throughout Soirée & Harvest Fest
10 Soirée VIP tickets, 50 Harvest Fest tickets

Dequindre Cut Partner | \$2,500

Signage throughout Soirée & Harvest Fest
8 Soirée VIP tickets, 20 Harvest Fest tickets

Riverfront Partner | \$1,000

Signage throughout Soirée & Harvest Fest
6 Soirée VIP tickets, 10 Harvest Fest tickets



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

Event tickets





2024 FALL SPONSORSHIP FORM

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

HARVEST FEST SPONSORSHIPS:

- COMMUNITY EXPERIENCE SPONSOR | \$20,000 (FMV \$500)
- PUMPKIN PATCH SPONSOR | \$15,000 (FMV \$500)
- PETTING ZOO SPONSOR | \$15,000 (FMV \$500)
- TRICK-OR-TREAT ALLEY SPONSOR | \$12,500 (FMV \$500)

SOIRÉE SPONSORSHIPS:

- ENTERTAINMENT SPONSOR | \$20,000 (FMV \$1,200)
- COSTUME CONTEST SPONSOR | \$15,000 (FMV \$800)
- MURAL SPONSOR | \$15,000 (FMV \$800)
- MASQUERADE SPONSOR | \$12,500 (FMV \$700)

SOIRÉE & HARVEST FEST SPONSORSHIPS:

- ALLY OF THE GREENWAY | \$10,000 (FMV \$975)
- FOOD TRUCK PARTNER | \$5,000 (FMV \$750)
- DEQUINDRE CUT PARTNER | \$2,500 (FMV \$500)
- RIVERFRONT PARTNER | \$1,000 (FMV \$350)

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: Fall Sponsorship 2024
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/2024FallSponsorships