



# WINTER AT VALADE

## JAN-FEB 2026 | ROBERT C. VALADE PARK

The Detroit Riverfront Conservancy is excited to present the sixth year of Winter at Valade this January and February at Robert C. Valade Park. Welcoming tens of thousands of program participants for another vibrant season on the Best Riverwalk in the USA, our popular Fire and Ice Festival and Lunar New Year events return, as well as seven weeks of all-ages winter programming. Stay fit and active this winter at our Polar Power Walks and enjoy other seasonal activities along the riverfront. Valade Park features warm beverages, winter games, and free rentals at the Sled Shed when it snows, making it a wonderland destination through the winter months. With your help, we will ensure Detroiters have a great winter, keeping our community connected, active, engaged, and warm.



# WINTER AT VALADE

## *2026 Sponsorship Opportunities*

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### **PRESENTING SPONSOR**

#### **EXCLUSIVE SPONSORSHIP | \$50,000**

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

*Acknowledgement as exclusive Winter at Valade 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*

### **FIRE & ICE FESTIVAL PRESENTING SPONSOR**

#### **EXCLUSIVE SPONSORSHIP | \$15,000**

Our popular Fire & Ice Festival returns for a weekend-long celebration on January 10 & 11, featuring the beloved tradition of lighting the giant ice tower, the annual ice carving competition, live entertainment, and other themed surprises. Riverfront visitors can brave the cold to admire ice sculptures and then warm up by the fireside!

*Acknowledgement as exclusive Fire & Ice Festival Presenting Sponsor  
Signage and branding featured at Fire & Ice Festival  
Custom branding opportunities  
15 Drink tickets for your guests to use throughout Winter at Valade*

### **LUNAR NEW YEAR CELEBRATION PRESENTING SPONSOR**

#### **EXCLUSIVE SPONSORSHIP | \$15,000**

Riverfront visitors can ring in the Lunar New Year at Valade Park on February 14 with festive craft activities, food, and live entertainment. In collaboration with the Michigan Taiwanese American Association, the celebratory day will also include a lion and dragon dance, a parade through the park, and other cultural displays.

*Acknowledgement as exclusive Lunar New Year Presenting Sponsor  
Signage and branding featured at Lunar New Year event  
Custom branding opportunities  
15 Drink tickets for your guests to use throughout Winter at Valade*

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### **POLAR POWER WALKS PRESENTING SPONSOR**

#### **EXCLUSIVE SPONSORSHIP | \$5,000**

Support community wellbeing this winter by sponsoring seven weeks of Polar Power Walks, focused on keeping community members active and healthy throughout the cold weather months.

*Acknowledgement as exclusive Polar Power Walks Presenting Sponsor*

*Signage at Polar Power Walks programming*

### **SLED SHED SPONSOR**

#### **EXCLUSIVE SPONSORSHIP | \$5,000**

Featuring free sled rentals all season long, the Shed will be the first stop for many adventures this winter. Your donation ensures that all children spending winter at Valade Park have access to sleds on snowy days.

*Acknowledgement as exclusive Sled Shed Sponsor*

*Signage at Sled Shed throughout Winter at Valade*

*Free sled rentals provided to families throughout Winter at Valade thanks to your donation*

### **SLEDDING HILL SPONSOR**

#### **EXCLUSIVE SPONSORSHIP | \$5,000**

Sledding is an essential winter activity in Michigan, and one of the best hills in the city can be found right on the riverfront at Valade Park! With your support, children can create treasured memories this season at the Sledding Hill.

*Acknowledgement as exclusive Sledding Hill Sponsor*

*Signage at Sledding Hill throughout Winter at Valade*

*Sledding available to families throughout Winter at Valade thanks to your donation*

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

This season, Valade Park will be full of activities, including outdoor games such as curling, as well as our fully stocked Community Games Shelf with all-ages board and card games in the Shed. There is something for everyone, at every temperature, to enjoy!

*Acknowledgement as a Winter Games Sponsor*

*Signage at Valade Community Games Shelf*

*Listing on Sponsorship signage during Winter at Valade*

*Games and activities provided to families throughout Winter at Valade thanks to your donation*

### COZY COMMUNITY SPONSORS | \$1,000

Join us in keeping the Detroit community 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 seasonal games, winter projects, coloring activities, and more! Join us as a sponsor to provide our young visitors with interactive winter fun they can take home after the festivities at Valade.

*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, reaching 50k+ subscribers*

*Social media recognition, reaching 185k+ followers*

*Listing on sponsorship signage*





# 2026 WINTER AT VALADE SPONSORSHIP FORM

Thanks to your support, Winter at Valade will feature free, world-class programming for everyone to enjoy

## SPONSORSHIPS:

- |  |   |
|--|---|
| <input type="checkbox"/> <b>PRESENTING SPONSOR   \$50,000</b> (FMV \$375)          | <input type="checkbox"/> <b>WINTER GAMES SPONSOR   \$2,500</b> (FMV \$0)      |
| <input type="checkbox"/> <b>FIRE &amp; ICE FEST SPONSOR   \$15,000</b> (FMV \$225) | <input type="checkbox"/> <b>COZY COMMUNITY SPONSOR   \$1,000</b> (FMV \$0)    |
| <input type="checkbox"/> <b>LUNAR NEW YEAR SPONSOR   \$15,000</b> (FMV \$225)      | <input type="checkbox"/> <b>YOUTH ACTIVITY PAGE SPONSOR   \$500</b> (FMV \$0) |
| <input type="checkbox"/> <b>POLAR POWER WALKS SPONSOR   \$5,000</b> (FMV \$0)      |   |
| <input type="checkbox"/> <b>SLED SHED SPONSOR   \$5,000</b> (FMV \$0)              |   |
| <input type="checkbox"/> <b>SLEDDING HILL SPONSOR   \$5,000</b> (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 2026  
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)