

Valent • ICE

One of many attractions in Downtown Grand Rapids' Winter Festival: The World of Winter event series

Over the last seven years, Downtown Grand Rapids Inc. (DGRI) has organized “Valent-ICE,” where a gallery of ice sculptures is displayed throughout Downtown with the help of Food Network’s Ice Guru Randy Finch. Valent-ICE is one of many attractions within the larger event series, World of Winter (WoW).



Over 500,000+ attendees came to WoW last year with Valent-ICE weekend being the busiest weekends of the two-month long festival and even featured on NBC for the “Inspiring America” segment for this effort.

Valent-ICE is a featured event where businesses, organizations, and institutions can participate by purchasing an ice sculpture that is placed outside near their business (or a location of their choosing), along with your logo, for citizens to view the gallery of ice on their own and through walking tours.

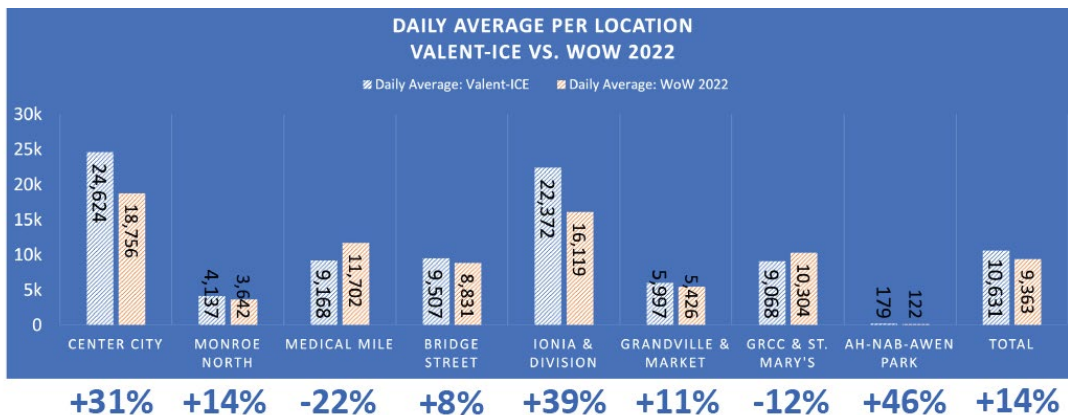
This year, the WoW event series includes a two-month long festival with over 60+ events! We are also bringing in over 50+ art installations from local, national, and international artists.



This year’s festival runs through January 6 through March 5, 2023. Valent-ICE will be hosted from February 10-12, 2023.

worldofwintergr.org

Help make Downtown stay the largest gallery of ice art in the U.S. again this winter!



World of Winter
A Festival of Frozen Fun



Valent • ICE

BUSINESS, INSTITUTION, AND ORGANIZATION OPPORTUNITIES
SIGN UP DEADLINE IS DECEMBER 18, 2022

By teaming up with DGRI for the WoW festival for Valent-ICE you are given special event discounted pricing for sculptures from the Food Networks Ice Brigade team and Ice Guru, Randy Finch. You can pick a [sculpture from the online catalog designs](#) or you can pick out your own idea. A custom design sculpture is determined by the size and or specifics that you want. *Example: You want a dinosaur (standard). You want a dinosaur with a green t-shirt wearing sunglasses (custom).* Each block of ice is 2'x 3' to start with before carving. The more blocks you purchase, the larger your sculpture is.

BENEFITS	THE CUBE 1 Block \$350 (+\$200 for custom)	ICE ICE BABY 2 Blocks \$750 (+\$200 for custom)	ON THE ROCKS 3 Blocks \$1,000 (custom included)	THE ICEBERG 4+ Blocks \$1,001+ (custom included)
Choose one of 200+ designs or your own general idea carved from a 40"x20" <u>single</u> block of ice.	X			
Choose one of 200+ designs or your own general idea carved from a 40"x 40" <u>double block</u> of ice.		X	X	X
A <u>custom</u> carved 40"x 40" <u>double</u> block of ice.			X	
A <u>custom</u> carved sculpture. Size determined by price and design.			X	X
Option to have items frozen in ice (if provided).	X	X	X	X
Option to add color, glitter or item frozen into ice (additional fee of \$50-100).	X	X		
Color, glitter and frozen item included			X	X
Stand(s) to elevate sculpture and visibility.	X	X	X	X
Logo inclusion on event sign displayed with sculpture (no logos are allowed in sculpture).	X	X	X	X
Business location included on digital map.	X	X	X	X
Business included in organized walking tours.	X	X	X	X
Name inclusion in select posts through social media outlets (80,000+ followers).			X	X
Business location included in marketing materials sent out digitally through CRM and social media platforms (80,000+ followers).	X	X	X	X
Live carving demonstration with the Ice Brigade (on Feb. 12 or 13) outside your business.			X	X
One VIP sculpture tour for your staff, clients, etc. with the Ice Brigade (up to 15 people).			X	X
One 10x10 tent space at any WoW event.			X	X
Minimum of one social media post tagging your business through social media.				X
Logo placed on all event signage and printed collateral for Valent-ICE.				X

Deadlines and Process Details:

Deadline for commitment and sculpture design must be submitted by January 1, 2023. Cost will increase by \$100 after.

- When you request a sculpture design from the list or a custom design, the Ice Guru will send you a proposed drawing of your selection.
- After confirming your sculpture design, the Ice Guru will provide information on whether your sculpture will be two-dimensional or three-dimensional
- Businesses that offer a special discount or promotion during the event dates, need to submit information to DGRI two weeks prior to the event start date (due by Jan 1, 2023)
- Businesses must help promote the event by sharing event info via their social media channels, have brochure/map at business and hang poster in business window
- Businesses will be responsible for maintenance of sculpture after they have been placed





Part of Downtown Grand Rapids' Winter Festival: The World of Winter event series

Business/Organization Name: _____

Point of Contact: _____

Email: _____ Phone number: _____

Mailing Address: _____

Please indicate location where sculpture should be placed: (i.e. in front of business being as specific to exact location, park, bridge etc.) with directions below or by submitting a photo of someone standing in the location where you would like the sculpture. _____

SELECT DESIRED PACKAGE: DGRI will invoice you for payment

- ☐ THE ICEBERG Package: \$1,001-6,000 3+ blocks of ice, custom design, color, and frozen item(s)
- ☐ ON THE ROCKS Package: \$1,000 double block of ice, custom design, and color or a frozen item(s)
- ☐ ICE ICE BABY Package: \$750, double block of ice ☐ \$200 for customization
- ☐ THE CUBE Package: \$350, single block of ice ☐ \$200 for customization

What sculpture design would you like? _____

- ☐ Items frozen in the design (\$50) - your business will provide _____
- ☐ Custom color (\$100 for color) - our preferred color(s) _____
- ☐ The sculpture has been purchased past the 1/1/23 deadline. A fee of \$100 will be added to the total cost.
- ☐ I understand that DGRI is not liable for sculpture damages once the ice has been delivered.
- ☐ I have read this document and agree to the terms (please sign below).

Printed Name

Signature

Date

PARTICIPANT FORM/PAYMENT SUBMITTED TO:

Downtown Grand Rapids Inc., Attn: Kim Van Driel, 29 Pearl St. Suite 1, Grand Rapids, MI 49503

An invoice will be sent to you.

Please make checks payable to City of Grand Rapids - Downtown Development Authority

Payment deadline is due January 15, 2023

For any questions, contact Kim Van Driel at kvandriel@downtowngr.org or (616) 719.4610



DOWNTOWN
GRAND RAPIDS INC.