

Valent • ICE

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

Over the last six 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. Downtown never rests no matter what time of the year it is... We are a four-season city!



Thousands of attendees and event participants visit Downtown each year to get involved with World of Winter programming. Valent-ICE is a featured event where businesses, organizations, and institutions can participate by purchasing an ice sculpture that is placed outside, along with your logo, in the public realm to help activate Downtown during a cooler time of the year – All in an effort to increase foot traffic, engage people through activities, and encourage Grand Rapidsians to get outside and explore their Downtown during the winter season.

This year, the World of Winter event series includes a month-long festival with various FREE programming and events - such as Valent-ICE, black history walking tours, a Lunar New Year event by the Grand Rapids Asian Pacific Festival team and the Downtown Market’s Valent-ICE themed activities.

Help make Downtown the largest gallery of ice art in the state of Michigan again this winter!

2020 World of Winter Festival Programming

- Jan. 17 – Feb. 16: [CREOS Prismatica](#): Interactive light art installation from Montreal held at the Monroe North Lot.
- Jan. 18: [Silent Disco \(18+\)](#): Jam out to a variety of music through headphones at our Monroe North Lot where we will sell alcohol, play ice beer pong, serve food, and lots more!
- Jan. 25: [Lunar New Year](#): GR Asian-Pacific Festival will provide this unique celebration opportunity at the Monroe North Lot featuring dragon dancers, food and many more activities.
- Jan. 26: [World Market & Game Day](#): Shop at the World Market - featuring curated artists and businesses in a heated tent, with ice games outside for the whole family to enjoy. Held at the Monroe North Lot.
- Feb. 1: [Movies on the Piazza](#): Come enjoy Summertime in the Winter at Studio C’s Piazza. We will show Summer themed movies with plenty of activities to keep attendees warm.
- Feb. 6: [Snowga](#): Warm up outside with a short run followed by Snowga hosted by Gazelle Girl.
- Feb. 9: [Human Hungry Hungry Hippo Tournament](#): The annual tournament at the Rosa Parks Circle ice rink where you compete with other hungry hippos to become the champion and win a prize package.
- Feb. 14: [Love on ICE](#): 2-for-1 ice skating featured at Rosa Parks Circle with free professional photographs at our interactive ice wall installation.
- Feb. 14-16: [Valent-ICE](#): Ice sculptures are placed throughout Downtown and walking tours are held throughout the weekend.
- Feb. 15: [Paint the Park](#): Community ice painting party where attendees paint the ice at the Rosa Parks Circle ice rink with food trucks and more!

For event specifics, please visit downtowngr.org



Valent • ICE

BUSINESS, INSTITUTION, AND ORGANIZATION OPPORTUNITIES

SIGN UP DEADLINE IS DECEMBER 20, 2019

The business with the most community spirit will win a \$2,000 marketing package!

THE CUBE (\$300)

- ☐ Choose one of 200+ designs (attached), carved from a 40"x20" single ice block. Not seeing something you want? Just let us know what type of sculpture you would like, and we can make it for the same price. (If your business wants the design altered after the concept is sent to you, this then becomes an alteration and a custom order at the Ice Ice Baby level).
- ☐ Option to have items frozen in ice (if provided)
- ☐ Option to add color or glitter into ice (additional fee of \$50)
- ☐ City of Grand Rapids permits secured
- ☐ Stand(s) to elevate sculpture and visibility
- ☐ Logo inclusion on event sign displayed with sculpture (logos are not allowed as a sculpture or within sculpture)
- ☐ Business location included on DGRI, Valent-ICE website and GR Running and Walking Tours
- ☐ Business location included on the Valent-ICE printed map/brochure (5,000+) City wide distribution
- ☐ Business location included in marketing materials sent out digitally through CRM and social media platforms (49,000+ followers)
- ☐ Minimum of one social media post tagging your business within Facebook invite
- ☐ Name included in select posts through social media outlets (49,000+ followers)



ICE ICE BABY (\$575)

- ☐ Choose from 200+ designs (attached), carved from a 40"x20" single ice block with complete custom moderation on design, color, etc., making your sculpture completely unique. Not seeing something you want? Just let us know what type of sculpture you would like, and we can make it for the same price.
- ☐ Option to have items frozen in ice (if provided)
- ☐ Option to add color or glitter into ice (additional fee of \$50)
- ☐ City of Grand Rapids permits secured
- ☐ Stand(s) to elevate sculpture and visibility
- ☐ Logo inclusion on event sign displayed with sculpture (logos are not allowed as a sculpture or within sculpture)
- ☐ Business location included on DGRI, Valent-ICE website and GR Running and Walking Tours
- ☐ Business location included on the Valent-ICE printed map/brochure (5,000+) City wide distribution
- ☐ Business location included in marketing materials sent out digitally through CRM and social media platforms (49,000+ followers)
- ☐ Minimum of one social media post tagging your business within Facebook invite
- ☐ Name included in select posts through social media outlets (49,000+ followers)



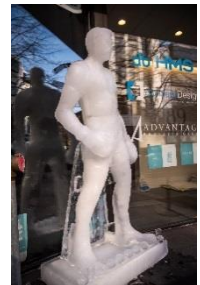
ON THE ROCKS (\$1,125)

- ☐ A custom carved 40"x40" double ice block with one custom moderation making your sculpture unique
- ☐ Option to have items frozen in ice (if provided)
- ☐ Option to add color into ice (additional fee of \$50)
- ☐ City of Grand Rapids permits secured
- ☐ Stand(s) to elevate sculpture and visibility
- ☐ Logo inclusion on event sign displayed with sculpture (logos are not allowed as a sculpture or within sculpture)
- ☐ Business location included on DGRI, Valent-ICE website and GR Running and Walking Tours
- ☐ Business location included on the Valent-ICE printed map/brochure (5,000+) City wide distribution
- ☐ Business location included in marketing materials sent out digitally through CRM and social media platforms (49,000+ followers)
- ☐ Minimum of one social media post tagging your business within Facebook invite
- ☐ Name included in select posts through social media outlets (49,000+ followers)
- ☐ Logo on Valent-ICE banner hung at Rosa Parks Circle from Feb. 14-17
- ☐ Your business location will be included on all ice-sculpture tours as an official must-see spot
- ☐ One VIP sculpture tour for your staff, clients, etc. with Food Network's Ice Guru Randy Finch (up to 15 people)



THE ICEBERG (\$2,000-\$6,000)

- ☐ A custom carved design from a custom size of ice (artist determines dimensions based on design and price business agrees to)
- ☐ Option to have items frozen in ice (if provided)
- ☐ Option to add color into ice (additional fee of \$50)
- ☐ City of Grand Rapids permits secured
- ☐ Stand(s) to elevate sculpture and visibility
- ☐ Logo inclusion on event sign displayed with sculpture (logos are not allowed as a sculpture or within sculpture)
- ☐ Business location included on DGRI, Valent-ICE website and GR Running and Walking Tours
- ☐ Business location included on the Valent-ICE printed map/brochure (5,000+) City wide distribution
- ☐ Business location included in marketing materials sent out digitally through CRM and social media platforms (49,000+ followers)
- ☐ Minimum of one social media post tagging your business within Facebook invite
- ☐ Name included in select posts through social media outlets (49,000+ followers)
- ☐ Logo on Valent-ICE banner hung at Rosa Parks Circle from Feb. 14-17
- ☐ Your business location will be included on all ice-sculpture tours as an official must-see spot
- ☐ One VIP sculpture tour with Food Network's Ice Guru Randy Finch (up to 20 people)
- ☐ Option for a 10x10 space at one World of Winter event of your choosing one of our events
- ☐ Live ice-carving demonstration of your sculpture in front of your business





Deadlines and Process Details:

When you participate in Valent-ICE by purchasing an ice sculpture, you are automatically entered to win a \$2,000 marketing package!!!

The business, organization, or institution that promotes their sculpture and the World of Winter / Valent-ICE festival the most through social media will win the marketing package. Our team will provide you with all the information on the event, and the guidelines for the social media competition. It is up to how often you promote your sculpture via social channels to win. Our team will monitor and tally up the scores at

the end of the festival, and then announce the winner!

We will work with the winner directly to determine how they would like to use the \$2,000 marketing package to promote their business, institution or organization, based on what works best for them. This could be a video, print ads, digital ads, etc. The sky is the limit!

Deadline for commitment and sculpture design must be submitted by December 20, 2019. Cost will increase by \$100 after - and it is not guaranteed you will make it on the printed map guide.

- 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 31, 2020)
- 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 asked to donate gift cards or merchandise of \$50 or more for raffle drawings to attendees as part of the event competition (ex. 2 \$25 gift cards)
- 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. _____

Idea for ice sculpture design (feel free to attach an example)

SELECT DESIRED PACKAGE: DGRI will invoice you for payment

- ☐ THE ICEBERG Package: \$2,000-6,000 custom design/custom amount of ice
- ☐ ON THE ROCKS Package: \$1,125, custom design/double block of ice
- ☐ ICE ICE BABY Package: \$575, custom design/single block of ice
- ☐ THE CUBE Package: \$300, sculpture from list Sculpture Selection _____
- ☐ Items frozen in the design -- your business will provide _____
- ☐ Custom color (\$50/color) – our preferred color(s) _____
- ☐ The sculpture has been purchased past the 12/7 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

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

Payment is deadline is due December 30, 2019

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