

WoW
World of Winter

RETURNS
JANUARY 10 - MARCH 2
2025

THE LARGEST WINTER FESTIVAL IN AMERICA!

World of Winter

World of Winter (WoW) is an eight-week winter celebration of art and culture in Downtown Grand Rapids that takes place from January to March. The WoW Festival was created in 2018 to forward the citizen-inspired goal to have a four-season city with diverse programming throughout the year.

Since 2020, we have integrated large scale traveling installations from around the globe with local installations, events and programming creating a robust, diverse and packed two-month calendar of entertainment during the winter months. We are now the largest winter festival in the United States!

WoW is organized by the team at Downtown Grand Rapids Inc. but relies heavily on the help of the community. By putting out a public cast call to local artists, event organizers and placemakers, we are able to collaborate with many talented Grand Rapidians to help us cultivate unique programming and experiences for all. With over 130 events, installations and programs, there is truly something for everyone to connect with through talent, art, food and culture.

DGRI is committed to creating and fostering a welcoming and inclusive year-round Downtown where Grand Rapidians can enjoy their unique and beautiful winter city.

USE THE QR CODE TO WATCH OUR RECAP VIDEO



4.5 MILLION VISITORS IN 2024!

DOWNTOWN GRAND RAPIDS INC.



WHAT'S IN STORE FOR 2025



HUMAN HUNGRY HIPPO TOURNAMENT



GREAT LAKES SNOW SNAKE COMPETITION



SILENT DISCO



LOVE ON ICE

Each year, activities change creating new and uniquely programmed events and art installations.
Some of our planned annual events are shown here. Additional pop-up events like DJs, dances, snowga, etc. may vary.



NOODLE FEST



PAINT THE PARK



WINTER'S A DRAG



FIRE & ICE

Our signature events are unlike any others. We create unique, one-of-a-kind experiences in the heart of Downtown for Grand Rapidians to make lasting memories and a true connection with their city.







CIRCUS WONDERLAND



SNOWGA



SOUND BATH



ICE PARK AND FOOD TRUCK RALLY

Every year we create unique one of a kind one-off events that coincide with installations that are pop-up activities. New this year was the Mardis Gras Parade and Sound Bath event series. Both will continue to stay in the future after great success.





World of Winter Annual Events Appendix

Fire & Ice
Witness fire performers skate around the ice rink and enjoy a performance from the Greater Grand Rapids Figure Skating Club.

Great Lakes Snow Snake Competition
Snow Snake is a traditional northern Native American game of sport dating back over 500 years. The game's object is to throw the snow snake the farthest distance along a smooth trough made in the snow.

Human Hungry Hippo Tournament
Just like the game, but you are the hippo on ice. Teams compete in our annual tournament to be crowned champions.

Ice Breaker
Live carving of a 5,000 pound sculpture with the design chosen by a public vote of Grand Rapidians.

Ice Games and Food Truck Rally
Enjoy the ice park games, community ice sculptures and some great grub from some of the best food trucks in town.

Ice Piano
Experience live music on a piano made of ice as you enjoy The Singing Tree interactive lighting installation.

Love on Ice
2 for 1 ice skating at Rosa Parks Circle with a professional photo op in front of our interactive ice wall.

Noodle Fest
Featuring noodle dishes from a variety of different vendors, entertainment and more from the Grand Rapids Asian Pacific Foundation.

Paint the Park
Community ice painting party at the Rosa Parks Circle ice rink and a Downtown street party on Monroe Center.

Pop-Up Events/Programming
Various programming organized by local event planners and DGRI staff including DJ performances, brass bands, dance performances and more.

Seasonal Wonders Projection Show
Our beloved Seasonal Wonders projection mapping show from 2021 is back! The show will be projected onto the historic Civc Auditorium in the newly renovated Lyon Square for nightly shows highlighting the seasons of Michigan.

Silent Disco
Jam out to a variety of music from local DJs through headphones and dance in silence with the community.

Sound Bath
Relax with a blanket and immerse yourself in a guided session of sounds for the soul.

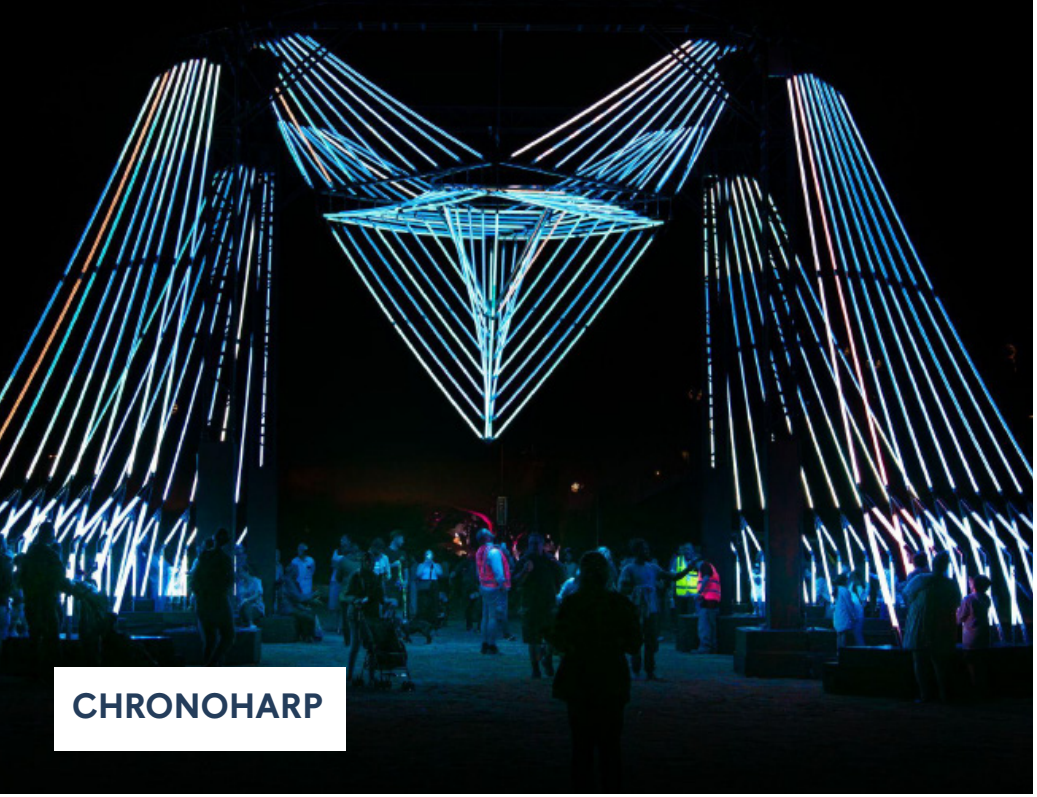
Snowga & Fun Run
A beautiful Downtown winter scenic run followed by yoga in the snow.

Starry Night Drone Show
New this year will be our drone show working with local and national artists to honor GR icons that will light up the night sky. We will throw a dance party with local DJs, performers and food trucks.

Walking Tours
A variety of walking tours offered throughout the festival including Chilly Challenge, Black History, women's history and WoW installations.

Winter's A Drag
An outdoor drag show honoring local drag queens and our LGBTQ+ community. Each year, we bring in a famous queen from one of Ru Paul Drag Race all stars.

MANY MORE EVENTS ARE YET TO COME!



CHRONOHARP



SOLOVEIKO SONGBIRD

World of Winter Public Art

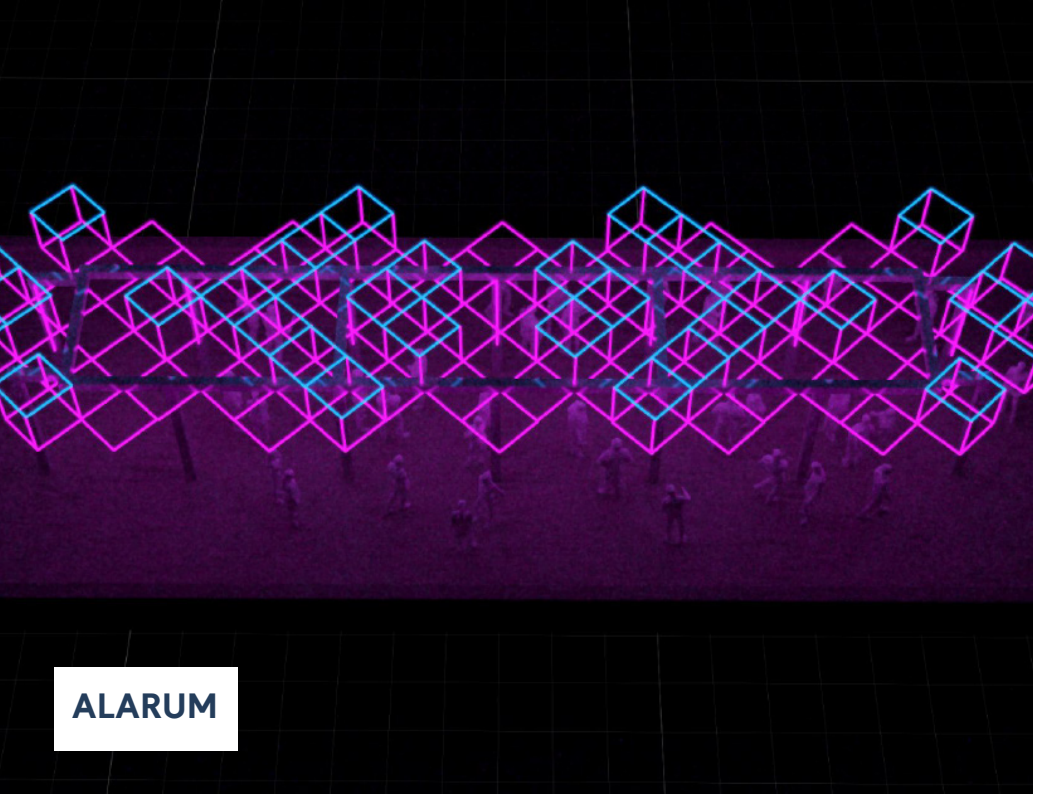
Each year, we put out a global public cast call seeking installations to be a part of the festival. Local, national and international artists showcasing a diverse range of creativity and talent are showcased during the two-month festival.

Art is a huge focal point of the festival. While we also focus on culinary and performance art, we know the importance of bringing in physical art for people to see and experience. Most installations allow visitors to interact with the work.

The majority of the art is focused along the river corridor but various installations are scattered throughout the entire Downtown footprint.

These are just a few of the many installations that will be here for the 2025 festival.

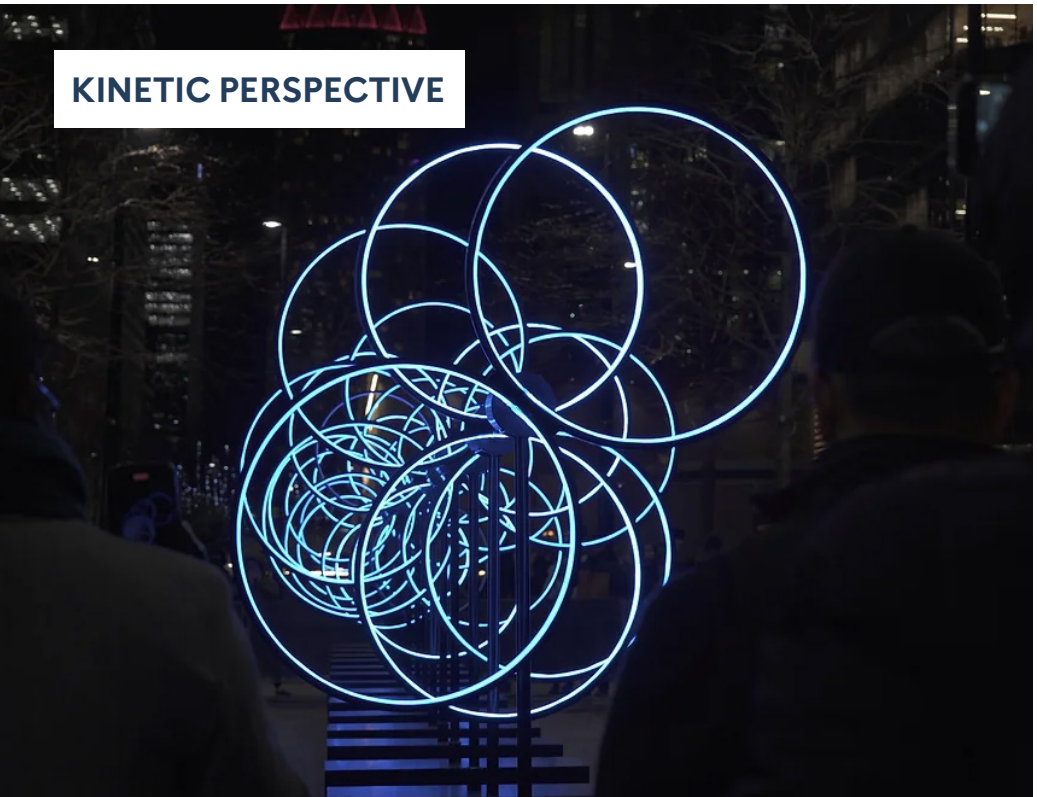
MANY MORE INSTALLATIONS ARE YET TO COME THIS YEAR FROM OUR LOCAL ARTISTS!



ALARUM



THE HIVE



KINETIC PERSPECTIVE



WAVES



SEASONAL WONDERS



BOND(D)FIRE



BIRDHOUSE



SPACE SWINGS

SPONSORSHIP PACKAGES	ICE SCULPTURE ($400-1,000+)	GLITTER ($750)	FROST ($1,000)	SNOWFLAKE ($2,500)	CRYSTAL ($5,000)	ICEBERG ($10,000)	GLACIER ($15,000)	BLIZZARD ($25,000)	AVALANCHE ($50,000)
SOCIAL MEDIA MENTIONS			1	1	2	3	4	5	10
LOGO W/ LINK ON WoW WEBSITE			X	X	X	X	X	X	X
PROMO MATERIAL GIVEAWAY (if provided)		x	X	X	X	X	X	X	X
RECEIVE WOW PROMO MATERIALS			X	X	X	X	X	X	X
10X10 SPACE AT EVENT		x	1	1	1	2	3	5	10
ON SITE SIGNAGE (if provided)				x	1	2	3	5	10
NAME RECOGNITION AT EVENT				X	X	X	X	X	X
NAME RECOGNITION ON WALKING TOURS			X		X	X	X	X	X
SPEAK AT EVENT					X	X	X	X	X
ICE SCULPTURE WITH SIGNAGE (Sculture can be placed outside your business or at the ice park. Email for more details on pricing and specifics).	X				1 BLOCK	1 BLOCK	2 BLOCKS	2 BLOCKS	3 BLOCKS
LOGO ON RECAP VIDEO						X	X	X	X
FOOD TRUCK VOUCHERS						3 VOUCHERS	5 VOUCHERS	10 VOUCHERS	15 VOUCHERS
RESERVED VIP SPACE AT EVENT						1 EVENT/5 PEOPLE	2 EVENTS/10 PEOPLE	5 EVENTS/15 PEOPLE	5 EVENTS/15 PEOPLE
VIP ICE SKATING PASSES							5 PASSES	10 PASSES	15 PASSES
VIP TOUR OF THE ICE GURU ICE CASTLE							10 PEOPLE	15 PEOPLE	15 PEOPLE
RESERVED HEADPHONES AT SILENT DISCO							5 PEOPLE	10 PEOPLE	15 PEOPLE
VIP NOODLE FEST FOOD VOUCHERS							5 PEOPLE	10 PEOPLE	15 PEOPLE
HUMAN HUNGRY HIPPO TEAM REGISTRATION							X	X	X
LOCAL MEDIA MENTION								X	X
LOGO ON ROSA PARKS CIRCLE BANNER								X	X
VIP ART TOUR								X	X
LOGO ON PRINTED MATERIALS									X

HELP MAKE DOWNTOWN A WORLD OF WINTER!

Sponsorship Sign Up

If you would like to be a World of Winter sponsor, please fill out the Sponsorship Agreement by following the QR Code below. If you are interested in a custom package or just an ice sculpture specifically, please contact info@downtowngr.org for more information.

An invoice will be sent to you via email for your sponsorship following the submission of your Sponsorship Agreement form and someone from the DGRI team will connect with you directly on entitlements.

For an up-to-date list of events and activities, please visit **worldofwintergr.com.** Activities are often added and updated.

DOWNTOWN
GRAND RAPIDS INC.







AND THAT'S A WRAP 2024

	Fire & Ice	Silent Disco	Winter's A Drag	Ice Bar + games (2/10)
White	69.16%	67.39%	68.79%	71.18%
Black	11.39%	11.66%	9.09%	8.69%
Hispanic or Latino	12.52%	13.43%	10.99%	10.91%
American Indian and Alaska Native	0.20%	0.07%	0.49%	0.21%
Asian	3.00%	2.14%	2.99%	4.25%
Native Hawaiian and Other Pacific Islander	0%	0%	0%	0.02%
Other	0.05%	0.15%	0.34%	0.35%
Two or more races	3.68%	5.16%	7.30%	4.39%

	Ice Breaker	DJ Pop-Up (2/10)	Love on Ice	Paint the Park
White	73.28%	60.70%	61.64%	61.49%
Black	9.38%	13.04%	15.23%	17.05%
Hispanic or Latino	8.92%	18.21%	14.26%	15.69%
American Indian and Alaska Native	0.27%	0.15%	0.16%	0.06%
Asian	2.90%	2.09%	4.53%	1.42%
Native Hawaiian and Other Pacific Islander	0.04%	0%	0%	0.08%
Other	0.59%	0.28%	0.65%	0.38%
Two or more races	4.62%	5.53%	3.53%	3.83%

	Hungry Hippos	Circus Wonderland	Noodle Fest
White	66.14%	67.56%	63.00%
Black	10.22%	8.96%	15.53%
Hispanic or Latino	15.96%	14.12%	12.87%
American Indian and Alaska Native	0.01%	0.14%	0.22%
Asian	2.69%	4.16%	2.98%
Native Hawaiian and Other Pacific Islander	0%	0.00%	0.01%
Other	0.44%	0.21%	0.21%
Two or more races	4.53%	4.84%	5.18%

	Fire & Ice		Silent Disco		Winter's A Drag		Human Hungry Hippos		Circus Wonderland		Noodle Fest	
	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023
TOTAL VISITORS	2,809	1,966	1,719*	1,752	1,406*	2,568	1,708	1,830	1,891*	3,272	3,188*	3,715
DATE	Jan. 26th	Jan. 28th	Jan. 27th	Feb. 4th	Feb. 3rd	Jan. 14th	Feb. 25th	Feb. 25th	Mar. 2nd	Jan. 7th	Mar. 9th	Mar. 4th
TIMES	5pm - 9pm	5pm - 9pm	7pm - 10 pm	7pm - 10 pm	11am - 4pm	11am - 4pm	2:30pm - 7pm	2:30pm - 7pm	5pm - 8pm	5pm - 8 pm	11am - 6pm	12pm - 5pm

* Placer.ai has new counting restrictions on Calder Plaza as of 2024

World of Winter 2024 Events

This year's WoW festival hosted over 55 events with a range of activities including Snowga, ice performances, DJs, games, food trucks and more.

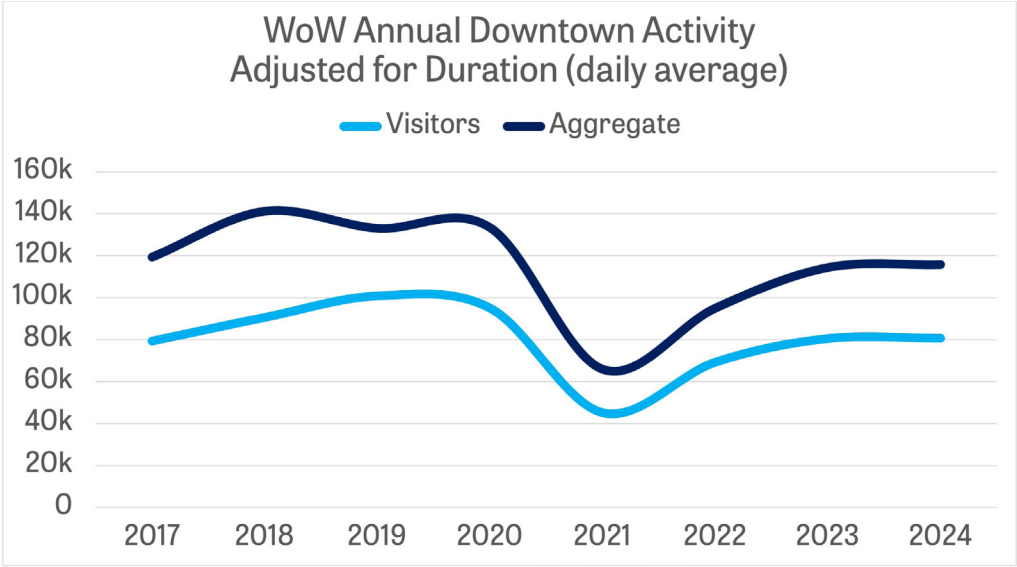
We continue to see attendance grow each year at our signature events like Silent Disco, Circus Wonderland, Human Hungry Hippo Tournament, Paint the Park, Winter's A Drag and Fire & Ice.

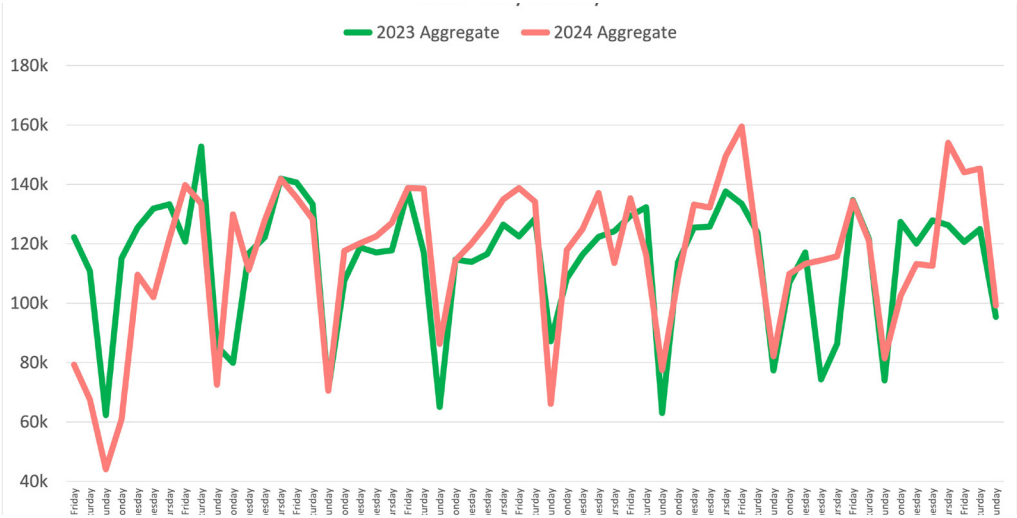
Winter's A Drag brought in international icons from Ru Pauls Drag Race, Trinity the Tuck and Miz Cracker, for a once in a lifetime performance on the main stage at Calder Plaza.

We offered four different types of walking tours this year for a total of 20 tours with over 520 attendees total.

Many additional events and programs were added independently by our community such as WoW running club tours, menu specials, photo clubs, etc. This demonstrates the organic support that the festival has built and the genuine community ownership that has developed over the years.

The chart here shows the number of visitors in 2024 compared to 2023, as well as the demographics of these visitors. These figures are not exact, as they are captured from mobile phones and estimated based on local census data.





World of Winter Attendance

During WoW 2024, from January 12th to March 10th, over 4.8 million visits to Downtown Grand Rapids occurred. This data is gathered by Placer.ai, a service that measures visitation counts by utilizing anonymized cell phone location data. The data does not include individuals without cell phones (therefore excluding children) or anyone with location services turned off. Accounting for those exclusions, the total amount of visits Downtown during WoW is estimated to be over 6 million!

The festival featured over 130 art installations, events and programs. In addition to the large-scale international art installations and events curated by DGRI staff, local event producers, artists and placemakers also showcased their work and talents through the support of DGRI's World of Winter grant programs allowing others to share their ideas for winter activation efforts.

Even with the most challenging year of weather with snow storms, rain and flooding, we still were able to bring more attendees Downtown this year than ever.

The graphics here illustrate the attendance growth from 2023 to 2024 and provide a glimpse at the daily patterns for the festival. "Aggregate" numbers include Downtown residents, visitors and employees. Spikes in attendance tend to coincide with signature events, and Sundays are predictably our "slowest" days.

As we look forward to 2025, we expect an incredible festival that will draw millions of visitors Downtown for a truly unique winter festival.

World of Winter 2024 Social Data

DGRI enjoys a social media following of over 100,000 users across all channels.

We prioritize visual content through photo and video that higlights the brilliant and stunning spectacle of WoW and illustrates community enjoyment and attendance. We consistently see high engagement with WoW content that increases the reach and exposure to the festival.

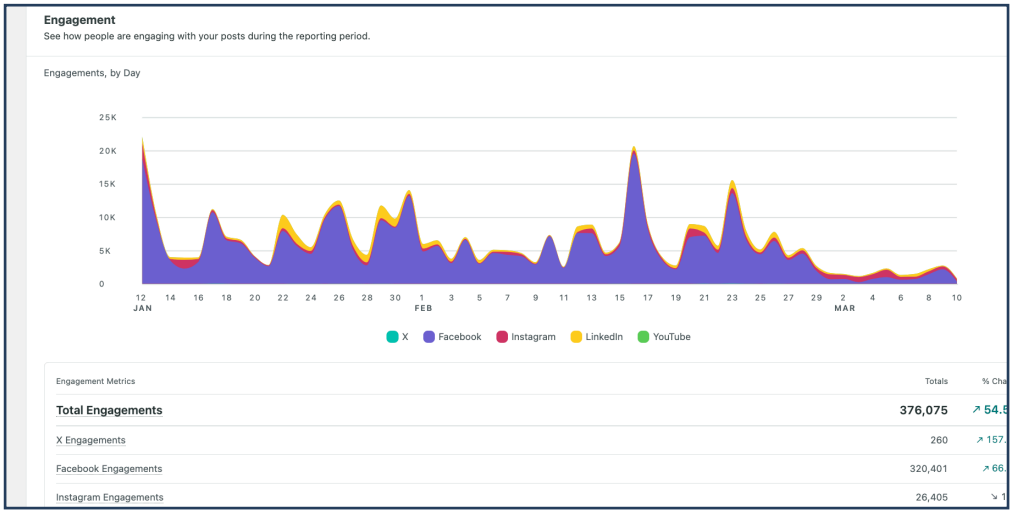
For the 2024 festival, we created a dedicated WoW Instagram channel that has already achieved a following of over 6,700. Our most successful viral post featuring the Silent Disco event has been liked over 799,000 times.

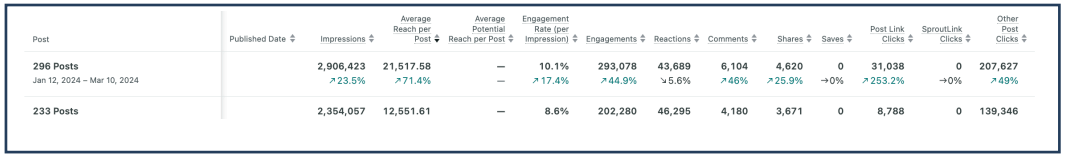
This level social media engagement provides incredibly valuable exposure for festival sponsors, and we expect the digital following to continue to grow.

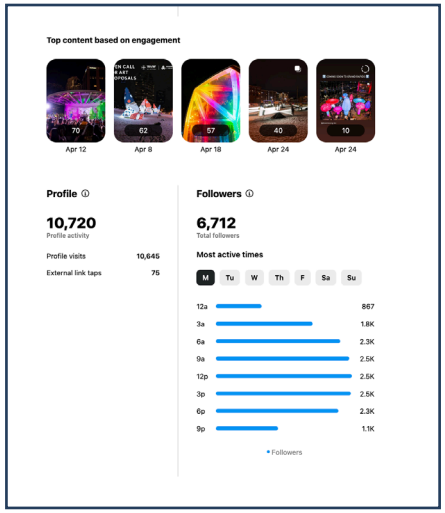
2023 Recap Video Views
FB: 4K views
YT: 80 views

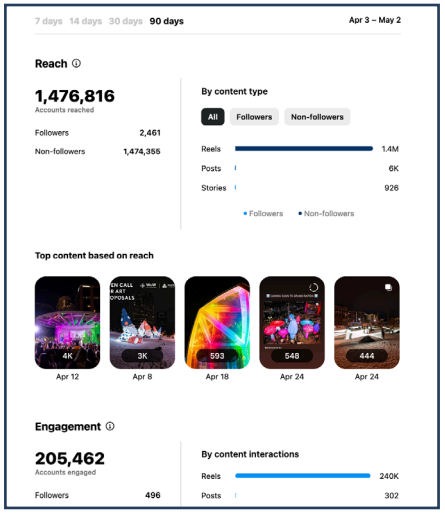
2022 Teaser Video Views:
FB: 3.3K views
YT: 170K views

2022 Recap Video Views:
FB: 1.5K
YT: 125 views











WoW
World of Winter

worldofwintergr.org