



*Valent* • ICE



RETURNS  
FEBRUARY 9-11  
2024

# 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 100 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 beautiful winter city.

## Valent-ICE

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, WoW.

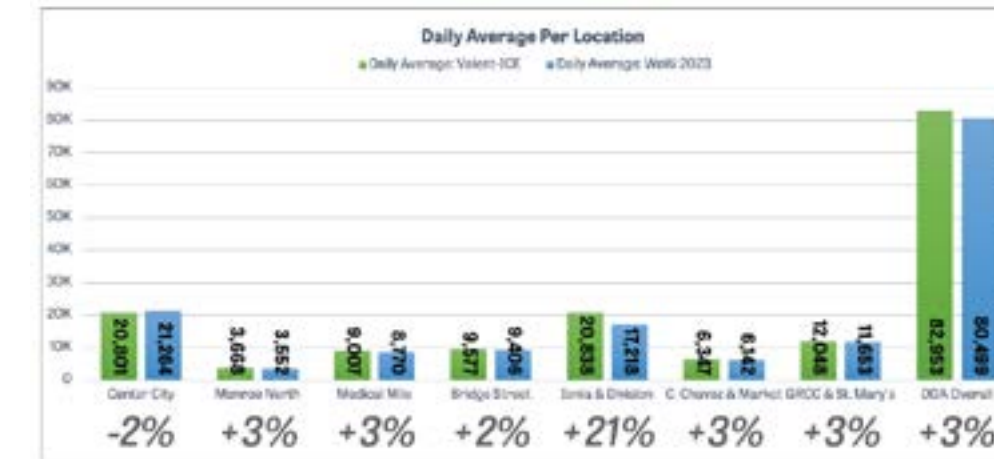
Over 500,000+ attendees came to WoW last year with Valent-ICE weekend being the busiest weekends of the two-month long festival and even featured on NBC for the “Inspiring America” segment for this effort in 2022.

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.



	Noodle Fest		Winter's A Drag		Silent Disco	
	2023	2022	2023	2022	2023	2022
TOTAL VISITORS	3,715	1,499	2,568	1,866	1,752	963†
DATE	Mar. 4th	Feb. 26th	Jan. 14th	Jan. 15th	Feb. 4th	Jan. 29th
TIMES	12pm-5pm	12pm-5pm	11am-4pm	4pm-8pm	7pm - 10pm	7pm - 10pm
	2023	2022	2023	2022	2023	2022
White	67.31%	63.15%	70.55%	82.63%	73.72%	†
Black	12.67%	12.61%	15.49%	5.80%	9.11%	†
Hispanic	13.74%	16.71%	8.89%	4.54%	11.56%	†
American Indian	0.14%	0.08%	0.13%	0.17%	0.19%	†
Asian	3.13%	3.36%	2.00%	4.04%	2.31%	†
Pacific Islander	0.00%	0.06%	0.02%	0.02%	0.03%	†
Two or more	2.93%	3.99%	2.86%	2.74%	3.03%	†

	Visitor Activity Counts
Circus Wonderland	3,272
Glow It Up	+1,500 (est)
Fire and Ice	1,966
Hungry Hippos	1,830



## World of Winter 2023 Recap

During World of Winter 2023, from January 6th to March 5th, over 4.5 million people visited Downtown Grand Rapids.

The festival featured over 300 art installations, events and programs. In addition to the large-scale international art installations, local event producers, artists and placemakers showcased their work and talents through the support of DGRI’s World of Winter grant programs.

We continue to see attendance at our signature events grow. The chart here shows the number of visitors in 2023 compared to 2022, 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.

We offered four different types of walking tours last year and hosted 20 tours all together with 520 attendees total.

As we look forward to 2024, we expect an incredible festival that will draw millions of visitors Downtown for a truly unique winter festival.

## Valent-ICE BUSINESS AGREEMENT INFORMATION

This year's Valent-ICE event will be held from February 9 through the 11 of 2024.

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.

DGRI hosts walking tours throughout the weekend bringing citizens directly to businesses showcasing their ice sculpture. Grand Rapids Running Tours will work directly with you on what you would like said about your business during the tour.

Ice sculptures are placed out by noon on Friday, February 9, 2024 unless you sign up for a live-carving.

### Deadlines and Process Details:

- 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 for your approval.
- 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, 2024).
- 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. If the sculpture needs to be removed due to melting, breaking, etc., the business can contact DGRI for it to be removed.
- Once the sculpture is placed, it cannot be moved by DGRI due to possibility of it breaking. Businesses must specify exactly where it should be placed with an image and an X on the image of where they want it to go.
- DGRI will submit an invoice to you. Please make checks payable to City of Grand Rapids - Downtown Development Authority. **Payment deadline is due January 1, 2023.** For any questions, contact Kim Van Driel at kvandriel@downtowngr.org or (616) 719.4610.



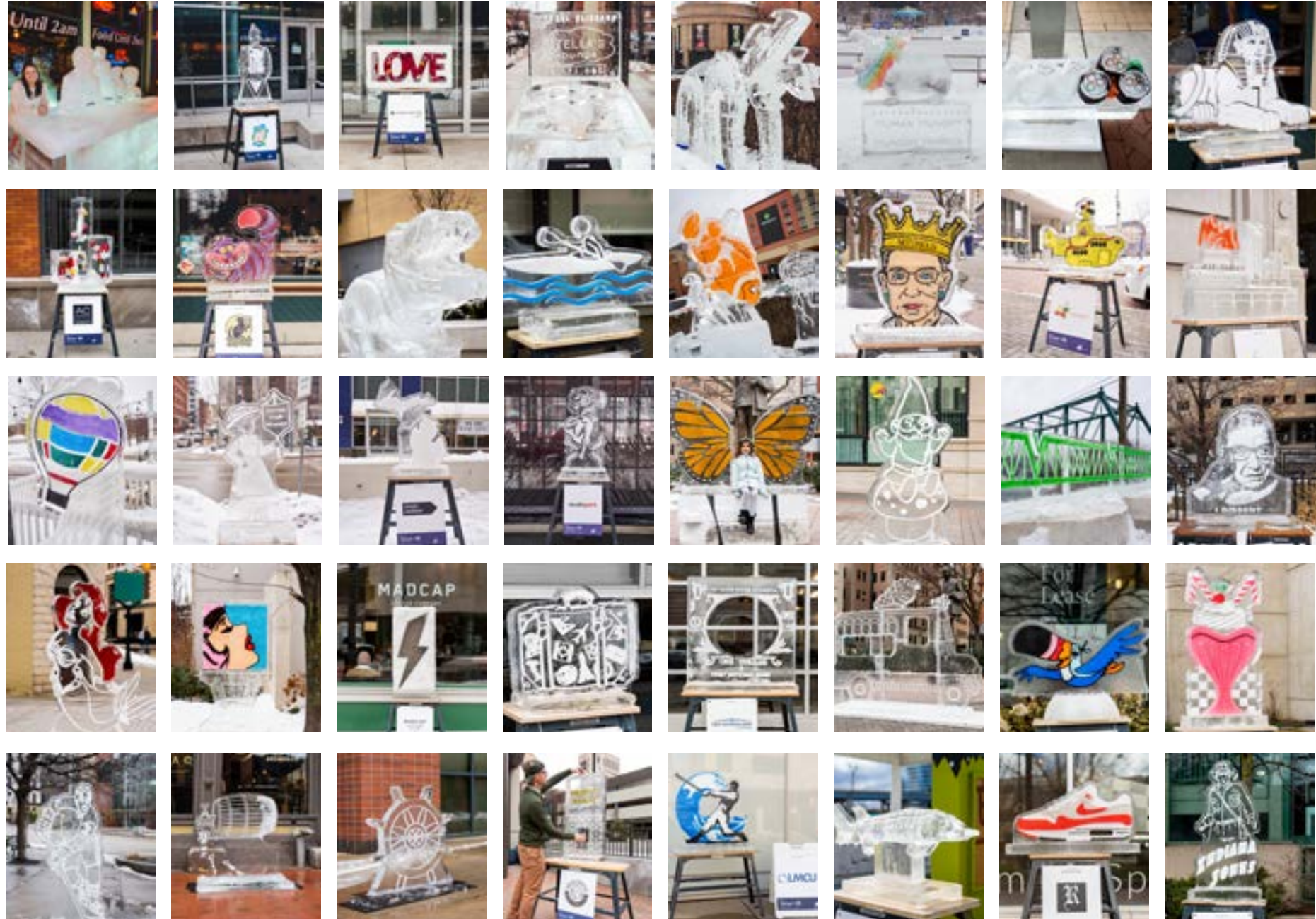
## Sponsorship Package Information

DGRI staff will work with you along with the Ice Brigade on creating your sculpture. Businesses can go in on ordering sculptures if they wish to split costs.

VALENT-ICE BENEFIT PACKAGES	THE CUBE SINGLE BLOCK \$350	ICE ICE BABY DOUBLE BLOCK \$700	ON THE ROCKS TRIPLE BLOCK \$1,000	THE ICEBERG CUSTOM \$1,000+
Choose one of 200+ designs or your own general idea that you have.	X	X	X	X
A custom carved sculpture. (\$200 additional fee if not included)			X	X
Option to have items frozen in ice (if provided) for an additional \$50.	X	X	X	X
Option to add color or glitter into ice for an additional fee of \$100 (up to 3 colors).	X	X	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
Business location included in marketing materials sent out digitally through CRM and social media platforms (1050,000+ followers).	X	X	X	X
Live carving demonstration with the Ice Brigade (on Feb. 10 or 11) 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
Minimum of one social media post tagging your business through social media.			X	X
Logo placed on all event signage and printed collateral for Valent-ICE.				X

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

PAST SCULPTURE EXAMPLES



# Valent

Business/Organization Name: \_\_\_\_\_ Point of Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Address of sculpture placement: \_\_\_\_\_

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 and custom design
- ON THE ROCKS Package: \$1,000 triple block of ice and custom design
- ICE ICE BABY Package: \$750, double block of ice  \$200 for customization (something that has never been done before or is specific in detail)
- THE CUBE Package: \$350, single block of ice  \$200 for customization (something that has never been done before or is specific in detail)

What sculpture design would you like? \_\_\_\_\_ [You can pick a design from the catalog here of previous designs.](#)

- Items frozen in the design (\$50) - your business will provide \_\_\_\_\_
- Custom color (\$100 for color) - our preferred color(s) (up to 3 colors) \_\_\_\_\_
- 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 or melting of sculpture once the ice has been delivered.
- I have read this package to its entirety and agree to all Business Agreement information listed on pages 3 & 4 (please sign below).

\_\_\_\_\_ Printed Name

\_\_\_\_\_ Signature

\_\_\_\_\_ Date



## WHAT'S IN STORE FOR 2024



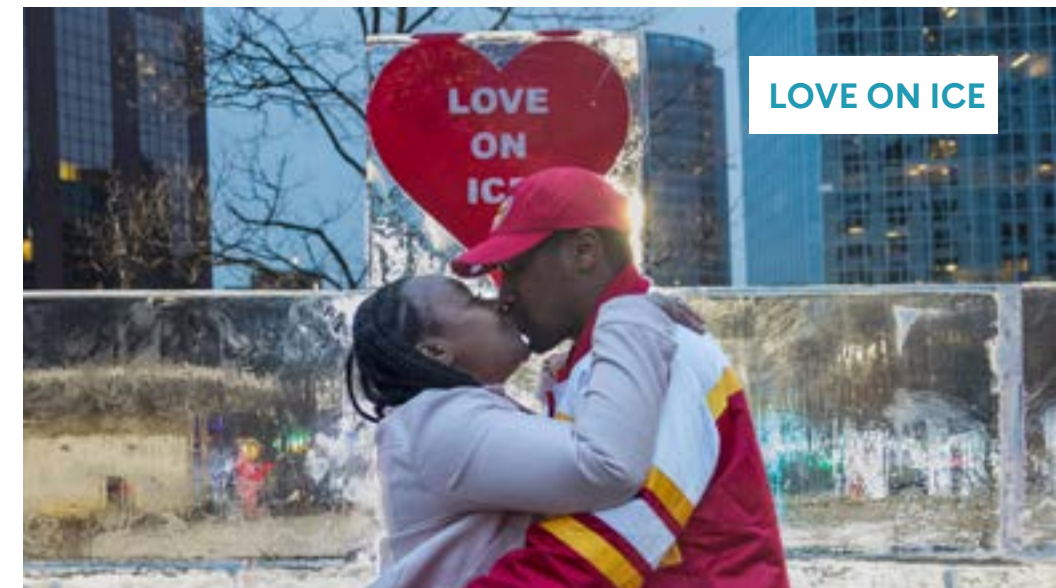
HUMAN HUNGRY HIPPO TOURNAMENT



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 Rapidsians to make lasting memories and a true connection with their city.

## World of Winter Annual Events Appendix

### Fire & Ice

Witness fire performers skate around the ice rink. Plus, 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 Rapidsians.

### Ice Games and Food Truck Rally

Enjoy the ice park games 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 & 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.

### Silent Disco

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

### Snowga & Fun Run

A beautiful Downtown winter scenic run followed by yoga in the snow.

### Valent-ICE

Over 50+ ice sculptures placed throughout Downtown.

### Walking Tours

A variety of walking tours offered throughout the festival including Chilly Challenge, Black History, WoW installations, and Valent-ICE tours.

### 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.

**MUCH MORE EVENTS AND ACTIVITIES  
YET TO COME THIS YEAR!**



MI CASA

### 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 come during the two-month long festival.

Art is a huge focus 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 2024 festival.



DANDELION



NIGHT WALKER



SONIC RUNWAY

MANY MORE INSTALLATIONS ARE  
YET TO COME THIS YEAR!



LUNAR LAMP POSTS



PERMAFROST



**FOR ADDITIONAL SPONSORSHIP  
OPPORTUNITIES, VISIT US HERE.**



[worldofwintergr.org](http://worldofwintergr.org)