



Wow
World of Winter



RETURNS
JANUARY 12 - MARCH 10
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.



DOWNTOWN
GRAND RAPIDS INC.



WHAT'S IN STORE FOR 2024

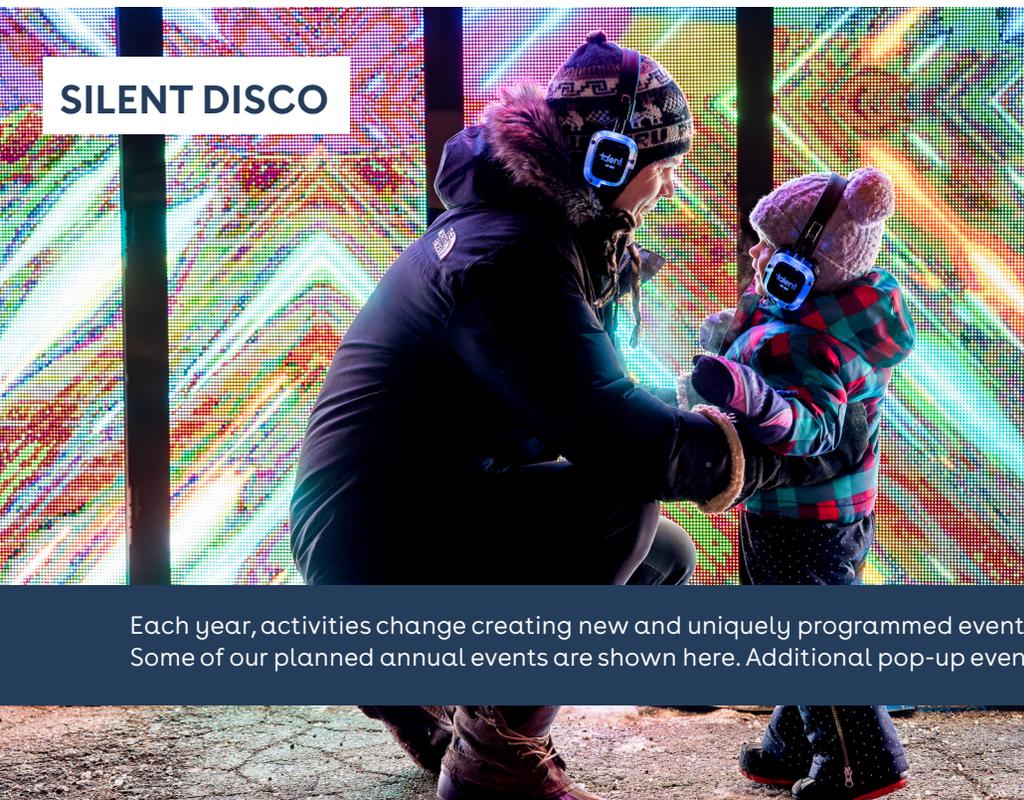




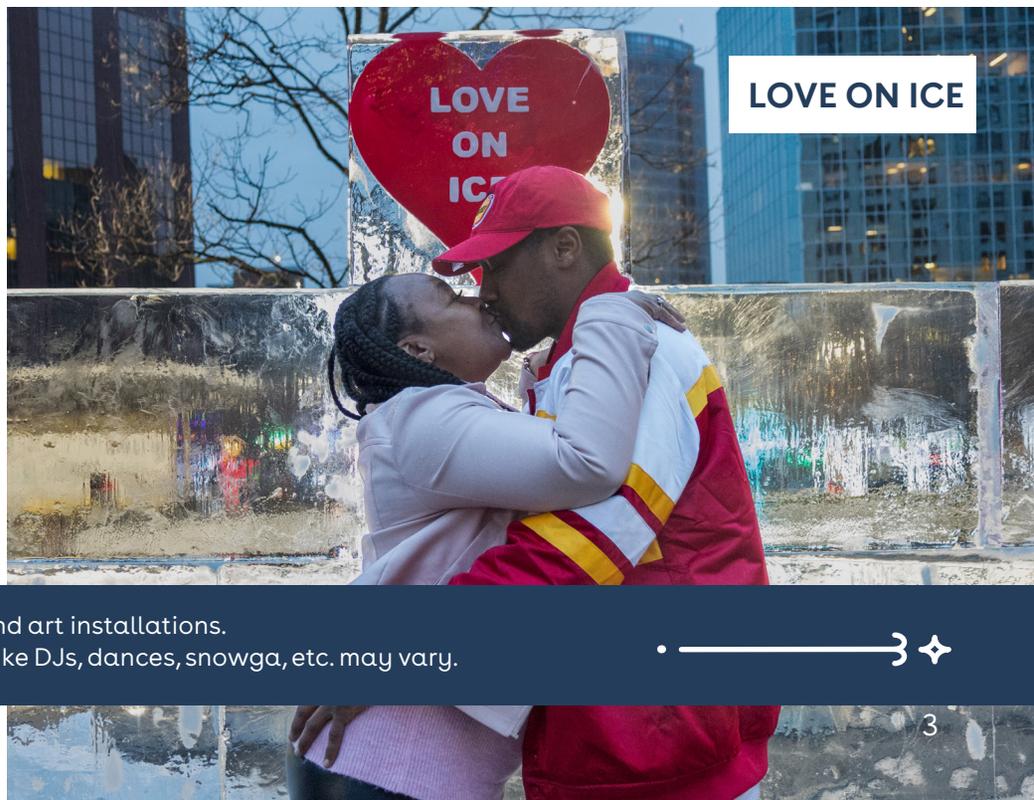
HUMAN HUNGRY HIPPO TOURNAMENT



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.





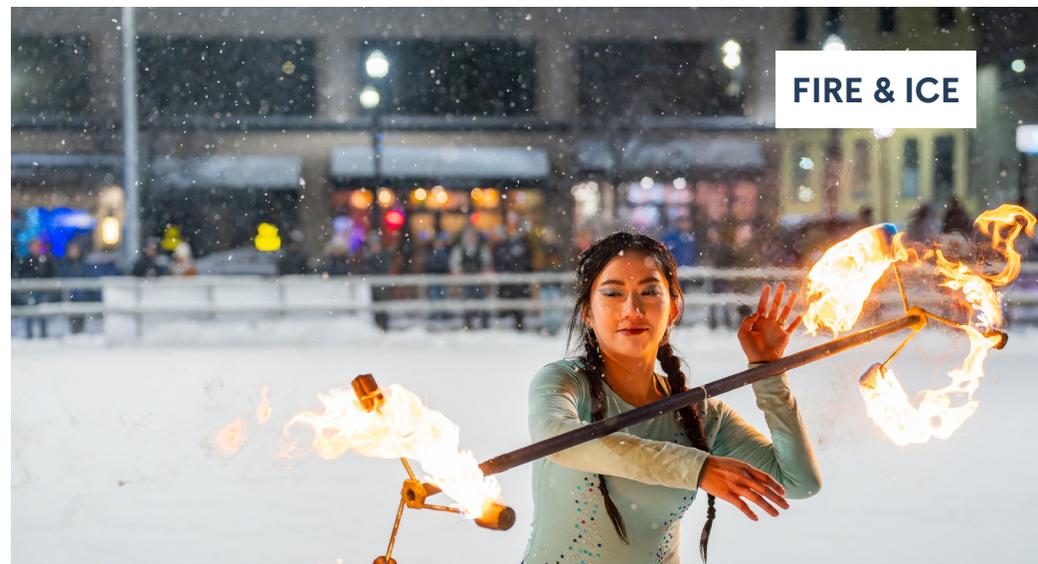
NOODLE FEST



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!**



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.



**MANY MORE INSTALLATIONS ARE
YET TO COME THIS YEAR!**





SPONSORSHIP PACKAGES	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	X	X	X	X	X	X	X
RECEIVE WOW PROMO MATERIALS	X	X	X	X	X	X	X
SPACE AT EVENT		1	1	2	3	5	10
ON SITE SIGNAGE			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
SPEAK AT EVENT			X	X	X	X	X
ICE SCULPTURE			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
VIP MEET WITH RU PAUL DRAG QUEEN							X

*** We are always willing to create a custom package for sponsors. If you are interested in only purchasing a sculpture with signage to promote your business, that option is available.**

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.





AND THAT'S A WRAP 2023





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.

	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

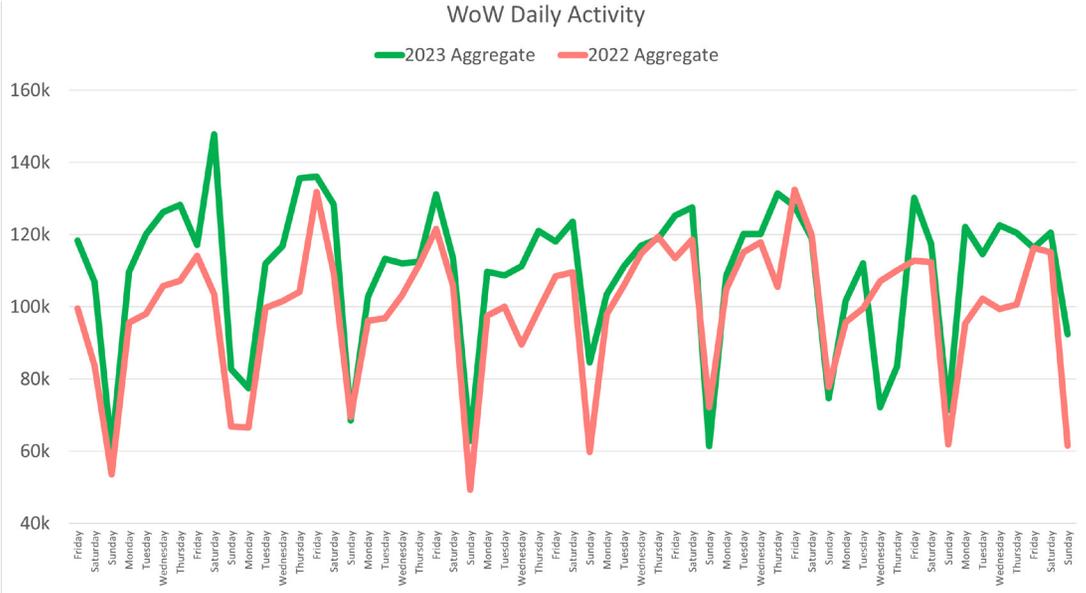


World of Winter 2023 Recap

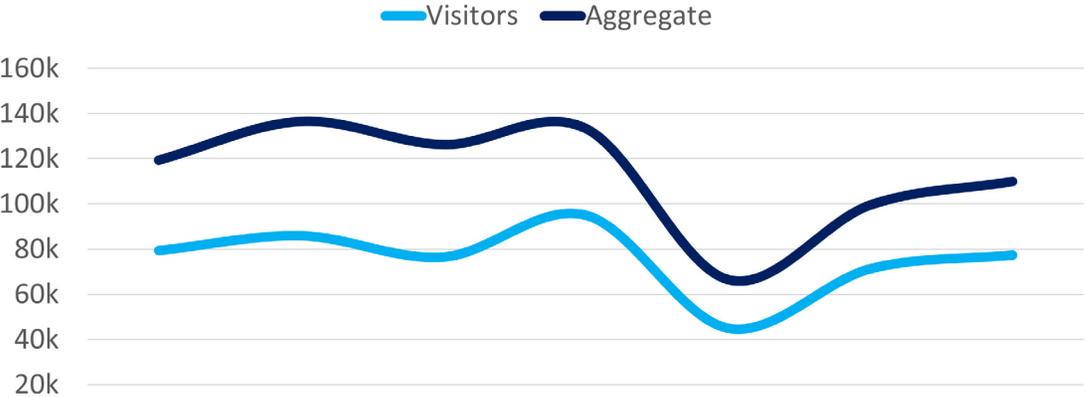
The graphics here illustrate the attendance growth from 2022 to 2023 and provide a glimpse at the daily patterns for the festival. “Aggregate” numbers include Downtown residents, visitors and employees. Spikes in attendance tend to coincide with signature events, and Sundays are predictably our “slowest” days.

Additional growth is expected in 2024 as the reputation and awareness of World of Winter continues to build.

As the largest winter festival in the United States, we strive to make each year bigger and better!



WoW Annual Downtown Activity Adjusted for Duration (daily average)





World of Winter 2023 Recap

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

In 2023, we prioritized video content and achieved a high level of views, shares and engagement. World of Winter is by far our most active and successful time of year on social media. Between our 2022 recap and teaser videos, as well as our 2023 recap video, over 260,000 views were logged on Facebook and YouTube.

Our social media channels provide great exposure to our partners and sponsors, and offer opportunities to reach and engage new audiences.

The World of Winter website provides a repository of festival information including a calendar of events, a map of all art installations and beautiful photography of the festival from the current year and previous festivals. In 2023, the worldofwintergr.org website was visited over 169,000 times with 357,000 pageviews. Sponsors are listed prominently on the website providing great exposure to all website visitors.

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

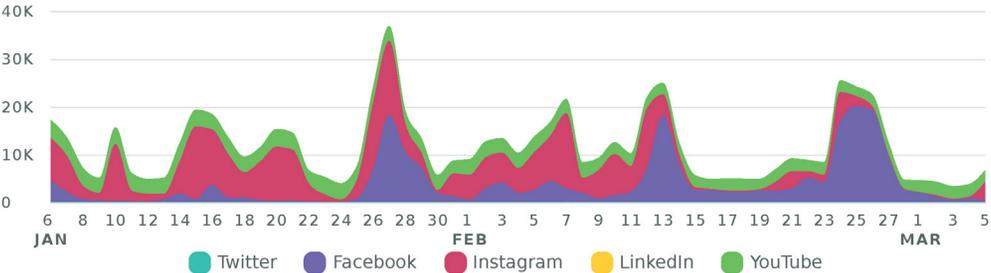
2022 Teaser Video Views:
FB: 3.3K views
YT: 170K views

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

Video Views

Review how your videos were viewed across networks during the reporting period.

Video Views, by Day

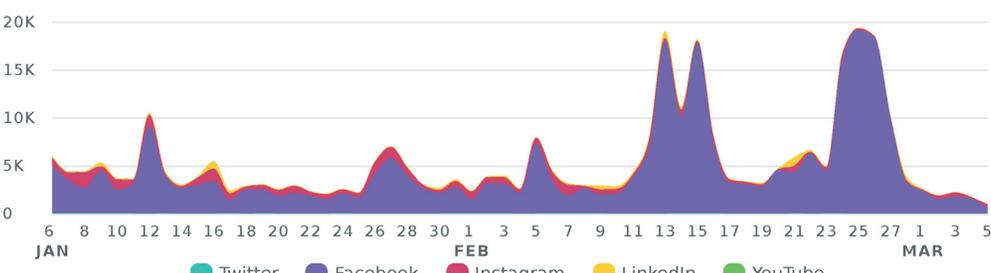


Video Views Metrics	Totals
Video Views	690,950

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day



Engagement Metrics	Totals
Total Engagements	318,982



worldofwintergr.org