

March 5, 2018



Dear Sponsor,

Once again, thank you for your support of **Meridian Winter Blast presented by Quicken Loans!** Warm temps attracted more than 100,000 throughout the weekend and the energy of the event was a positive boost to the Downtown area. Significant dollars were also raised for our charitable partners. The following festival recap features event highlights from 2018.

### ***EVENT SUMMARY***

#### **I. Meridian Winter Blast: January 26-28, 2018**

##### ***Festival Dates & Overview***

Meridian Winter Blast presented by Quicken Loans took place January 26-28, 2018 and was attended by over 100,000 people. The festival was moved in 2017 to coincide with the second weekend of the **North American International Auto Show** and attendance continued to rise in 2018, with Winter Blast seeing a 10% increase in attendance over the three day festival. A partnership was arranged with the Auto Show allowing for same day visitors to both properties to receive free Winter Blast admission. Connecting the two events encouraged the hundreds of thousands of guests that visit NAIAS to explore all of the exciting new development in Campus Martius and around the Downtown Area.



### New Festival Features

One of the most exciting new event features in 2018 was **City Slopes presented by Boyne Mountain and Boyne Highlands**. Michigan's two largest ski resorts, Boyne Highlands of Harbor Springs and Boyne Mountain in Boyne Falls, teamed up with Meridian Winter Blast to bring a learn to ski and snowboard experience to the City of Detroit. The resorts utilized their proprietary Boyne Low-E fan guns, the world's most energy efficient marginal temperature snowmaking system, to make snow for the event. Over 2000 Event goers were fitted for ski or snowboard gear and participated in a 20-minute beginner lesson, walking away with special offers from the resorts and Boyne Country Sports.



Another new event feature was the **Special Olympic Polar Plunge**. Participants in the plunge raised over \$15,000 for Special Olympics while amazing the crowds throughout the weekend. Local celebrities, corporate sponsors and media personalities all participated.



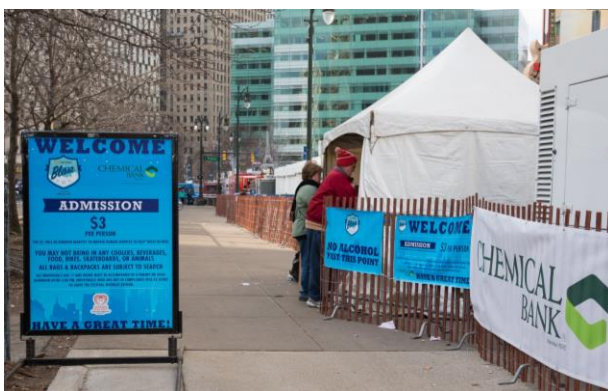


The 2018 Meridian Winter Blast featured over 65 different food items thanks to the expanded Food Truck Rally, sponsored by **Meridian**. Participating food trucks included the Nosh Pit, Beans & Cornbread, Hero or Villian, Bigalora and the Soaring Eagle Casino & Resort Cuisine Machine.



### Community Impact

In other community news, Meridian Winter Blast again teamed up with **Matrix Human Services** to donate to those in need this winter through donations at the festival gates. Volunteers from Winter Blast and Matrix Human Services were stationed at each entrance collecting \$3 per entrant. Canned food was collected for free admission prior to the festival at participating **Chemical Bank** branches. The admission fee/donation was encouraged by the Winter Blast Marketing Campaign and local news outlets. Matrix Human Services received 15,000 pounds of food from participating **Chemical Bank** Branches, as well as over \$15,000 in donations at the gates.



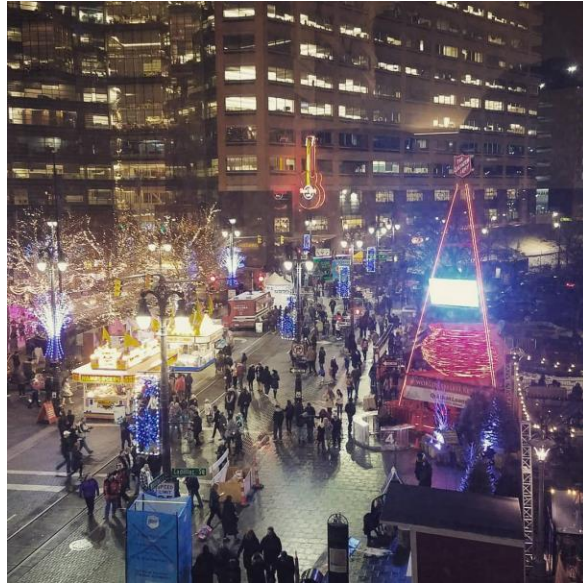
### Popular Returning Events

We were excited to bring back a new crowd favorite, the **Meridian Winter Slide**. The 30-foot high slide whisked riders through a pitch-black tube and quickly dropped them at a steep, 40-degree angle (or 30-degree angle for less adventurous types) at speeds of up to 20 miles an hour. The new Winter Slide is sure to remain a festival favorite for years to come.

The popular **MetroPCS** Zip Line, located on Woodward Avenue between Campus Martius Park and Congress, was a fun zip line experience in Downtown Detroit. Over 1450 riders enjoyed the zip line throughout the weekend.



This year's **Ice Garden** was presented by new festival partner **US Ice!** We were proud to present an Ice Garden in the expanded portion of the event located on South Woodward and in the Esplanade.



The incredible support of festival partner the **Detroit Downtown Development Authority** enabled the Meridian Winter Blast to put together an amazing line-up of fun winter activities. The Meridian Winter Blast Roasters were back and sponsored by the **DDA**, providing both an opportunity to roast marshmallow kits and warm up outdoors.



Meridian Winter Blast continues to be the only week you can skate for free at Campus Martius Park. Free Skating (a \$7-\$8 value per person) was sponsored by **Bedrock**. Local skating clubs, including the famous Detroit Skating Club, also showed their talents on the ice in demonstrations.

The **Marketing Associates Family Tent** hosted fun, free activities for kids including Arts n' Scraps, the DTE Energy Foundation Kids Stage and the Michigan Science Center entertaining the crowds with free activities and stage performances.



Meridian Winter Blast provided a unique array of more than 50 acts on the **Michigan Lottery, Soaring Eagle Casino & Resort** and **DTE Energy Family Stages**. The music line-up featured many different styles of music performed by talented local musicians.

### *The Numbers*

The festival again has strong publicity numbers with a mention in 538 news media stories, features in numerous radio interviews and live radio broadcasts. The media stories (including internet stories) received an estimated 431,956,559 audience impressions for publicity value \$3.4 million. We also secured an additional \$308,940 of promotional advertising from our media sponsors and partners. Overall Event Marketing Statement, Media Report from Cision, and additional coverage reports are attached included in your recap packet.

We believe we again achieved the following goals:

- Providing a celebration of the quality of life in the City of Detroit
- Providing a downtown Detroit showcase to the entire tri-county area
- Providing a diverse presentation in all of our entertainment.
- Producing the event with minimal tax payer burden

## **II. Attendance/Demographics**

Our total estimated attendance for the festival was approximately 100,000 people.

## **III. Proceeds to Charity**

In addition to the donations collected by Matrix Human Services, nearly \$5,000 was raised for the charities participating in the beverage booth sales. The charities included were: Alpine Blind Ski Club, Life Center, Lutheran Adoption Services, and Central Woodward Junior Chamber.

#### **IV. Funding and budget**

All sponsorship dollars and contributions were applied to creating the highest quality event with the best available entertainment attractions, amenities and management. If you add the event's vendor fees, restaurant fees, beverage sales and snow slide sales to the sponsorship dollars, we were still slightly short of our break-even final projected budget. Financial Statements are made available to major Festival sponsors and stakeholders upon request.

#### **V. Quality of Life Celebration**

Motown Winter Blast was a wonderful celebration of the quality of life in Metro Detroit, with activities that were unique and either free or inexpensive and that all media reviews and reports were positive. We are grateful for the partnerships that allow us to provide fantastic free and low-cost activities to festival-goers.

#### ***PROMOTIONAL RECAP***

We've also included a promotional recap, which is documented by all our media sponsors. The recap reflects the in positive value generated by media partners for the City of Detroit.

#### ***PHOTOS/MISCELLANEOUS PROMOTION***

As our entire recap package indicates, we are very pleased with the outcome of the 2018 Meridian Winter Blast. We look forward to your review of this information and your feedback on how we performed. We will work with you directly on any improvements we can make to enhance the value to your company and to our customers.

We thank you for our partnership and we look forward to working with you next year. We are excited to begin working on the next phase of the Meridian Winter Blast! Please feel free to contact me with any questions about this report.

Warm Regards and thank you for your help in making our event a success!



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