

MARCHE DU NAIN ROUGE

March 24, 2024



THE MARCHE IS... Detroit History & Legend

- The Marche is based on Detroit's oldest legend of the Nain Rouge, Detroit's "Harbinger of Doom."
- Said to have cursed Detroit and its founder Cadillac, the Nain appears each Spring to reveal the latest plan for Detroit's demise.
- Thousands of Detroiters emerge from the long winter to challenge the Nain with positivity, dressed as their alter ego (or in anything they can throw together the night before) so the Nain can't curse them, too.



Self-Expression & Community



- The Marche du Nain Rouge is Detroit's largest free community art parade. Come in costume and you *become* the parade.
- Marchers wear handmade costumes of every description, ride decorated bikes, and create human powered "chariots."
- Parents bring their kids, dogs (on leash) bring their owners.
- The Marche Community Stage features local performers of music, fire, and spoken word.
- City of Detroit communities represent! Campbell Street, Daffodils Project, Eastside Riders, Grandmont-Rosedale, Indian Village, Osborn, Jefferson Chalmers, & many more!

Marche du Nain Rouge is a registered 501(c)(3) Michigan non-profit tax-deductible organization. When you donate money, we make a community art parade.

Marche du Nain Rouge || 34 W. Bethune St. || Detroit, MI 48202-2707

www.marchedunainrouge.com

THE MARCHE CELEBRATES ...

Detroit Arts & Culture

- The Marche is committed to showcasing the talent of local artists and culture makers; it has been awarded grants from Burning Man's Global Arts program, Knight Foundation, and Michigan Arts & Culture Council.
- The Marche regularly features Gabriel Brass Band and its Detroit-by-way-of-New Orleans second line.
- We've partnered with Kresge Arts Award winner Ralph Taylor and his Caribbean Mardi Gras Productions, and Ryan C. Doyle, renowned artist in residence at Lincoln Street Art Park, among others.
- Art Cars big and small regularly appear, including Scrubby Bubble and the WAWAD Wire Cars.
- We bring art and delight to community events, such as Eastern Market After Dark and Light Up Livernois.



Local Businesses



- One of the most important keys to a successful Marche is engaging and highlighting local Detroit businesses.
- From bars, to restaurants, to retail, to small professional offices: all can get in on the fun and participate.
- In the week leadup to parade, the Marche coordinates "Fete du Nain," where business partners offer Nain-themed specials and promotions.
- Over 30 businesses from across the city sponsor the Marche starting at \$250.
- The "parade economy" returns \$3 to host communities for every \$1 invested.
- Local sponsors are a vital part of the Marches budget—***We can't do it without your support!***

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2024 Marche du Nain Rouge Sponsorship Form

Thank you for being a sponsor! All proceeds from your donation benefit the spirit, expansion, and longevity of the Marche du Nain Rouge and are tax deductible! Please make checks payable to: **Marche du Nain Rouge**

As a sponsor, you will be listed on the Marche du Nain Rouge Website, Facebook page, and all press and collateral materials. Your sponsorship will be on banners at the parade marshalling area and at the conclusion.

Please complete the sign-up page and send your donation to:

Marche du Nain Rouge
34 W. Bethune St.
Detroit, MI 48202-2707

Or via **PayPal:** paypal.me/MarcheduNainRouge

Please become a 2023 Marche Sponsor at one of the following levels:

<u> </u> Le Centre du Monde	\$10,000
The Absolute Biggest Logo on Social Media/Website & Banner at Marche + PR Listing + Quote in Presser + Stage Access + Media Opportunities	
<u> </u> Voix de Cadillac Sponsorship Level	\$5,000 +
Even Bigger Logo on Social Media/Website & Banner at Marche + PR Listing + Quote in Presser + Stage Access	
<u> </u> Le Rouge Sponsorship Level	\$2,500 +
Bigger Logo on Social Media/Website & Banner at Marche + PR Listing + Quote in Presser	
<u> </u> L'honor de Gabriel Richard Sponsorship Level	\$1,000 +
Large Logo on Social Media/Website & Banner at Marche + PR Listing	
<u> </u> La Bande du Nains Sponsorship Level	\$500 +
Medium Logo on Social Media/Website & Banner at Marche	
<u> </u> Les Paysans Sponsorship Level	\$250 +
Logo on Social Media/Website & Banner at Marche	



To complete the MARCHE DU NAIN ROUGE SPONSORSHIP, the SPONSOR shall execute this Sponsorship Application Form and return the duly signed form to the Marche du Nain Rouge by mail or by email to Francis Grunow at marchedunainrouge@gmail.com. We will acknowledge receipt of Sponsorship Application Form.

The MARCHE DU NAIN ROUGE SPONSORSHIP shall be effective once the Application Form has been signed and payment has been received.

Date:

SPONSOR Signature

NAME as it is to appear on materials

Corporate website or Facebook page for linking Marche media; email logos to: marchedunainrouge@gmail.com.

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2024 Marche du Nain Rouge*

Fact Sheet

***Note, we are NOT affiliated with Nain Rouge Brewery.**

Marche Du Nain Rouge – Sunday, March 24, 2024

- Parade marshalling begins at the intersection of Canfield and Second Ave. at Noon
- Marche Community Stage – Local Entertainment from Noon to 1 PM
- Formal festivities begin at 1:00 PM
- Marche steps off between 1:30 - 1:45 PM
- Closing Ceremonies at Cass Park after conclusion of Marche at approximately 2:30 PM
- After Party at Masonic Temple immediately follows Closing Ceremonies
- Post-parade events to be held at various area establishments – starting at 3:00 PM

Marche Sponsorships

Community Sponsor Levels range from **Paysans** (\$250) up to **Centre du Monde** (\$10,000)

Deadline for receiving full sponsor recognition – March 3, 2024

Sponsorship Recognition

All sponsors receive recognition on Marche website, Facebook page, and all press and collateral materials.

Fete du Nain – March 18-23, 2024

Business Partner Promotions

- Area businesses host Fete du Nain Partner Promotion by selling a special product or service with a Nain Rouge theme during the week leading up to the Marche du Nain Rouge
- Marche Du Nain Rouge promotes the Fete du Nain Partner Promotion event or activity
- There is no cost to participate, but partner businesses are asked to donate a portion of profits from Partner Promotion event to assist in underwriting the Marche
- If available, the Nain Rouge may be scheduled to make an appearance at your Partner Promotion event.

Deadline for Partner Promotion sign-up – March 3, 2024

Business Partner Recognition

- All business partners receive recognition on Marche website
- All business partners will receive pre-event Facebook, Twitter, and Instagram promotions (the Marche currently has over 9,000 FB followers)



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