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Motown Winter Blast sponsorships allow festival to continue

By [Sherri Welch](#)

Several new sponsors have stepped up to support the 2011 Motown Winter Blast.

General Motors Foundation, Blue Cross Blue Shield of Michigan and GalaxE.Solutions have signed on as new sponsors for the annual festival, which launched in 2005 and is scheduled at Campus Martius Park in Detroit Feb. 11-13.

"We're trying to raise \$25,000 more to cover our festival budget of \$300,000," said Jonathan Witz, producer of the festival and other events like Arts, Beats and Eats.

"We need to raise \$250,000 of sponsorships; we have \$225,000 of that in place right now."

The festival hopes to raise \$50,000 in revenue from its outdoor carnival, booth fees from food and other vendors, and the sale of beverages, Witz said.

"We do have a dream to raise an additional \$50,000 to bring back the snow slide," he said.

"We've done the festival for two years without it, and we've still had great crowds...but there's no question that was a signature event of the festival and we're going to try to bring that back if we can."

The 2010 festival came out \$8,000 to \$10,000 short, which came directly out of management fees to produce the event, he said.

"But it worked out solid enough to continue the event," Witz said.

The festival features : free ice skating and professional skating demonstrations, ice sculptures, the Meijer Kid's Family Fun Zone, live musical entertainment, food and warming tents.

The festival says on its website that over 75,000 people are expected to attend the 2011 event.

Returning sponsors include: **Michigan Lottery, Detroit Economic Growth Corp., Meijer Inc., U.S. Bank, Greektown Casino Hotel, Wayne County Department of Health and Human Services, Quicken Loans, Charter One Bank, Comcast, Health Plan of Michigan, Marketing Associates, DMC Detroit Receiving Hospital, Jack Daniels, Pepsi and Budweiser.**

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