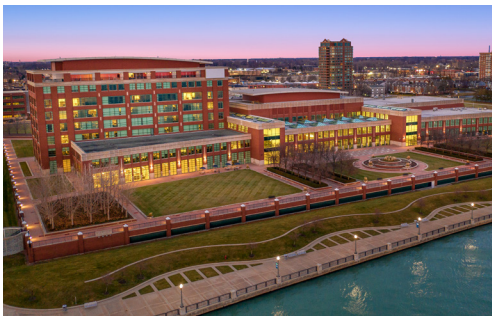
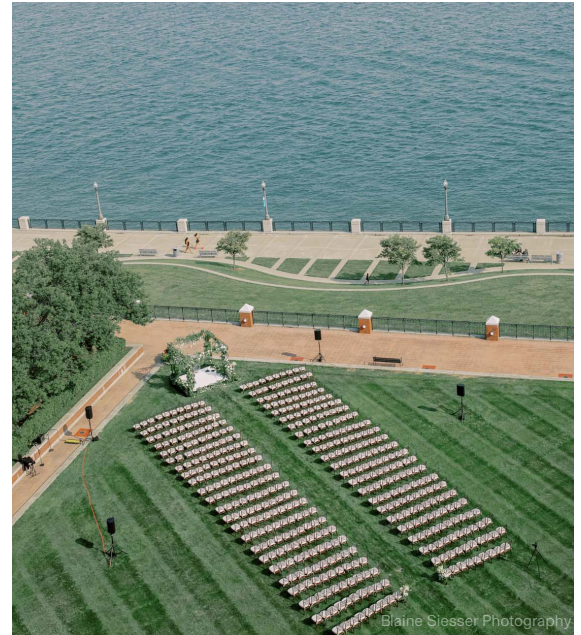


THE ICON

SOCIAL EVENTS



RENTAL

- **2026: \$12,840 2027: \$13,200**
- Up to 15 hours of access to Riverfront Atrium & Garden
- Onsite event manager
- Onsite event facilities tech (fee applies for additional techs)
- Onsite building engineer
- Special event insurance policy
- Partially furnished space

SECURITY

- A minimum of one security officer per 100 guests is required
- \$80 per hour, per officer (4-hour minimum)
- Scheduled for a minimum of 60 minutes pre and post event time

BEVERAGES

- Rock Events is the exclusive provider of alcoholic beverage service and professionally trained bar staff
- A \$10,000 beverage minimum is required for all weekend bookings
- For beverage options and pricing, refer to pages 3-5

CATERING

- Refer to page 6 for a list of preferred caterers

PARKING

- Self-parking underground. Valet options available upon request.



**200 WALKER ST.
DETROIT, MI 48207**



ATRIUM: 12,740 sq ft



ATRIUM CAPACITY:

- 1,000 strolling
- 650 banquet (with dance floor)

ROCK
Events

FOR MORE INFORMATION

(313) 566-4477

Venues@RockEvents.com

  RockEventsDetroit



THE ICON

SOCIAL EVENTS

FREQUENTLY ASKED QUESTIONS

What is the average cost for a couple to host their wedding at The Icon?

Couples typically budget between \$59,000 - \$70,000 (based on 300 guests) for venue rental, beverage package, staffing, and catering. This estimate does not include décor, entertainment, or additional vendors.

Do we need to rent tables, chairs, dinnerware, and other items?

The venue comes partially furnished. However, depending on your event layout, you may choose to rent additional tables and chairs. Dinnerware, linens, and decorative elements such as centerpieces are not included and must be rented separately. For recommended event rental companies, please refer to the preferred vendor guide on page 6.

Can we host our wedding ceremony in the event space?

Absolutely! We're happy to accommodate wedding ceremonies for an additional \$500 ceremony fee.

Can we schedule a rehearsal if we're hosting our ceremony in the event space?

Yes! Please reach out two weeks prior to your wedding date, and we'll do our best to accommodate your rehearsal request, based on venue availability.

Are we required to hire a professional wedding planner for our ceremony and/or reception?

Yes, we require that you work with a professional wedding planner for at least month-of coordination. Your planner will oversee the ceremony rehearsal (if applicable), manage vendor coordination, keep your event schedule on time, and ensure the collection of gifts and personal items at the end of the night. You're more than welcome to choose your own planner, or we can provide recommendations.

Do we have to use a caterer from your preferred vendor guide?

Yes, all events must select a caterer from our preferred vendor list. These trusted partners have been carefully selected to ensure an exceptional experience and a high standard of service.

Can we access the space a day before for load-in or the day after for load-out?

Load-in and load-out outside of your rental period may be available for an additional fee. Please consult your event manager to check availability.

What time must our event conclude?

All event activities must end no later than midnight.



BEVERAGE MENU

BAR SERVICE PACKAGES

Includes unlimited assorted Coca-Cola drinks, fruit juice, water, napkins, mixers, garnishes, ice, and bartenders. Glassware is not included and can be rented at an additional cost.

BEER AND WINE SERVICES	FULL-BAR SERVICES
\$6 per guest for the first 2 hours; \$2 per guest for each additional hour *Alcohol purchased separately.	\$8 per guest for the first 2 hours; \$3 per guest for each additional hour *Alcohol purchased separately.

NON-ALCOHOLIC BEVERAGE ADD-ONS

BEVERAGE	PER GUEST
Sparkling Water / Red Bull	\$3
Mocktail	\$3 each

A WELL-ROUNDED BAR SHOULD INCLUDE A VARIETY OF LIQUOR, BEER, AND WINE.

Your sales manager can assist in estimating the number of bottles needed for your event. Enhance your bar with a specialty cocktail or two!

LIQUOR SELECTIONS

VODKA	PER BOTTLE (1000mL)
Grey Goose	\$68.99
Tito's	\$48.99
GIN	PER BOTTLE (1000mL)
Hendrick's	\$75.99
Bombay Sapphire	\$56.99
Tanqueray	\$53.99
RUM	PER BOTTLE (1000mL)
Detroit City Summer Rum*	\$43.99
Captain Morgan Spiced Rum	\$35.99
Bacardí Silver	\$32.99
WHISKEY	PER BOTTLE (1000mL)
Jameson	\$68.99
Crown Royal	\$68.99
Sazerac Rye*	\$58.99
Jack Daniels	\$58.99
BOURBON	PER BOTTLE (1000mL)
Woodford Reserve	\$78.99
1792 Small Batch	\$59.99
Maker's Mark	\$69.99

SCOTCH	PER BOTTLE (1000mL)
Glenlivet 12 yr	\$112.99
Johnnie Walker Black Label	\$83.99
Dewars White Label	\$58.99
BRANDY	PER BOTTLE (1000mL)
Remy Martin VSOP	\$112.99
Hennessy Cognac	\$92.99
TEQUILA	PER BOTTLE (1000mL)
Casamigos Añejo	\$119.99
Patron Silver*	\$86.99
Tres Agaves Añejo*	\$73.99
Tres Agaves Blanco	\$56.99
Lunazul Blanco	\$48.99
CORDIALS	PER BOTTLE (1000mL)
Frangelico	\$69.99
Grand Marnier	\$66.99
Disaronno Amaretto	\$64.99
Baileys Irish Cream	\$64.99
Kahlúa	\$55.99

*750mL

BEER | Select up to three

CRAFT (MI MADE): \$18/6 PACK	IMPORT: \$16/6 PACK	DOMESTIC: \$13/6 PACK
Atwater Dirty Blonde	Modelo Especial	Blue Moon
Bell's Two Hearted IPA	Stella Artois	Coors Light
	Heineken 0.0 (NA)	

WINE

Select up to two labels from your preferred tier (premium or exclusive).

PREMIUM WINE

\$50/BOTTLE		
WHITE	RED	BUBBLES & ROSÉ
Black Star Farms 'Arcturos' Pinot Gris	Cloudline Pinot Noir	La Marca Prosecco Brut
Whitehaven Sauvignon Blanc	Troublemaker Red Blend	Mawby Sparkling 'Detroit' Demi Sec
Decoy Chardonnay	Bonanza Cabernet Sauvignon	Summer Water Rosé

EXCLUSIVE WINE

\$60/BOTTLE		
WHITE	RED	BUBBLES & ROSÉ
Santa Margherita Pinot Grigio	Böen Russian River Valley Pinot Noir	Gerard Bertrand Crémant de Limoux Blanc
Emmolo Sauvignon Blanc	Unshackled by The Prisoner Red Blend	Fleur de Mer Rosé
J Vineyards Chardonnay	Embankment Cabernet Sauvignon	

Wine offerings are subject to seasonal changes and availability.

Minimums may apply. Alcoholic beverages must be purchased by the bottle. All remaining alcohol must be taken with the event host or will otherwise be discarded by the venue at the conclusion of the event. Pricing subject to a taxable 24% service charge and the applicable MI State sales tax at the time of your event. Beverage pricing, fees, and offerings are subject to change without prior notification. Pricing can be guaranteed up to three months prior to the event, if requested and confirmed in writing. Maximum 6 hours of service permitted.

SPECIALTY BEVERAGES + ENHANCEMENTS

SPECIALTY COCKTAILS

Enhance your bar package with a specialty cocktail from the list below. Please contact your sales manager to discuss custom offerings.

VODKA

Cosmopolitan

Vodka, lime juice, cranberry juice, triple sec

Moscow Mule

Vodka, ginger beer, lime juice, lime garnish

Espresso Martini

Vodka, coffee liqueur, espresso, simple syrup +\$4

GIN

Greyhound

Gin, grapefruit juice, lime juice

French 75

Gin, lemon juice, simple syrup, Prosecco, lemon twist +\$2

The Last Word

Gin, Chartreuse, maraschino liqueur, lime juice +\$4

SPARKLING

Aperol Spritz

Aperol, Prosecco, club soda +\$3

Hugo Cocktail

St. Germain elderflower liqueur, Prosecco, soda water, fresh mint +\$4

WHISKEY/BOURBON

Old Fashioned

Bourbon, Angostura bitters, sugar, water, orange garnish

Manhattan

Rye whiskey, sweet vermouth, Angostura bitters, maraschino cherry

TEQUILA

Margarita

Tequila, triple sec, lime juice, simple syrup

Paloma

Tequila, grapefruit juice, sparkling water, lime juice

Mezcal Mule

Mezcal Tequila, honey syrup, lime juice, ginger beer +\$2

MOCKTAIL BEVERAGE PACKAGE

\$18 per guest for 2 hours; \$4 per guest per add'l hour.

Package includes: 2 specialty mocktails, unlimited Coca-Cola drinks, iced tea, lemonade, and fruit juices. All staffing included. \$1 per guest per add'l mocktail.

Mocktail Mojito

Lime juice, simple syrup, mint, soda

Tropical Mango Fusion

Mango purée, pineapple juice, grenadine, soda water

Strawberry-Rosemary Lemonade

Strawberry syrup, rosemary-infused simple syrup, lemon juice, club soda, strawberry, and rosemary spring garnish

Zero Proof Margarita

Zero proof Agave Blanco spirit and Orange Sec, lime juice, simple syrup, salted rim, and lime wedge garnish



BEVERAGE ENHANCEMENTS

Minimum lead times may apply. Pricing available upon request.

Floral Ice Cubes

Elevate your cocktail with custom floral ice cubes.

Branding Iron

Make your mark! Designed to sear logos, initials, or icons on citrus peels and garnishes for a custom touch.

Bubble Smoke Gun

Add a touch of flair to your specialty beverages. This tool adds a burst of flavor and aroma, creating an unforgettable experience.

PREFERRED VENDORS



FULL-SERVICE CATERING

Rock Events is proud to partner with Detroit's top caterers to deliver exceptional quality and service for every event. To ensure a seamless experience for you and your guests, we require the use of our trusted catering professionals.

2 UNIQUE

Carolyn Berry | (248) 607-6906
carolyn@twounique.com
twounique.com

KRISTINA'S CATERING

Kristina Montalto | (586) 634-8542
info@kristinascatering.com
kristinascatering.com

QUALITY KOSHER CATERING

Amber Serraon | (248) 352-7758
info@qualitykosher.com
qualitykosher.com

ANDIAMO CATERING & EVENTS

Morgan Mansour | (586) 981-5582
morganm@andiamoitalia.com
andiamocatering.com

PLUM MARKET

Plum Market | (248) 487-7000
catering@plummarket.com
plummarketcatering.com

REVA CONSTANTINE EVENTS

Reva Constantine | (313) 204-8101
reva@rcedetroit.com
rcedetroit.com

FORTE BELANGER

Forte Belanger | (248) 602-4500
hello@fortebelanger.com
fortebelanger.com

PUNJAB INDIAN CUISINE

Punjab Catering | (248) 622-5489
thepunjabcuisine@gmail.com
punjabcuisinemi.com

SKOSH CATERING

Rachel Carlisle | (248) 313-9245
info@skoshcatering.com
skoshcatering.com



AUDIO VISUAL

DISPLAY GROUP / AVL CREATIVE

Chris Butterfield | (313) 410-3228
cbutterfield@displaygroup.com
displaygroup.com

MERCURY SOUND AND LIGHTING

Kevin Zielinski | (734) 507-1177
kz@mercurysl.com
mercurysl.com

BLUEWATER TECHNOLOGIES

Bluewater Technologies | (248) 561-3550
gweidman@bluewatertech.com
bluewatertech.com

ELEVATE PRODUCTION GROUP

Troy Springer, Jr. | (248) 388-0884
tspringer@elevateproductiongroup.com
elevateproductiongroup.com

PREMIER CREATIVE GROUP

Dave Buckenberger | (734) 778-3601
dave.buckenberger@premierav.net
premierav.net



EVENT RENTALS

DETROIT CHIAVARI

Detroit Chiavari | (248) 629-0217
info@detroitchiavari.com
detroitchiavari.com

EVENT SOURCE

Suzanne Chandler | (313) 309-9000
suzannechandler@eventsource.com
eventsource.com

COUTURE EVENTS

Couture Events | (248) 444-3544
info@coutureeventsmi.com
coutureeventsmi.com

DISPLAY GROUP

John Lamb | (313) 220-5558
jlamb@displaygroup.com
displaygroup.com

EVENT THEORY

Shannon Miller | (586) 755-0000
shannon@eventtheory.com
eventtheory.com