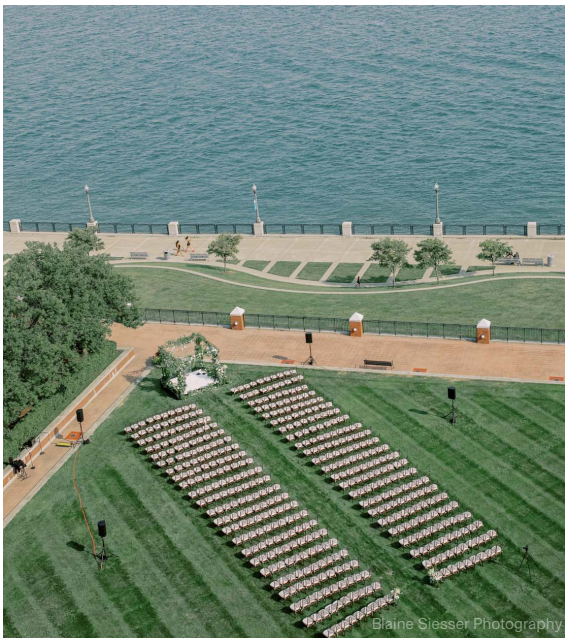
THE ICON
SOCIAL EVENTS







200 WALKER ST.
DETROIT, MI 48207

ATRIUM: 12,740 sq ft

ATRIUM CAPACITY:
- 800 strolling
- 650 banquet (with dance floor)

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.

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 $75,000 - $95,000 (based on 300 guests) for venue rental, beverage package, staffing, and catering. This estimate does not include décor, entertainment, or additional vendors.

What is required to secure our date?
A signed contract and full payment of the venue rental fee are required to secure your date. Once received, your date is fully reserved.

Do we need to rent tables, chairs, dinnerware, and other items?
The venue comes partially furnished. However, depending on your event layout, you may chose 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.

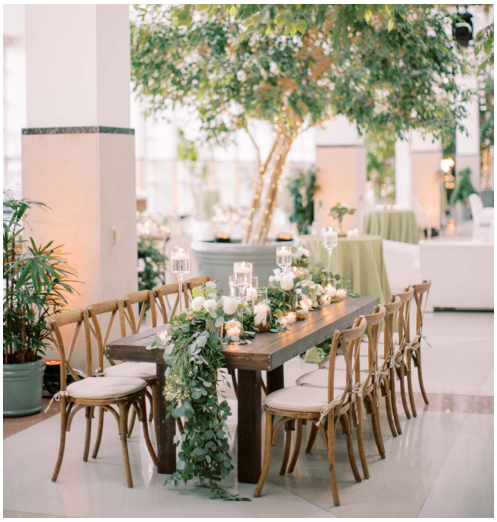
Can we schedule a rehearsal if we're hosting our ceremony in the event space?
Yes! Please reach out two weeks prior to your wedding date, and we'll do our best to accommodate your rehearsal request, based on venue availability.

Are we required to hire a professional wedding planner for our ceremony and/or reception?
Yes, we require that you hire, at minimum, a professional month-of wedding coordinator. Your coordinator will manage the event timeline, oversee the ceremony rehearsal (if applicable), coordinate vendors, direct ceremony and reception logistics, and serve as the primary point of contact throughout your event. They must be an independent professional and may not be a member of the wedding party, an immediate family member, or a guest. If needed, we're happy to 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.





SOCIAL BEVERAGE MENU

BAR PACKAGES

Includes unlimited assorted Coca-Cola drinks, fruit juice, water, coffee, hot tea, glassware, napkins, mixers, garnishes, ice, and bartenders.

PREMIUM	EXCLUSIVE
$36 per guest for the first 2 hours $8 per guest for each additional hour Includes: Premium Liquors, Selection of Beers, Choice of 4 Premium Wines	$42 per guest for the first 2 hours $9 per guest for each additional hour Includes: Exclusive Liquors, Selection of Beers, Choice of 4 Exclusive Wines

LIQUOR | *All included*

PREMIUM		EXCLUSIVE	
Tito's Handmade Vodka	Tanqueray Gin	Grey Goose Vodka	Hendrick's Gin
Captain Morgan Spiced Rum	Bacardí Silver Rum	Captain Morgan Spiced Rum	Detroit City Summer Rum
Jack Daniel's Whiskey	Crown Royal Whisky	Crown Royal Whisky	Jameson Whiskey
Dewar's White Label Scotch	Maker's Mark Bourbon	Johnnie Walker Black Label Scotch	Woodford Reserve Bourbon
Corazon Blanco Tequila	Corazon Añejo Tequila	Tres Agaves Añejo Tequila	Patrón Silver Tequila
		Hennessy Cognac	Cointreau
		Baileys Irish Cream	

BEER | *All included*

CRAFT (MI MADE)	IMPORT	DOMESTIC
Atwater Dirty Blonde	Modelo Especial	Blue Moon
Bell's Two Hearted IPA	Heineken 0.0 (NA)	Coors Light

PREMIUM WINE OPTIONS | *Select four*

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 OPTIONS | *Select four*

WHITE	RED	BUBBLES & ROSÉ
Santa Margherita Pinot Grigio	Böen Russian River Valley Pinot Noir	Gerard Bertrand Crèmant 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. 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.

ROCK Events

FOR MORE INFORMATION:
(313) 566-4477 | Venues@RockEvents.com | RockEventsDetroit

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.

EXCLUSIVE CATERERS

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
Laura Stewart | (586) 606-4429
inquiries@twounique.com
twounique.com

ANDIAMO CATERING & EVENTS
Morgan Mansour | (586) 981-5582
morganm@andiamoitalia.com
andiamocatering.com

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

KRISHNA CATERING
Kishan Patel | (734) 776-6737
kishan@krishnacatering.com
krishnacatering.com

KRISTINA'S CATERING
Kristina Montalto | (586) 634-8542
info@kristinascatering.com
kristinascatering.com

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

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

BYBLOS BANQUETS INC.
Nisreen-Danielle Seleh | (313) 888-7009
byblosbanquets@aol.com
byblosbanquets.com

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

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

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



