The Detroit Riverfront Conservancy’s annual signature fundraisers have become some of Detroit’s favorite seasonal traditions, celebrating community and philanthropy in grand style. 2020 promises to be another year of events not to be missed on the Detroit Riverfront. Secure your spot on our roster of supporters and join us for these unforgettable events!

Your generous support as an event sponsor will go towards keeping the riverfront a beautiful, clean, and safe gathering place for all.

SHIMMER ON THE RIVER
SUMMER 2020 | DETROIT RIVERFRONT
A VIP evening filled with all ages fun and entertainment, Shimmer draws an affluent and philanthropic crowd of community leaders, corporate executives, Conservancy supporters, and their families from the Metro Detroit area.

SOIRÉE ON THE GREENWAY
FALL 2020 | DEQUINDRE CUT
A fall masquerade and art show, Soirée attracts young professionals, downtown residents, and Conservancy supporters.

OUR COMMUNITY

<table>
<thead>
<tr>
<th>DRFC Email Subscribers</th>
<th>Total DRFC Social Followers</th>
<th>Avg Monthly Social Reach During Peak May-Sept Season</th>
</tr>
</thead>
<tbody>
<tr>
<td>16,000+</td>
<td>115,000+</td>
<td>700,000+</td>
</tr>
</tbody>
</table>

3 million
Annual Riverfront Visitors

8 million
Potential earned media impressions, based on 2019 Shimmer coverage
2020 SPONSORSHIP FORM

We are delighted to support the Conservancy through the following 2020 Sponsorship(s)/Partnership(s):

PRESENTING SPONSOR  |  $30,000
ENTERTAINMENT SPONSOR  |  $25,000
SHIMMER AWARD SPONSOR  |  $20,000
PHOTO BOOTH SPONSOR  |  $15,000
FOOD TRUCK SPONSOR  |  $15,000
RALPH WILSON PARK PARTNER  |  $10,000
RIVERWALK PARTNER  |  $5,000
SHIMMER PARTNER  |  $2,500

PAYMENT DETAILS:
☐ CHECK ENCLOSED  (Made payable to the Detroit Riverfront Conservancy)
☐ INVOICE ME ON THE DATE OF _________________
☐ CREDIT CARD  (Circle one):  VISA  MC  DISCOVER  AMEX
  Card Number: ____________________________  Exp. Date: ____________  CVV Code: ____________
  Billing Zip: ______________ Signature (to authorize card): ________________________________

SPONSORSHIP/PARTNER RECOGNITION:
LIST OUR NAME(S) AS FOLLOWS IN ALL PUBLISHED MATERIALS: ________________________________
☐ We prefer to be listed as “anonymous” on published materials

Signature (Donor)  Date
Print Name
Mailing Address  City, State, Zip
Email Address (main point of contact for event logistics & ticketing)

THANK YOU FOR YOUR SUPPORT!
Contact Cassie Brenske with questions, for additional information, or to discuss custom sponsorship packages:
Cassie.Brenske@DetroitRiverfront.org  |  313.566.8267

Please return form to:
Detroit Riverfront Conservancy
ATTN: Development Events 2020
600 Renaissance Center, Ste 1720
Detroit, MI 48243

ADDITONAL SUPPORT:
We would like to make an additional tax-deductible contribution in the amount of $ ________________

ADDITONAL SUPPORT:
We would like to make an additional tax-deductible contribution in the amount of $ ________________

ADDITONAL SUPPORT:
SHIMMER ON THE RIVER
SUMMER 2020 | DETROIT RIVERFRONT

PRESENTING SPONSOR
$30,000 | EXCLUSIVE SPONSOR
Acknowledgement as exclusive Presenting Sponsor
Article in DRFC newsletter
Signage throughout event
Opportunity to make remarks at Shimmer
Meet & greet with featured performers
20 VIP tickets

ENTERTAINMENT SPONSOR
$25,000 | EXCLUSIVE SPONSOR
Acknowledgement as exclusive Entertainment Sponsor
Signage on performance stage
Opportunity to introduce featured performers
Meet & greet with featured performers
18 VIP tickets

SHIMMER AWARD SPONSOR
$20,000 | EXCLUSIVE SPONSOR
Acknowledgement as exclusive Shimmer Award Sponsor
Signage and branding throughout VIP Reception
Opportunity to make remarks at VIP Reception
16 VIP tickets

PHOTO BOOTH SPONSOR
$15,000 | EXCLUSIVE SPONSOR
Acknowledgement as exclusive Photo Booth Sponsor
Branded commemorative photo activation
14 VIP tickets

FOOD TRUCK SPONSOR
$10,000 | LIMITED AVAILABILITY
Sponsorship of one food truck
Signage at food truck
Opportunity to name one menu item
12 VIP tickets

RALPH WILSON PARK PARTNER | $7,500
10 VIP tickets

RIVERWALK PARTNER | $5,000
8 VIP tickets

SHIMMER PARTNER | $2,500
6 VIP tickets

ALL SPONSORS & PARTNERS RECEIVE
Recognition on DRFC website, in press release, and in event promo
Inclusion in digital invites & eblasts (16k+ subscribers)
Social media recognition (115k+ social followers)
Listing on Sponsor Board at Shimmer
VIP tickets, which include exclusive VIP benefits
SOIRÉE ON THE GREENWAY
FALL 2020 | DEQUINDRE CUT

PRESENTING SPONSOR
$25,000 | EXCLUSIVE SPONSOR
Acknowledgement as exclusive Presenting Sponsor
Article in DRFC newsletter
Signage throughout event
Sponsored pedicab
Opportunity to make remarks at Soirée
20 VIP tickets

MUSIC & ARTS SPONSOR
$15,000 | EXCLUSIVE SPONSOR
Acknowledgement as exclusive Mural & Music Sponsor
Signage throughout event
Sponsored pedicab
14 VIP tickets

MASK SPONSOR
$10,000 | EXCLUSIVE SPONSOR
Acknowledgement as exclusive Mask Sponsor
Signage throughout event
One-of-a-kind custom masks provided to first 100 guests
made possible thanks to your contribution
12 VIP tickets

FOOD TRUCK SPONSOR
$5,000 | LIMITED AVAILABILITY
Sponsorship of one food truck
Signage at food truck
Opportunity to name one menu item
10 VIP tickets

DEQUINDRE CUT PARTNER | $2,500
8 VIP tickets | LIMITED AVAILABILITY

SOIRÉE PARTNER | $1,000
6 VIP tickets | LIMITED AVAILABILITY

ALL SPONSORS & PARTNERS RECEIVE
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Inclusion in digital invites & eblasts (16k+ subscribers)
Social media recognition (115k+ social followers)
Listing on Sponsor Board at Soirée
VIP tickets, which include exclusive VIP benefits