



DETROIT RIVERFRONT CONSERVANCY
FOR EVERYONE. FOR 20 YEARS.



For Everyone. For 20 Years.

A Year of Celebrating the Detroit Riverfront Conservancy

Over the last 20 years, with voices from every corner of the City providing input, the Detroit Riverfront has become one of the most important gathering places in our state. Thanks to two decades of generous community support, we have met significant milestones, from the transformation of the East Riverfront that will be completed this year, to the development of the landmark Ralph C. Wilson, Jr. Centennial Park opening in 2024.

Our recognition as America's Best Riverwalk by *USA Today* celebrates the diversity of our visitors and unique public spaces that have truly made the riverfront a world-class gathering place for all.

"For Everyone, For 20 Years" along the Detroit Riverfront will be celebrated with a series of family programs and festive fundraisers. We invite you to join us in commemorating this special milestone as a sponsor of our signature events, **Shimmer on the River** and **Soirée on the Greenway**. Your support makes possible not only the continued transformation of our great riverfront but the stewardship and maintenance of it for all generations to enjoy.





Shimmer on the River

June 2023 | Detroit Riverwalk

Kick-off summer in style at the Conservancy's largest annual fundraiser, Shimmer on the River. The 2023 event will be bigger than ever, celebrating our 20th Anniversary and the individuals and organizations who have supported our vision over the last two decades. This unforgettable evening will be filled with all-ages fun, delicious food and refreshments, live entertainment, summer activities for the entire family to enjoy, and more!



Shimmer on the River

Sponsorship Opportunities

Presenting Sponsor **\$50,000**

Acknowledgement as exclusive Presenting Sponsor
Logo on event promotions
Article in DRFC Newsletter
Opportunity to make remarks at Shimmer
Signage throughout event
30 VIP tickets and two private chalets

Entertainment Sponsor **\$25,000**

Acknowledgement as exclusive Entertainment Sponsor
Signage on performance stage
Opportunity to introduce featured performers
Meet & greet with featured performers
18 VIP tickets and a private chalet

Shimmer Award Sponsor **\$15,000**

Acknowledgement as exclusive Shimmer Award Sponsor
Signage and branding throughout VIP Reception
Opportunity to make remarks at VIP Reception
14 VIP tickets and a private chalet

Champions of the Conservancy **\$10,000**

Acknowledgement as a Champion of the Conservancy
Dedicated signage at event
12 VIP tickets and a private chalet

Riverwalk Partners **\$5,000**

8 VIP tickets

Shimmer Partners **\$2,500**

6 VIP tickets

All Sponsors Receive

Recognition on DRFC website, in press release, and on promotional materials
Inclusion in eblasts (16k+ subscribers)
Social media recognition (135k+ followers)
Listing on Sponsor Board at Shimmer
VIP tickets, which include exclusive VIP benefits





Soirée on the Greenway

October 2023 | Dequindre Cut

Soirée on the Greenway, the Conservancy's signature fall fundraiser, will return for a masquerade under the stars in one of Detroit's most beloved public spaces, the Dequindre Cut. This highly anticipated event will give guests a chance to preview Detroit Harvest Fest, with an evening filled with food trucks, interactive art, live entertainment, and the unveiling of a new mural on the greenway!



Soirée on the Greenway

Sponsorship Opportunities

Presenting Sponsor **\$25,000**

Acknowledgement as exclusive Presenting Sponsor
Logo on event promotions
Article in DRFC Newsletter
Opportunity to make remarks at Soirée
Signage throughout event & sponsored pedicab
20 VIP tickets

Music & Arts Sponsor **\$15,000**

Acknowledgement as exclusive Music & Arts Sponsor
Opportunity to make remarks at Soirée
Signage throughout event & sponsored pedicab
14 VIP tickets

Masquerade Sponsor **\$10,000**

Acknowledgement as exclusive Mask Sponsor
Signage throughout event
One-of-a-kind custom masks provided to first 25 guests
12 VIP tickets

Food Truck Sponsors **\$5,000**

Sponsorship of one food truck
Branding at food truck
10 VIP tickets

Dequindre Cut Partners **\$2,500**

8 VIP tickets

Soirée Partners **\$1,000**

6 VIP tickets

All Sponsors Receive

Recognition on DRFC website, in press release, and on promotional materials
Inclusion in eblasts (16k+ subscribers)
Social media recognition (135k+ followers)
Listing on Sponsor Board at Soirée
VIP tickets, which include exclusive VIP benefits





DETROIT RIVERFRONT 2023 FUNDRAISER SPONSORSHIP FORM

We are delighted to support the Detroit Riverfront through the following:

SHIMMER ON THE RIVER

- ☐ **PRESENTING SPONSOR | \$50,000** (FMV \$2,250)
- ☐ **ENTERTAINMENT SPONSOR | \$25,000** (FMV \$1,350)
- ☐ **SHIMMER AWARD SPONSOR | \$15,000** (FMV \$1,050)
- ☐ **CHAMPION OF THE CONSERVANCY | \$10,000** (FMV \$900)
- ☐ **RIVERWALK PARTNER | \$5,000** (FMV \$600)
- ☐ **SHIMMER PARTNER | \$2,500** (FMV \$450)

SOIRÉE ON THE GREENWAY

- ☐ **PRESENTING SPONSOR | \$25,000** (FMV \$1,000)
- ☐ **MUSIC & ARTS SPONSOR | \$15,000** (FMV \$700)
- ☐ **MASQUERADE SPONSOR | \$10,000** (FMV \$600)
- ☐ **FOOD TRUCK SPONSOR | \$5,000** (FMV \$500)
- ☐ **DEQUINDRE CUT PARTNER | \$2,500** (FMV \$400)
- ☐ **SOIRÉE PARTNER | \$1,000** (FMV \$300)

ADDITIONAL SUPPORT:

We would like to make a tax-deductible contribution in the amount of \$ _____

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) _____

PLEASE RETURN FORM TO:

Detroit Riverfront Conservancy
ATTN: Development Events 2023
600 Renaissance Center, Ste 1720
Detroit, MI 48243-1802

Want to secure your sponsorship online? Visit detroitriverfront.org/2023Sponsorships

THANK YOU FOR YOUR SUPPORT!

Contact Events@DetroitRiverfront.org or 313-566-8215 with questions, for additional information,
or to discuss custom sponsorship packages

2023_SSTESM