



SHIMMER ON THE RIVER

June 2025 | Robert C. Valade Park



Kick off summer in style at the Detroit Riverfront Conservancy's iconic annual fundraiser, Shimmer on the River. Hosted at Robert C. Valade Park, this festive evening will be filled with all-ages fun, featuring live musical entertainment, a Riverfront Boardwalk lined with summer activities, a family-friendly Adventure Park, a Kids Dance Party on Valade Beach, delicious food and refreshments, and more!

Your support will ensure the Detroit Riverwalk and associated parks and greenways remain beautiful, safe, accessible world-class gathering places for all. Funds raised will go directly to the ongoing improvement, operations, maintenance, security, and programming of these beloved parks.

Join us for this unforgettable evening on the Best Riverwalk in the USA!



SHIMMER ON THE RIVER

Sponsorship Opportunities

Presenting Partner | \$50,000

Acknowledgement as exclusive Presenting Partner

Logo on event promotions

Article in DRFC Newsletter

Opportunity to make remarks at Shimmer

Signage throughout event

30 VIP tickets and two private chalets

Shimmer Award Partner | \$15,000

Acknowledgement as exclusive Shimmer Award Partner

Signage and branding throughout VIP Reception

Opportunity to make remarks at VIP Reception

14 VIP tickets and a private chalet

Champion of the Conservancy | \$10,000

Acknowledgement as Champion of the Conservancy

Dedicated signage at Shimmer

12 VIP tickets and a private chalet

Riverwalk Parter | \$5,000

8 VIP Tickets

Shimmer Parter | \$2,500

6 VIP Tickets

All Shimmer Partners Receive

Recognition on DRFC website, in press release(s), and on promotional materials

Inclusion in eblasts (43k+ subscribers)

Social media recognition (160k+ followers)

Listing on sponsor signage at Shimmer

VIP tickets, each allowing free admission for up to two children



The Grand Opening of **RALPH C. WILSON, JR. CENTENNIAL PARK**

Fall 2025 | Ralph C. Wilson, Jr. Centennial Park

The Conservancy is thrilled to announce the highly anticipated grand opening of Ralph C. Wilson, Jr. Centennial Park this fall, a historical moment for our city. To celebrate this momentous occasion, the Detroit Riverfront Conservancy will be rolling out a series of commemorative events, introducing this landmark park to the greater Detroit community for the first time.

The weekend will kick-off with an exclusive fundraiser Preview Event, where weekend sponsors and community members will be the first to experience this incredible public space with an evening of entertainment, great food, and all-ages fun. Sponsors of the Grand Opening Weekend will receive tickets to attend the preview, and their support will allow community groups to attend, ensuring the event is rooted in celebrating this historic moment with Detroiters.

The festivities will continue with a public ribbon cutting ceremony and weekend of free celebrations where the community will be invited to experience this landmark park for the first time. The weekend will be filled with live entertainment, delicious local food, wellness activities, conservation programming, and endless fun for all ages.

Join us in supporting the Grand Opening Weekend of Wilson Park and help us create an unforgettable moment for all Detroiters.



WILSON PARK GRAND OPENING

Sponsorship Opportunities

Entertainment Partner | \$50,000

DTE Foundation Hill will be the place to gather during the Grand Opening, featuring a lineup of live entertainment on the Main Stage. Thanks to your support, we'll keep attendees of every age entertained all weekend long.

*Acknowledgement as exclusive Grand Opening Entertainment Partner
Opportunity to make remarks from the Main Stage during the Grand Opening Weekend
Prominent signage at the Main Stage
25 Preview Event tickets for partner use
25 Preview Event tickets donated to Detroit community*

Wilson Park Adventure Partner | \$25,000

With the opening of Wilson Park, we are excited to introduce this landmark space to the community, inspiring repeat visits as well as a sense of ownership and pride. Thanks to your support, we will offer visitors engaging guided park tours that are immersive and informative.

*Acknowledgement as exclusive Wilson Park Adventure Partner
Prominent signage at park tour program during the Grand Opening Weekend
12 Preview Event tickets for partner use
12 Preview Event tickets donated to Detroit community*

Wilson Park Founding Partner | \$15,000

*Acknowledgement as Wilson Park Founding Partner
Prominently featured on signage throughout the Grand Opening Weekend
8 Preview Event tickets for partner use
8 Preview Event tickets donated to the Detroit community*

Champion of the Conservancy | \$10,000

*Acknowledgement as a Champion of the Conservancy
Prominently featured on signage throughout the Grand Opening Weekend
5 Preview Event tickets for partner use
5 Preview Event tickets donated to the Detroit community*

All Grand Opening Weekend Partners Receive

*Recognition on DRFC website, in press release(s), and on promotional materials
Inclusion in eblasts (43k+ subscribers)
Social media recognition (160k+ followers)
Listing on sponsor signage at the Grand Opening Weekend
Preview Event tickets for partner use, each allowing free admission for up to one child
Preview Event tickets donated to the Detroit community thanks to your contribution*

2025 FUNDRAISER SPONSORSHIP FORM

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

SHIMMER ON THE RIVER SPONSORSHIPS:

- PRESENTING PARTNER | \$50,000 (FMV \$2,250)
- SHIMMER AWARD PARTNER | \$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)

WILSON PARK OPENING SPONSORSHIPS:

- ENTERTAINMENT PARTNER | \$50,000 (FMV \$1,875)
- WILSON PARK ADVENTURE PARTNER | \$25,000 (FMV \$900)
- WILSON PARK FOUNDING PARTNER | \$15,000 (FMV \$600)
- CHAMPION OF THE CONSERVANCY | \$10,000 (FMV \$375)

DONATION:

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: _____

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: 2025 Fundraisers
600 Renaissance Center, Ste 1720
Detroit, MI 48243-1802

THANK YOU FOR YOUR SUPPORT!

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



Want to secure your sponsorship online?
Visit Detroitriverfront.org/2025Fundraisers

