

2021

SHIMMER ON THE RIVER

A RIVERFRONT REUNION

2021

DETROIT

FRIDAY, SEPT 17TH, 2021
WEST RIVERFRONT PARK

5-6 PM VIP RECEPTION | 6-9 PM MAIN EVENT
A FUNDRAISER TO SUPPORT THE DETROIT RIVERFRONT CONSERVANCY

We are thrilled to welcome our community back to the Detroit Riverfront for our first major in-person fundraiser since 2019, Shimmer on the River: A Riverfront Reunion! To honor Shimmer's long-awaited return, we are creating an unforgettable event, where our supporters will have a chance to reunite in-person and celebrate the Best Riverwalk in the country together.

The evening will feature a live performance from Detroit legends the Spinners, delicious food and refreshments, family games and activities, and other unique surprises. This year we will be honoring two individuals with the Shimmer Award, long-time board member Larry McLaughlin, and the late Evelyn Johnston, a founding board member of the Conservancy.

Join us for this special evening and let's raise a glass to being together on the riverfront again!



DETROIT



SHIMMER ON THE RIVER

SEPTEMBER 17, 2021 | WEST RIVERFRONT PARK

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

Meet & greet with featured performers

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 PARTNER

\$5,000 | 8 VIP tickets

SHIMMER PARTNER

\$2,500 | 6 VIP tickets

ALL SPONSORS RECEIVE

Recognition on DRFC website, in event press release, and on promotional materials

Inclusion in eblasts (16k+ subscribers)

Social media recognition (120k+ followers)

Listing on Sponsor Board at Shimmer

VIP tickets, which include exclusive VIP benefits



2021

SHIMMER ON THE RIVER

2019 HIGHLIGHTS



\$200,000+

RAISED THROUGH SPONSORSHIPS, TICKET SALES, AND
DONATIONS TO BENEFIT THE DETROIT RIVERFRONT

750+

TICKET-HOLDERS, INCLUDING

540

VIP GUESTS

DETROIT



SHIMMER ON THE RIVER 2021 SPONSORSHIP FORM

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

SPONSORSHIP:

- ☐ 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)

INDIVIDUAL TICKETS:

- ☐ VIP TICKETS (FMV \$75 PER TICKET)
\$250 per ticket, _____ total tickets.
- ☐ MAIN EVENT TICKETS (FMV \$55 PER TICKET)
\$150 per ticket, _____ total tickets.

ADDITIONAL SUPPORT:

We are unable to attend the event, but would like to make a tax-deductible contribution in the amount of \$ _____

.....

WE WOULD LIKE TO PAY BY:

- ☐ ENCLOSED CHECK (Made payable to the Detroit Riverfront Conservancy)
- ☐ 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 logistics & ticketing)

PLEASE RETURN FORM TO:

Detroit Riverfront Conservancy
ATTN: Development Events 2021
600 Renaissance Center, Ste 1720
Detroit, MI 48243-1802

THANK YOU FOR YOUR SUPPORT!

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