



# \* SHIMMER \* ON THE RIVER

## *Celebrating 20 Years*

PRESENTED  
BY: THE  
KRESGE  
FOUNDATION

FRIENDS OF  
ROBERT C. VALADE  
PARK

Celebrate 20 years of the Detroit Riverfront this summer at the Conservancy's largest annual fundraiser, **Shimmer on the River**. The 2023 event will be bigger than ever, commemorating this landmark year 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, featuring live entertainment, a Riverfront Boardwalk lined with summer activities, a family-friendly Adventure Park, delicious food and refreshments, and more!

We are proud to announce our 2023 Shimmer Award honorees are **James B. and Ann V. Nicholson** and **Mariam C. Noland and James A. Kelly**. A driving force for philanthropy and community leadership, Jim and Ann Nicholson have been leading supporters of the Conservancy since 2008. Mariam Noland and Jim Kelly have been involved with the Conservancy since its inception; Mariam served as an inaugural board member whose vision for connecting greenways to the riverfront inspired the Dequindre Cut, and Jim is a national leader in education with a passion for volunteer advocacy.

Join us as we celebrate 20 Years of Transformation on the Detroit Riverfront!



# SPONSORSHIPS

## 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

## Riverfront Boardwalk Sponsor

**\$15,000**

Acknowledgement as exclusive Riverfront Boardwalk Sponsor  
Signage throughout Boardwalk activation  
Opportunity to make remarks at Shimmer  
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

# TICKETS

## VIP Ticket | \$250

Includes access to the exclusive VIP Reception plus all Main Event benefits

## Main Event Ticket | \$150

Includes strolling dinner & refreshments, live entertainment, prizes, games, and free admission for up to two children 12-and-under



## SHIMMER ON THE RIVER 2023 SPONSORSHIP FORM

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

### SPONSORSHIP:

- ☐ **PRESENTING SPONSOR | SOLD!**
- ☐ **ENTERTAINMENT SPONSOR | \$25,000** (FMV \$1,350)
- ☐ **RIVERFRONT BOARDWALK 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 TICKET | \$250** (FMV \$75)  
\_\_\_\_\_ **TOTAL TICKETS**
- ☐ **MAIN EVENT TICKET | \$150** (FMV \$55)  
\_\_\_\_\_ **TOTAL TICKETS**

### 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: Shimmer 2023  
600 Renaissance Center, Ste 1720  
Detroit, MI 48243-1802

*Want to secure your sponsorship online? Visit [detroitriverfront.org/shimmer](https://detroitriverfront.org/shimmer)*

## THANK YOU FOR YOUR SUPPORT!

Contact [Events@DetroitRiverfront.org](mailto:Events@DetroitRiverfront.org) or 313-566-8215 with questions, for additional information,  
or to discuss custom sponsorship packages

2023 Shimmer SM