



SHIMMER ON THE RIVER

Thursday, June 6, 2024 | Robert C. Valade Park

Kick off summer in style at the Conservancy's largest annual fundraiser, **Shimmer on the River**. Hosted on the Best Riverwalk in the USA, this unforgettable 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! Join us as we celebrate the individuals and organizations who have supported our vision for a beautiful, safe, accessible, world-class gathering place for all.



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

Kids Dance Party Sponsor \$15,000

- Acknowledgement as exclusive Kids Dance Party Sponsor
- Signage throughout Kids Dance Party 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 (30k+ subscribers)
- Social media recognition (150k+ followers)
- Listing on Sponsor Board at Shimmer
- VIP tickets, which include exclusive VIP benefits





SOIRÉE ON THE GREENWAY

October 2024 | Dequindre Cut Freight Yard

Soirée on the Greenway returns for a masquerade under the stars in one of Detroit's most beloved public spaces, the Dequindre Cut. This fall fundraiser will be an exclusive preview to Detroit Harvest Fest & Food Truck Rally. The Freight Yard will be transformed into a mysterious circus and will be filled with delicious food and refreshments, surprise live performances, interactive fall experiences, carnival games, and the unveiling of a brand-new mural on the greenway. We welcome our guests to put on their masquerade masks, costumes, and dancing shoes, and enjoy an unforgettable evening on the Cut!



SOIRÉE ON THE GREENWAY

Sponsorship Opportunities

Presenting Sponsor \$30,000

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

Masquerade Sponsor \$10,000

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

Dequindre Cut Partners \$2,500

8 VIP tickets

Mural Sponsor \$15,000

Acknowledgement as exclusive Mural Sponsor
Meet and greet with mural artist
Signage throughout event & sponsored pedicab
14 VIP tickets

Allies of the Greenway \$5,000

Acknowledgement as an Ally of the Greenway
Signage throughout event
10 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 (30k+ subscribers)
Social media recognition (150k+ followers)
Listing on Sponsor Board at Soirée
VIP tickets, which include exclusive VIP benefits





DETROIT RIVERFRONT 2024 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)
- KIDS DANCE PARTY 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)
- MURAL SPONSOR | \$15,000 (FMV \$700)
- MASQUERADE SPONSOR | \$10,000 (FMV \$600)
- ALLY OF THE GREENWAY | \$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 2024
600 Renaissance Center, Ste 1720
Detroit, MI 48243-1802

Want to secure your sponsorship online? Visit detroitriverfront.org/2024Fundraisers

THANK YOU FOR YOUR SUPPORT!

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

2024 Fundraisers