



SHIMMER ON THE RIVER

**THURSDAY,
JUNE 26**

A Riverfront Beach Party

**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!



SPONSORSHIPS

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

Entertainment Partner **\$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 Partner **\$15,000**

Acknowledgement as exclusive Shimmer Award Sponsor
Signage throughout VIP Reception
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(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

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

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

THANK YOU FOR YOUR SUPPORT!

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