

An Evening Celebrating the Mississippi River  
annual fundraiser to benefit the work of



**SEPTEMBER 26, 2024 | NICOLLET ISLAND PAVILION**



**The Mississippi River is an ecological resource of global and local significance.** Its historic and cultural legacy resonates worldwide. In the Twin Cities, it is the major source of drinking water for more than a million people.

**Join us as we gather to celebrate the Big River,** a resource on which we all depend.

## **2024 Celebration Host Committee**

Ronnie Brooks | Stewart Crosby | Dan Gjelten | Susan Vento | Deanna Wiener

Visit [fmr.org/fallevent](https://fmr.org/fallevent) for more information or contact Sara DeKok  
651.222.2193 | [sdekok@fmr.org](mailto:sdekok@fmr.org)

# An Evening Celebrating the Mississippi River



## Corporate Sponsorship Opportunities

### About FMR

Friends of the Mississippi River (FMR) was established in 1993 to protect, restore and enhance the Mississippi River and its watershed in the Twin Cities. From our beginnings with a small but committed board of directors and one staff, we have grown to 13 board members, 25 staff, 2,500 members and over 6,000 volunteers, advocates, and event participants annually.

FMR has built a strong reputation for taking an inclusive, place-based and strategic approach to stewarding the river and we work with myriad stakeholders, partners and constituents to protect the many assets the river brings to our communities.

### About the Event

FMR's annual river celebration is our premier event to engage our closest and most generous supporters. This year participants will have the opportunity to join us virtually or in person. We expect to engage hundreds of participants who value all that the river offers our community. Our goal this year is to raise over \$150,000 to conserve the urban river in our backyard.

Our corporate sponsorship program strives to create a mutually beneficial partnership by offering visible recognition for your contribution and creating meaningful opportunities for you to engage with existing and potential customers.

By sponsoring this event you have the opportunity to align your resources and name with work that is providing your community with tangible benefits. In addition, FMR's promotion of your sponsorship will reach a wide audience:

Communications/Outreach	Estimated Audience Reach
Event invitation (printed)	2,500
Event attendees	300 - 400
Event webpage	2,000
FMR annual report	12,000
FMR email newsletter	12,000
FMR social media sites	20,000+

# An Evening Celebrating the Mississippi River



**September 26, 2024 | Nicollet Island Pavilion**

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*Host Sponsor | \$10,000 | One Available*

- Named an honorary member of the event Host Committee
- Top billing in all event communications
- An opportunity to create a video about your support of FMR to be posted on our social media channels
- Choice of:
  - A meeting for a group of your choice with FMR leadership
  - A meal at your office for a group of your choice with Executive Director Whitney Clark to discuss the river-related topic of your choice
  - A hike on an FMR stewardship property with a group of your choice and FMR staff to experience a special urban natural area
- 10 complimentary admissions to the event and reserved seats for your guests
- Space to display materials at the event
- Your logo on signage and in the printed and digital event programs
- An invitation for you and your guests to the pre-event Sponsors Reception
- Recognition from the emcee during the main event
- Your organization's name and logo featured most prominently on all event promotional materials, including invitations (if confirmed by July 31<sup>st</sup>), press releases, website, targeted emails, and more
- Four social media posts recognizing your contribution
- Listed in FMR's annual report

## *FMR Presentation Sponsor | \$7,500 | One Available*

Your organization's name and logo will appear alongside all promotions regarding FMR's special presentation of our impact at the event – including recognition during the presentation on the night of the event.

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## *Auction Sponsor | \$7,500 | One Available*

Your organization's name and logo will appear alongside all promotions regarding the event's live and silent auctions – including recognition during the auction on the night of the event.

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## *Registration Sponsor | \$7,500 | One Available*

An opportunity for your staff to volunteer during event registration and engage directly with attendees, and for your logo to be displayed at registration.

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### **All sponsors at the \$7,500 level will also receive the follow benefits:**

- An opportunity to create a video about your support of FMR to be posted on our social media channels
  - A Zoom chat for a group of your choice with FMR leadership
  - Six complimentary admissions to the event and reserved seats for your guests
  - Space to display materials at the event
  - Your logo on signage and in the printed and digital event programs
  - An invitation for you and your guests to the pre-event Sponsors Reception
  - Recognition from the emcee during the main event
  - Your organization's name and logo featured on all event promotional materials, including invitations (if confirmed by July 31<sup>st</sup>), press releases, website, and more
  - Two social media posts recognizing your contribution
  - Listed in FMR's annual report
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## *Headwaters Sponsor | \$5,000 | Unlimited Availability*

- An opportunity to create a video about your support of FMR and we'll post it on our social media channels
  - A Zoom chat for a group of your choice with FMR leadership
  - Six complimentary admissions and reserved seats for your guests
  - Space to display materials at the event
  - Your logo on signage and in the printed and digital event programs
  - An invitation for you and your guests to the pre-event Sponsors Reception
  - Recognition from the emcee during the main event
  - Your organization's name and logo featured on all event promotional materials, including invitations (if confirmed by July 31<sup>st</sup>), press releases, website, and more
  - Social media post recognizing your contribution
  - Listed in FMR's annual report
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## *Confluence Sponsor | \$2,500 | Unlimited Availability*

- Four complimentary admissions and reserved seats for your guests
  - Space to display materials at the event
  - Recognition on signage and in the printed and digital event programs
  - An invitation for you and your guests to the pre-event Sponsors Reception
  - Recognition from the emcee during the main event
  - Your organization's name featured on all event promotional materials, including invitations (if confirmed by July 31<sup>st</sup>), press releases, website, and more
  - Listed in FMR's annual report
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## *Tributary Sponsor | \$1,000 | Unlimited Availability*

- Two complimentary admissions and reserved seats for your guests
  - Recognition on signage and in the printed and digital event programs
  - An invitation for you and your guests to the pre-event Sponsors Reception
  - Recognition from the emcee during the main event
  - Your organization's name featured on all event promotional materials, including invitations (if confirmed by July 31<sup>st</sup>), press releases, website, and more
  - Listed in FMR's annual report
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## *River Sponsor | \$250-999 | Unlimited Availability*

- Recognition on signage and in the printed and digital event programs
- An invitation for you and your guests to the pre-event Sponsors Reception
- Recognition from the emcee during the main event
- Your organization's name featured on all event promotional materials, including invitations (if confirmed by July 31<sup>st</sup>), press releases, website, and more
- Listed in FMR's annual report

# Sponsorship Reservation Form & Agreement

Your impact as a sponsor of this event extends beyond a single night – it spreads down the river corridor and through our communities. **Thank you!**

Sponsorship Level \_\_\_\_\_

Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## Payment Method:

- Check enclosed for \$ \_\_\_\_\_
- Please invoice (invoices will be sent to the contact you listed above)
- Please charge my:      Visa              Master Card              Discover      AmEx

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

CVV Number \_\_\_\_\_ Expiration \_\_\_\_\_

*The person signing below acknowledges that they have authority to sign this Sponsorship Reservation Form and Agreement on behalf of the Company.*

Printed Name \_\_\_\_\_

Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

## **Thank You! Please mail this form and payment or payment instructions to:**

Sara DeKok  
Friends of the Mississippi River  
106 W. Water Street, Suite 600  
Saint Paul, MN 55107

Questions? Call Sara DeKok at 651.222.2193 or sdekok@fmr.org