

An Evening Celebrating the Mississippi River

A celebration to benefit



THURSDAY, SEPTEMBER 28, 2017 | 5:00 – 8:30 pm
CLARENCE W. WIGINGTON PAVILION
HARRIET ISLAND REGIONAL PARK | SAINT PAUL



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 to celebrate the Big River, a resource on which we all depend.

2017 Celebration Host Committee

Stewart Crosby | Deanna Wiener | Sue Vento | Ed Oliver | Mary Adamski

Visit fmr.org/fallevent for more information or contact:
Sara DeKok at 651.222.2193 x 20 | sdekok@fmr.org

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Keynote Address

The Mississippi River is not only one of the great rivers of the world, but it's also our hometown river and the lifeblood of our community; flowing through over 1 million Twin Cities residents who draw their tap water from the river, and bringing together countless more who live, work and play in its midst.



To advance our vision of a river for all, we're welcoming keynote speaker Dr. Dorceta Taylor, one of the country's preeminent environmental justice scholars. Dr. Taylor will discuss the intersection of environmental history, politics and justice, and what we can do to make our special, natural places welcoming for all.

Event Schedule

- 5:00 – 5:30 Sponsors reception with Friends of the Mississippi River Executive Director Whitney Clark, Board of Directors Leadership, and Keynote Speaker Dr. Dorceta Taylor
- 5:30 – 6:30 Social hour featuring hearty, local fare from Birchwood Café and live music
- 6:30 – 7:45 Program featuring:
Welcome from FMR Leadership
Live auction featuring incredible river-themed items and experiences
Special Guest: Dr. Dorceta Taylor
A special opportunity to impact the river and our community
- 7:45 – 8:30 Dessert, auction check-out and mingling

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Corporate Sponsorship Opportunities

About FMR

Friends of the Mississippi River 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 19 board members, 19 staff, 2,200 members and over 6,000 volunteers 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. Attended by nearly 300 local guests who value all that the river offers our community, this entertaining and educational event raises over \$150,000 to conserve the urban river in our backyard.

Our goal through our corporate sponsorship program is to create a mutually beneficial partnership. We strive to provide visible recognition for your contribution and to create 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	Audience Reach
Event invitation	Annual average: 3,000
Event attendees	Annual average: 250 - 300
Event webpage	Projected visits: 1,000
FMR annual report	Average distribution: 12,000
FMR email newsletter	Monthly distribution: 12,000+
FMR social media sites	More than 7,000 followers

Please consider demonstrating your commitment to the future of the Big River and our communities by sponsoring the celebration at the level that is right for you.

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September 28, 2017 | Harriet Island Regional Park | St. Paul

Host Sponsor | \$10,000 | One Available

- Named an honorary member of the event Host Committee
- Choice of:
 - Breakfast at your office for a group of your choice with Executive Director Whitney Clark to discuss the business case for river conservation and FMR's work
 - 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 program at the event
- An invitation for you and your guests to the pre-event Sponsors Reception
- Recognition from the Master of Ceremonies during the main event
- Your organization's name and logo featured on all event promotional materials, including invitations (if confirmed by July 31st), press releases, website, and more
- Four social media posts recognizing your contribution
- Listed in FMR's annual report

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.

Live Auction Sponsor | \$7,500 | One Available

An opportunity for your staff to volunteer during the event's lively auction, and for your name and logo to appear on the auction paddle.

Keynote Sponsor | \$7,500 | One Available

Your organization's name and logo will appear alongside all promotions regarding the event's Keynote Speaker (TBD), including recognition as the speaker is introduced during the night's program.

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

- 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 program at the event
 - An invitation for you and your guests to the pre-event Sponsors Reception
 - Recognition from the Master of Ceremonies during the main event
 - Your organization's name and logo featured on all event promotional materials, including invitations (if confirmed by July 31st), press releases, website, and more
 - Two social media posts recognizing your contribution
 - Listed in FMR's annual report
-

Headwaters Sponsor | \$5,000 | Unlimited Availability

- Six complimentary admissions and reserved seats for your guests
- Space to display materials at the event
- Your logo on signage and in the printed program at the event
- An invitation for you and your guests to the pre-event Sponsors Reception
- Recognition from the Master of Ceremonies during the main event
- Your organization's name and logo featured on all event promotional materials, including invitations (if confirmed by July 31st), press releases, website, and more
- Social media post recognizing your contribution
- Listed in FMR's annual report

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 program at the event
- An invitation for you and your guests to the pre-event Sponsors Reception
- Your organization's name featured on all event promotional materials, including invitations (if confirmed by July 31st), press releases, website, and more
- Listed in FMR's annual report

Tributary Sponsor | \$1,000 | Unlimited Availability

- Two complimentary admissions and reserved seats for your guests
- Recognition on signage and in the printed program at the event
- An invitation for you and your guests to the pre-event Sponsors Reception
- Recognition from the Master of Ceremonies during the main event
- Your organization's name featured on all event promotional materials, including invitations (if confirmed by July 31st), 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

Card Number _____

Name on Card _____

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
101 E. 5th Street, Suite 2000
Saint Paul, MN 55101

Questions? Call Sara DeKok at 651.222.2193 x20 or sdekok@fmr.org