



## Our River Event Series

A new, seasonal event series to benefit Friends of the Mississippi River

**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.

**We invite you to join us for a series of events** that offers on-site opportunities to get to know Friends of the Mississippi River and the impacts of the Our River Campaign (more at [fmr.org/our-river-campaign](http://fmr.org/our-river-campaign)).

### **Spring: Music in the Prairie Featuring the Cactus Blossoms**

**May 31, 2025, 2:30 – 6 p.m.**

#### **North 20 Brewing, Rosemount**

Tour an FMR prairie restoration site, learn about our land conservation work, and enjoy live music from the Cactus Blossoms, local food and drinks.

### **Summer: Dinner on the Farm**

**July 31, 2025, 5 – 8:30 p.m.**

#### **Gibbs Farm, St. Paul**

Enjoy an on-farm dining experience featuring clean-water crops and learn about FMR's work to transform Minnesota agriculture to enhance water quality.

### **Fall: Meander on the Mississippi**

**September 27, 2025, 10:30 a.m. – 1 p.m.**

#### **Magnolia Blossom Paddle Boat, St. Paul**

Learn about the confluence of FMR's land and water initiatives while exploring the metro Mississippi River on a historic paddle boat through Lock and Dam #1.

### **Winter: Art for the River**

**December 4, 2025, 6 – 8 p.m.**

#### **F-O-K Studios, St. Paul**

Celebrate the success of the Our River Campaign, view original works by local artists inspired by the river, and hear what's next for FMR at our river-inspired art gallery.

**Visit [fmr.org/our-river-events](http://fmr.org/our-river-events) for more information  
or contact Sara DeKok: 651.222.2193 | [sdekok@fmr.org](mailto:sdekok@fmr.org)**

# 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 15 board members, 26 staff, 2,500 members and over 6,000 volunteers, advocates, and program participants annually.

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

## About the Event Series

FMR's new event series is a premier opportunity to engage our closest and most generous supporters. We expect to engage hundreds of stakeholders who value all that the river offers. Our goal is to raise over \$150,000 this year to conserve the urban river in our backyard.

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

By sponsoring this event series 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 series invitation (printed)	2,500
Event series attendees	300 - 400
Event series webpage	2,000
FMR annual report	12,000
FMR email newsletter	12,000
FMR social media sites	20,000+

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

- 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 volunteer event designed for your employees
    - 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
  - 4 complimentary admissions to each event in the event series
  - Space to display materials at each event in the event series
  - Your logo on signage and in the printed and digital event programs at each event
  - Recognition from the emcee during the program at each event
  - Your organization's name and logo featured most prominently on all event series promotional materials, including press releases, website, targeted emails, and more
  - Four social media posts recognizing your contribution
  - Listed in FMR's annual report
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### **Music in the Prairie Featured Sponsor | \$7,500 | One Available**

Your organization's name and logo will appear alongside all promotions for FMR's Music in the Prairie event, and up to six of your employees are invited to attend the event as our special guests.

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### **Dinner on the Farm Featured Sponsor | \$7,500 | One Available**

Your organization's name and logo will appear alongside all promotions for FMR's Dinner on the Farm event, and up to six of your employees are invited to attend the event as our special guests.

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### **Meander on the Mississippi Featured Sponsor | \$7,500 | One Available**

Your organization's name and logo will appear alongside all promotions for FMR's Meander on the Mississippi event, and up to six of your employees are invited to attend the event as our special guests.

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## **Art for the River Featured Sponsor | \$7,500 | One Available**

Your organization's name and logo will appear alongside all promotions for FMR's Art for the River event, and up to six of your employees are invited to attend the event as our special guests.

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

- Choice of:
    - A volunteer event designed for your employees
    - An opportunity to create a video about your support of FMR to be posted on our social media channels
    - A meeting with FMR Executive Director Whitney Clark
  - Two complimentary admissions to each of the other events in the event series
  - Space to display materials at each event in the event series
  - Your logo on signage in the printed and digital event programs at each event
  - Recognition from the emcee during the program at each event
  - Your organization's name and logo featured on all event series promotional materials, including 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**

- Choice of:
    - An opportunity to create a video about your support of FMR to be posted on our social media channels
    - A meeting with FMR Executive Director Whitney Clark
  - Two complimentary admissions to each of the events in the event series
  - Space to display materials at each event in the event series
  - Your logo on signage in the printed and digital event programs at each event
  - Recognition from the emcee during the program at each event
  - Your organization's name and logo featured on all event series promotional materials, including 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**

- Five complimentary admissions (total) to be used in any combination at any of the events in the event series
  - Space to display materials at each event in the event series
  - Recognition on signage and in the printed and digital event programs
  - Recognition from the emcee during the program at each event
  - Your organization's name featured on all event series promotional materials, including press releases, website, and more
  - Listed in FMR's annual report
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### **Tributary Sponsor | \$1,000 | Unlimited Availability**

- Four complimentary admissions (total) to be used in any combination at any of the events in the event series
  - Recognition on signage and in the printed and digital event programs
  - Recognition from the emcee during the program at each event
  - Your organization's name featured on all event promotional materials, press releases, website, and more
  - Listed in FMR's annual report
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### **River Sponsor | \$500 | Unlimited Availability**

- Two complimentary admissions (total) to be used in any combination at any of the events in the event series
- Recognition on signage and in the printed and digital event programs for each event
- Your organization's name featured on all event promotional materials, press releases, website, and more
- Listed in FMR's annual report

# Sponsorship Reservation Form & Agreement

Your impact as a sponsor of this event series extends down the river corridor and through our communities.

**Thank you!**

## Sponsor Information

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

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

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Email \_\_\_\_\_

## Payment Method

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

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

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

CWV Number \_\_\_\_\_                    Expiration \_\_\_\_\_

## Tickets

As a sponsor, you are welcome to bring guests to the event. (Please reference the benefits for your sponsorship level to determine how many.) To help us appropriately welcome you and your guests, please indicate the following:

- I will not be using my additional complimentary admissions.
- Names of my guests and what event they will be attending:

\_\_\_\_\_  
\_\_\_\_\_

- I do not know who my guests will be at this time. Please follow up with me for those details in March. Deadline April 15, 2024. Beyond this date, we may not be able to accommodate you and your guests as there is limited event capacity.

*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 \_\_\_\_\_

**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?** Contact Sara DeKok at 651.222.2193 or [sdekok@fmr.org](mailto:sdekok@fmr.org).