

# An Evening Celebrating the Mississippi River

annual fundraiser to benefit the work of



SEPTEMBER 24, 2026 | NICOLLET ISLAND PAVILION

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## Take Me to the 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.

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

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## 2026 Celebration Host Committee

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

Visit [fmr.org/fallevent](https://fmr.org/fallevent) for more information  
or contact Sara DeKok at 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, 27 staff, 2,600 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
Event webpage	2,000
FMR annual report	12,000
FMR email newsletter	16,000
FMR social media sites	23,000+

## Host Sponsor | \$10,000 | One available

- Named an honorary member of the event Host Committee
- Top billing in all event communications
- A one-on-one lunch with Executive Director Whitney Clark to discuss the river-related topic of your choice
- Choice of:
  - A meeting for a group of your choice with FMR leadership
  - A volunteer opportunity for employees and/or clients (storm drain stenciling or river cleanup) next spring/summer
  - An ecology, history or FMR-related presentation for company executives, employees or clients – virtual or in-person
- 10 complimentary admissions to the event and reserved seats for your guests
- One drink ticket per guest
- Space to display materials at the event
- Your logo on signage and in the printed and digital event programs
- 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 following benefits:**

- A meeting with FMR Executive Director Whitney Clark to discuss current river topics
- Choice of:
  - A meeting for a group of your choice with FMR leadership
  - A volunteer opportunity for employees and/or clients (storm drain stenciling or river cleanup) next spring/summer
  - An ecology, history or FMR-related presentation for company executives, employees or clients – virtual or in-person
- Eight complimentary admissions to the event and reserved seats for your guests
- One drink ticket per guest
- Space to display materials at the event
- Your logo on signage and in the printed and digital event programs
- 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

## **Headwaters Sponsor | \$5,000 | Unlimited availability**

- A meeting with FMR Executive Director Whitney Clark to discuss current river topics
  - Six complimentary admissions and reserved seats for your guests
  - One drink ticket per guest
  - Space to display materials at the event
  - Your logo on signage and in the printed and digital event programs
  - 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**

- A meeting with FMR Executive Director Whitney Clark to discuss current river topics
  - Four complimentary admissions and reserved seats for your guests
  - One drink ticket per guest
  - Space to display materials at the event
  - Recognition on signage and in the printed and digital event programs
  - 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
  - One drink ticket per guest
  - Recognition on signage and in the printed and digital event programs
  - 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 | \$500-999 | Unlimited availability**

- Recognition on signage and in the printed and digital event programs
- 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

