

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



OCTOBER 1, 2020
THE FESTIVITIES WILL TAKE PLACE ONLINE



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

2020 Celebration Host Committee

Ronnie Brooks | Stewart Crosby | Deanna Wiener | Sue Vento

Visit fmr.org/fallevent for more information or contact Sara DeKok
651.222.2193 x20 | sdekok@fmr.org

An Evening Celebrating the Mississippi River



Our Storied River



This year's event celebrates the stories that flow from our experiences with the river. Our program will feature storytellers whose lives have been changed by our great river. The curated selection of stories will dazzle and twist, flood and still us, and echo diverse voices and varied experiences.

The night's virtual festivities will be helmed by Shannan Paul, speaker, comedian and local host of The Moth. Our storytellers will be coached by Loren Niemi – a National Storytelling Network Lifetime Achievement Award winner. The event will also feature updates on Friends of the Mississippi River's work during this unprecedented time, and interactive opportunities for event participants to support our critical mission.



Event Features

FMR will be launching unique digital content throughout our communications platforms, including social media, an interactive website, and targeted e-communications, specifically built for this special event. It will include:

- A live and silent auction
- A message from FMR leadership sharing our progress during this unprecedented time
- A live program featuring compelling, curated river stories
- Opportunities for event participants to share their own river stories
- A special opportunity to impact the river through a live giving moment

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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 19 board members, 19 staff, 2,600 members and over 5,000 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. This year's festivities will take place online, where we expect to engage hundreds of participants who value all that the river offers our community. Our goal this year is to raise nearly \$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 | 400 - 600 |
| Event webpage | 2,000 |
| FMR annual report | 12,000 |
| FMR email newsletter | 12,000 |
| FMR social media sites | 10,000+ |

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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October 1, 2020 | Festivities online

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 and we'll post it on our social media channels
- Choice of:
 - A Zoom chat for a group of your choice with FMR leadership
 - A post-pandemic meal 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
- 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 31st), 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.

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.

Storyteller Sponsor | \$7,500 | One Available

Your organization's name and logo will appear alongside all promotions regarding the event's featured storytellers – including, recognition as they are introduced during the night's program.

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

- 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
 - 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 31st), press releases, website, targeted emails, 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
 - 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 31st), press releases, website, targeted emails, and more
 - Social media posts recognizing your contribution
 - Listed in FMR's annual report
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Confluence Sponsor | \$2,500 | Unlimited Availability

- 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 31st), press releases, website, targeted emails, and more
 - Social media posts recognizing your contribution
 - Listed in FMR's annual report
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Tributary Sponsor | \$1,000 | Unlimited Availability

- Recognition from the emcee during the main event
- Your organization's name featured on all event promotional materials, including invitations (if confirmed by July 31st), press releases, website, targeted emails, 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
101 E. 5th Street, Suite 2000
Saint Paul, MN 55101

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