

2025 Riverfront Soirée

The **Lower Town Riverfront Conservancy** is pleased to invite you to participate as a sponsor of the 2025 Riverfront Soirée, an unforgettable evening celebrating Broadway Park West's highly anticipated grand opening.

Set along the riverfront, the Soirée will feature gourmet appetizers, signature cocktails, and music by Olivia Van Goor. It will bring together community champions, business leaders, and devoted supporters to mark the successful completion of Phase I of the Park's vision. Proceeds from the event will support year-round programming, ongoing care and maintenance of the Park, and The Pavilion at Broadway Park West.

Our 2025 Sponsorship Package offers a wide range of opportunities and benefits. Thank you for considering this exciting opportunity to partner with us on this landmark event!

Thursday, September 11

5:00 – 9:00 PM

Broadway Park West

841 Broadway Street | Ann Arbor

Sponsorship Opportunities: Riverfront Soirée

Broadway Sponsor | \$25,000

- Stage banner at the Soirée and throughout the weekend celebration activities
- Premier logo placement across all platforms
- Recognition during welcome and closing remarks
- Full-page ad on the website
- Social media feature and press release highlight
- 16 Event Tickets

Riverfront Sponsor | \$10,000

- Stage banner at the Soirée and throughout the weekend celebration activities
- Logo on select signage, printed materials, media, and website
- Recognition from the stage
- Recognition in the Soirée slideshow
- 12 Event Tickets

Huron Sponsor | \$5,000

- Logo on Soirée signage and website
- Recognition from the stage
- Recognition in the Soirée slideshow
- Social media mention
- 8 Event Tickets

Cascades Sponsor | \$3,000

- Name listed on website
- Recognition in the Soirée slideshow
- 6 Event Tickets

In-Kind Sponsor

Support us through donated goods or services (e.g., catering, wine, décor, printing, entertainment):

- Recognition based on the value of donation
- Name/logo on program and signage related to in-kind contribution

Custom Sponsor Package

We're happy to tailor a sponsorship package to fit your marketing goals and community engagement priorities. Let's talk!

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CELEBRATE WITH US!

Sponsors of The Riverfront Soirée will be recognized as partners who share our vision for Broadway Park West. As a respected leader in Ann Arbor, your support will not only elevate our efforts but also offer your brand valuable exposure and meaningful engagement opportunities.

Sponsorship is quick and easy through our automated process. Click [HERE](#) to confirm your sponsorship level, contact information, and preferred payment method. Should you wish to receive an invoice reflecting your sponsorship level, you may email us directly at marie@lowertownna2.org. A member of the LTRC staff will then be in touch to coordinate sponsors' guest lists and logo placement guidelines.

THANK YOU TO OUR 2024 RIVERFRONT SOIRÉE SPONSORS

Lower Town Riverfront Conservancy extends our gratitude to the generous sponsors of last year's inaugural event:



Lower Town Riverfront Conservancy is recognized as a tax-exempt charity under Section 501(c)(3) of the internal Revenue Code [EIN 86-2851511]. Contributions are tax deductible to the extent allowed by law.