



The Riverfront Soirée 2026

Thursday, September 17

5:00 – 9:00 PM

Broadway Park West

841 Broadway Street | Ann Arbor

The **Lower Town Riverfront Conservancy** is pleased to invite you to participate as a sponsor of the 2026 Riverfront Soirée, an unforgettable evening celebrating the evolution of Broadway Park West.

Set along the riverfront, the Soirée will feature gourmet appetizers, signature cocktails, and live music by Ben Sharkey. It will bring together community champions, business leaders, and devoted supporters to celebrate the park's remarkable transformation and share an exciting look ahead at what is still to come, including the highly anticipated Tim & Laurie Wadhams Pavilion, which will soon become one of the most beloved event venues in all of Ann Arbor and the cornerstone of the park.

Proceeds from the event will support year-round programming and the ongoing care and maintenance of Broadway Park West. Our 2026 Sponsorship Package offers a wide range of opportunities and benefits. Thank you for considering the exciting opportunity to partner with us on this landmark event!

2026 SPONSORSHIP OPPORTUNITIES: RIVERFRONT SOIRÉE

Broadway Sponsor | \$25,000

- Stage banner at the Soirée
- Premier logo placement across all platforms
- Recognition during welcome and closing remarks
- Full-page ad on website
- Year-round digital recognition on website
- Dedicated social media feature + posts leading up to event
- Press Release inclusion
- 24 Event Tickets

Riverfront Sponsor | \$10,000

- Stage banner at the Soirée
- Logo on select signage, printed materials, media, and website
- Recognition from the stage
- Half-Page ad on website
- Year-round logo recognition on website
- Dedicated social media posts leading up to event
- Recognition in Soirée slideshow
- 16 Event Tickets

Huron Sponsor | \$5,000

- Logo on Soirée signage and website
- Recognition from the stage
- Dedicated social media posts leading up to event
- Recognition in Soirée slideshow
- 8 Event Tickets

Cascades Sponsor | \$3,000

- Logo on Soirée signage and website
- Dedicated social media posts leading up to event
- Recognition in Soirée slideshow
- 6 Event Tickets

Naming Opportunities | + \$2,500

All paid sponsors are provided the opportunity to enhance their visibility by naming distinctive experiences at the Soirée, including bar sponsor, signature cocktail sponsor, live music, and dessert sponsor. Contact marie@lowertowna2.org to learn more.

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 value of in-kind contribution
- Event Ticket package related to value of contribution

Custom Sponsor Package

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

The Riverfront Soirée 2026

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 your choice of the automated payment options below. Should you wish to receive an invoice reflecting your sponsorship level, you may email us directly at marie@lowertowna2.org. A member of the LTRC staff will then be in touch to coordinate sponsors' guest lists and logo guidelines.



From your **MOBILE** device:

Simply scan the QR code and you will be directed to our secure site to confirm your sponsorship level and preferred digital payment app.

- OR -

From your **DESKTOP** or **LAPTOP**:

Click [HERE](#) to confirm your sponsorship level, contact information, and preferred payment method using our secure site.

THANK YOU TO OUR 2025 RIVERFRONT SOIRÉE SPONSORS

Lower Town Riverfront Conservancy extends our gratitude to the generous sponsors of last year's event celebrating the official opening of Broadway Park West:

Stacy L. Fox Family Foundation



BROWNFIELD
REDEVELOPMENT
AUTHORITY



DTE Energy



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



PARKS & TRAILS



Ann Arbor Area
Community Foundation
For good. For ever. For all.



THE JOHNSON STUDIO
COOPER CARRY



SMITHGROUP

Ashley & Jon
Oberheide



&



LOWER TOWN
RIVERFRONT
CONSERVANCY

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.