

The 2023 Rouge Cruise!

14TH YEAR ANNIVERSARY!



all aboard for a clean water future

Friends
of
the **ROUGE**

Set sail on the 2023 Rouge Cruise!

**Thursday
August 10, 2023
6-9pm**



WHAT IS THE ROUGE CRUISE?

The Rouge Cruise is a one-of-a-kind, narrated, Rouge River tour that celebrates your hometown River and the progress that has been made for its better future thanks to caring support from organizations like yours.

Cruisers experience their River in a unique way on the 3-story Diamond Belle where they are treated to food, drinks, and live narration that highlights the Rouge's industrial and ecological history and its promising future!

Proceeds from this event power vital, year-round, hands-on, learning and action opportunities for residents, school students, and families, AT the Rouge River. Your sponsorship builds a healthier and more sustainable future with thousands of Metro Detroiters from across 48+ communities!

WHY THE ROUGE CRUISE?

- Michigan has unmatched water resources, but its most populated watershed—the Rouge River watershed—is one of its most polluted.
- Increased rainfall, heat, and flooding have increased pressure on the health of your hometown River.
- Local residents own half of the land in the Watershed and are an essential part of building a clean water future in their community.
- Friends of the Rouge programming engages 8,000+ community members through experiential hands-on action and education to be the solution for a better hometown River.



Your sponsorship builds a clean water future right here in Southeast Michigan and supports 8,000+ volunteers in: River cleanups; frog, toad, fish & bug monitoring; student River STEM education; trail making; new rain garden builds; placemaking; and creating new wildlife habitat.

Funds raised through the annual fundraiser directly enable over 1,000 students, families, and residents to take part in hands-on STEM learning and environmental action - AT the Rouge River!

Sponsorships

	Captain \$10,000 \$9,600 tax-deductible	Navigator \$5,000 \$4,700 tax-deductible	First Mate \$2,500 \$2,400 tax-deductible	Cruiser \$1000 \$950 tax-deductible
event signage	x	x	x	x
recognition on event and FOTR webpage	x	x	x	x
logo in event email	x	x	x	x
event tickets	8	6	2	1
social media & e-newsletter recognition	x	x	x	x
verbal acknowledgement at event	x	x	x	
event program	full-page ad	half-page ad		
VIP tour of world-class rain garden site at FOTR	x	x		
live speaking opportunity at the event	x			



Small businesses like yours are at the heart of this Rouge River Community! You are invited to trumpet your support for your hometown River and its better future with Friends!

Showcase your commitment to a healthier and more sustainable community and open the doors of opportunity for students and families to take part in building a better River and better world!

Small Business Sponsorships

	Beverage \$500 \$500 tax-deductible	Dessert \$250 \$250 tax-deductible
event signage	x	x
recognition on event webpage	name	name
recognition in thank you email to attendees	name	name
event program	name	name
recognition on FOTR webpage for 1 year	x	

How to Sponsor

Thank you for powering a clean water future through local River action & education!

Online: donate securely at <https://therouge.org/2023-rouge-cruise/>

Mail: 650 Church Street, Suite 209, Plymouth, MI 48170

For an invoice or have your questions answered, call or email Lara Edwards, Director of Development, at 734-717-8914 or ledwards@therouge.org

Your Impact

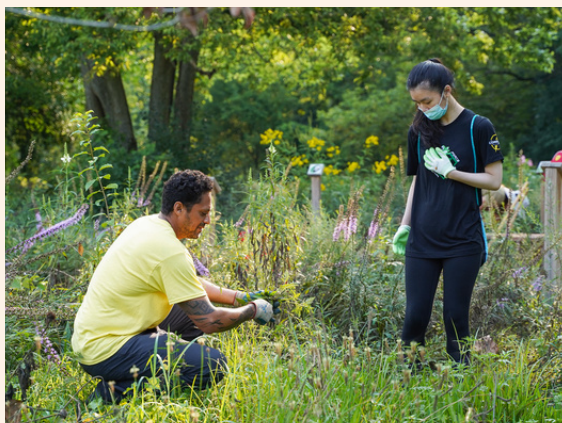
Your support touches over 8000 Metro Detroiters of all ages and directly opens to the door of opportunity to 1000+ students, families, and residents to engage with their River.



RIVER MONITORING: 3,500+ hours of river monitoring for bugs, frogs, toads, fish & invasive species



RIVER RECREATION: 37 Lower Rouge River Water Trail events to build, explore, and connect with nature



RIVER RESTORATION: 19,800+ native plants, 9,000+ trees planted for clean water and a more vibrant community



RIVER EDUCATION: 10,600 hours of River education, 1,500+ school students engaged in hands-on STEM River experiences

Friends of the Rouge

Friends of the Rouge is a nonprofit that began in 1986 with a goal to clean up one of the most polluted Rivers in the country. Every year, thousands of volunteers engage with Friends at the Rouge River to: build rain gardens, plant trees, participate in clean-ups, experience hands-on education, monitor River life, and recreate on the 29 mile, Lower Rouge River Water Trail.

Since its inception, FOTR has engaged tens of thousands of volunteers in efforts to improve the Rouge River ecosystem and provide meaningful volunteer opportunities that connect residents to their river.

MISSION

The mission of Friends of the Rouge is to restore, protect, and enhance the Rouge River watershed through stewardship, education, and collaboration.

VISION

We envision a future where a clean and vibrant Rouge River is the center of our community. Individual and community actions protect and improve the health of the Rouge River, assuring that it's natural, economic, and recreational value enhances the quality of life in the Rouge River ecosystem.

