

Friends of the **ROUGE**



2025 Sponsorship Packet





Sponsor a Better Rouge River

Your partnership builds a clean water future right here in Southeast Michigan. Your sponsorship engages and empowers over 8,000 community volunteers—clients, families, students—taking action to: clean up the Rouge River; plant trees; monitor frog, toad, fish & bugs; participate in hands-on student STEM education at the River; build trails; experience River recreation; create new rain gardens; and plant new wildlife habitat.

Looking for a customized package? We are flexible. Contact Lara at ledwards@therouge.org.

	Donor \$1,000	Supporter \$2,500	Advocate \$5,000	Steward \$10,000	Guardian \$20,000	Watershed Supporter \$50,000
logo on website	X	X	X	X	X	X
recognition in annual report	X	X	X	X	X	X
volunteer impact experience(s)	1	1	1	2	4	5
logo in bi-weekly e-newsletter ~9,000 river-lovin' subscribers	1 month	3 months	6 months	9 months	1 year	1 year
social media recognition				X	X	X
enjoy an off-site at FOTR conference room +/- tour of rain gardens					X	X
tagged on additional social media posts						X

Additional Sponsorship Levels:

Wood
\$75,000

Air
\$100,000

Earth
\$200,000

Water
\$250,000

Volunteer for a Better Rouge River

**YOUR
IMPACT
FOR A
BETTER
ROUGE RIVER
STARTS
HERE**



Your sponsorship entitles your organization to at least one half-day experience that lifts your River, community, and team: Build a rain garden, participate in River clean-ups; plant trees, nurture new wildlife habitat. Additional opportunities may be available.

If you'd like to select a volunteer experience only, your group may do so!

group size of 5-19 = \$250 materials fee
group size of 20+ = \$500 materials fee

Plan for a 3-hour fresh-air experience!



Next Steps: How to Sponsor

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

Ways to Sponsor:

Online:

donate securely at <https://therouge.org>
or via the QR code to the right

Mail:

650 Church Street, Suite 209
Plymouth, MI 48170

Request an Invoice | Questions?

We'd love to help! Contact **Lara Edwards**, Development Director, at

phone: 734-717-8914

email: ledwards@therouge.org

Make online sponsorship payment:



Your Impact in a Year

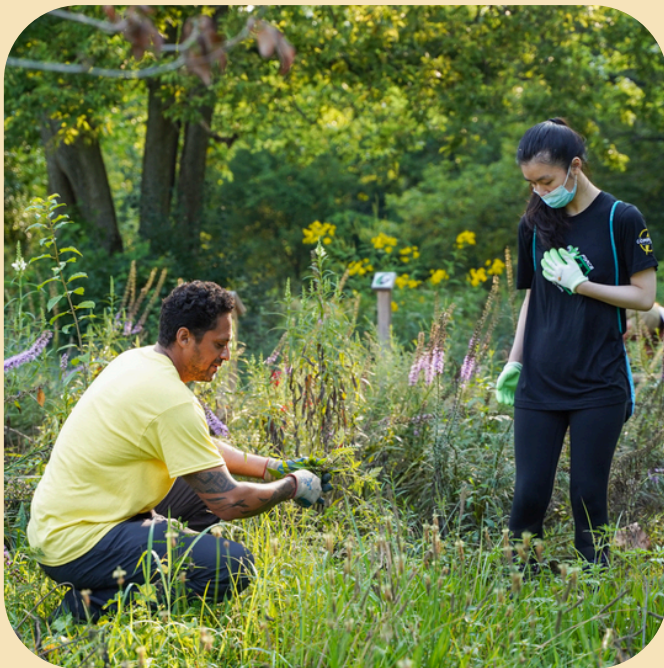
Your support touches over 8,000 Metro Detroiters of all ages. You activate students, families, and residents to engage with and save their hometown Rouge River.



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



HISTORY

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.

Thank you for your partnership!