

# Friends of the ROUGE



## 2026 Sponsorship Packet

*You have the power to protect, restore, and celebrate the Rouge River.*

### Contact:

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## About Us

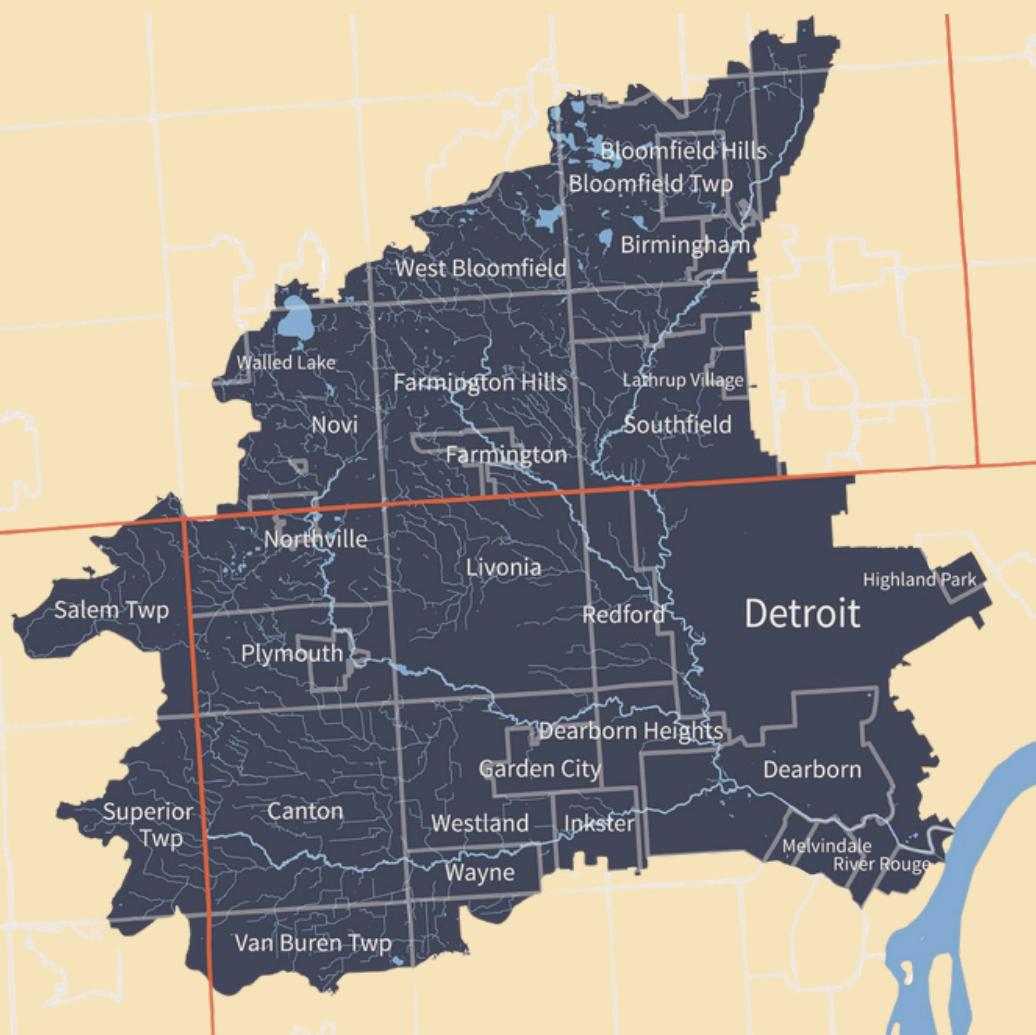
We are Friends of the Rouge, a nonprofit focused on restoring, protecting, and enhancing the Rouge River watershed through stewardship, education, and collaboration.

Since its inception in 1986, 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.

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 its natural, economic, and recreational value enhances the quality of life in the Rouge River ecosystem.

**Thank you for your partnership!**

# Your Rouge River Watershed



Rouge Watershed drains 467 square miles of land in three counties: Wayne, Oakland, and Washtenaw.

Rouge Watershed is home to more than 1.5 million people in 48 communities as Michigan's most urbanized watershed.

Has the distinction of "Most improved watershed in the country" by the Michigan Department of Environment, Great Lakes, and Energy.

Contains more than 400 lakes, impoundments, and ponds and 570 miles of river, streams, and creeks. Includes more than 100 parks,

# Our Programs



## RIVER MONITORING

measuring the health and wellness of the Rouge River and its surrounding ecosystem volunteer citizen scientists track:

- frogs and toads in the Rouge River wetlands,
- fish in the river,
- bugs in the riverbed and
- freshwater invasive species



## RIVER RECREATION

making your River more accessible than ever to experience Friends guides:

- Paddling trips,
- "dry dock" adventures,
- new riverside walking trails,
- kayak launches and
- volunteer log jam openings



## RIVER RESTORATION

working to build a brighter future and transform the Rouge River through:

- rain garden installations
- tree plantings
- clean-up events
- invasive species removal
- environmental education classes



## RIVER EDUCATION

at the center of all we do with several educational programs, both hands-on and at-a-distance, for learners of all ages like:

- Rouge Education Project working with K-12 teachers
- seminars
- workshops

# Our Audience, Your Audience

10,000+  
newsletter  
subscribers

18,000+  
social media  
followers

20,000+ Metro  
Detroiter engaged  
with us in action &  
education



250+  
community partners

400+  
advocacy and  
outreach events

61,900+  
website users

# Why the Rouge River Needs You



The Rouge River is more than water—it's a lifeline for wildlife, a classroom for students, and a sanctuary for communities.

Friends of the Rouge (FOTR) has been the heartbeat of this movement for over 35 years, empowering thousands to care for their watershed through hands-on restoration, education, and advocacy.

**Your sponsorship fuels this mission.** It's not just a donation—it's a partnership in creating cleaner water, healthier habitats, and a more resilient future.

# Your Impact in a Year

Your support touches over 10,000 Metro Detroiters of all ages. You activate students, families, and community members to engage with and save their hometown Rouge River.

In one year your support can:



Host **32 Lower Rouge River Water Trail events** to build, explore, and connect with nature



Fund **4,300+ hours of river monitoring** for bugs, frogs, toads, fish & invasive species



Plant **15,000+ native plants, shrubs, trees** for clean water and a more vibrant community



Engage **900+ school students** in hands-on STEM River experiences

# Sponsor a Better Rouge River



Your partnership builds a clean water future right here in Southeast Michigan.

Choose a level that aligns with your goals and values. Every tier includes:

- recognition in our annual report
- a volunteer impact experience for 1-20ppl
- the chance to make a lasting difference

Interested in customizing your package? Let's build something that fits your brand and impact goals. Contact Nicole at [nwilson@therouge.org](mailto:nwilson@therouge.org).

	Stream Steward \$1,000	River Restorer \$2,500	River Guardian \$5,000	River Champion \$10,000	River Warrior \$20,000	Watershed Leader \$50,000
recognition on website	name on site	name on site	logo on site	logo on site	prominent logo	logo on main page
logo in bi-weekly e-newsletter ~9,500 river-lovin' subscribers	1 month	3 months	6 months	9 months	1 year	1 year
tickets to annual fundraiser pre-reception (event ticket sold separately)		2	2	2	4	4
logo displayed at: rain garden planting, bug hunt, paddle trip			1 event	2 events	4 events	6 events
presentation on topic of your choice				X	X	X
social media recognition				1 shoutout	2 shoutouts	3 shoutouts
quarterly updates from the Executive Director				X	X	X
invite to annual meeting with logo recognition					X	X
tix to scheduled paddle trip or garden tour					4 tickets	6 tickets
drinks with Executive Director to discuss major project updates						X
rain garden consultation (some restrictions apply)						X

# Partners and Sponsors

## NONPROFIT PARTNERS



Detroit Zoological Society  
The Garden Club of Dearborn  
Keep Growing Detroit

## FOUNDATIONS



## LOCAL GOVERNMENT



City of Farmington  
City of Novi  
City of Plymouth  
City of Southfield



## GOVERNMENT PARTNERS



EPA

Marine Pollution Control  
(MPC Environmental)

## CORPORATE SPONSORS



Bell's Brewery  
Burns & McDonnell  
Carmeuse  
HRC Consulting

Job Site Services  
Edward C. Levy Company  
Marathon  
MJ Electric, LLC  
Michigan First Credit Union

OHM Advisors  
Republic Services  
Smithgroup  
Visteon

# 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 are interested in a private 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

*Together, we'll build rain gardens, restore habitats, and inspire thousands.*

### 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 **Nicole Wilson**

**phone:** 734-751-3499 or

**email:** nwilson@therouge.org

### Make online sponsorship payment:

