

Partner With Us

Reclaiming the River. Reconnecting Our City.



Title Sponsor | \$25,000 Champion a City-Shaping Milestone

(Exclusive - PENDING)

Lead recognition within Watershed Weekend, positioned at the center of this major milestone celebration.

Recognition & Partnership Includes:

- **Lead recognition** across all Watershed Weekend events, communications and milestone moments
- **Prominent logo placement** on major signage, giveaways, apparel and coordinated digital promotion
- **Signature on-site activation opportunity and VIP access** during key events
- **Custom recognition and engagement elements** developed collaboratively to reflect your goals



Signature Event Sponsor | \$10,000 Anchor a Riverfront Moment

Multiple Defined and Emerging Opportunities

Focused recognition tied to a designated, high-impact experience during Watershed Weekend.

Recognition & Partnership Includes:

- **Prominent recognition** tied specifically to your selected Signature Event
- **Logo inclusion** on event specific signage and coordinated digital promotion
- **Opportunity to host an on-site activation or engagement experience**
- **Collaborative recognition** designed to align with your goals and strengthen the visitor experience

Available Signature Events:

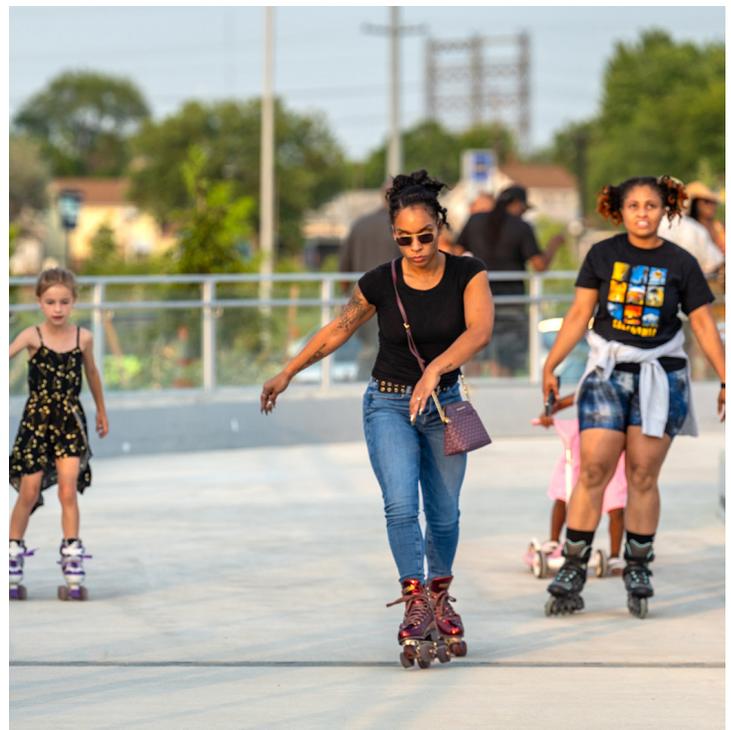
June 10 Donor & Stakeholder Preview Party

June 11 Art Loop: Starburst

June 12 Party in the Park: Riverwalk Celebration - PENDING

June 13 Yoga & Community Connection
River Crossing Outdoor Expo

June 14 BRB Run Club 5K



GLASS CITY
RIVERWALK

Activation Category Sponsor | \$5,000 Activate the Riverwalk Experience

Thematic and Category-Exclusive Partnership Opportunities

Category-exclusive partnerships supporting essential elements of the weekend, from access and hospitality to sustainability and visitor services.

Activation Sponsors help shape how visitors move, gather and connect across this shared milestone.

Recognition & Partnership Includes:

- **Category-exclusive recognition** within your designated activation area
- **Featured logo recognition** on activation signage and select communications
- **Custom recognition** developed collaboratively to align with your goals

Activation Categories:

- Transportation & Access
- Sustainability & Environmental Stewardship
- Hospitality & Volunteer Experience
- Visitor Services Experience

Community Milestone Supporter | \$1,000 Demonstrate Broad Community Support

Cash or In-Kind Partnerships

Community Milestone Supporters play a key role in Watershed Weekend by demonstrating broad support for a riverfront shaped by nature and strengthened by community.

Recognition & Partnership Includes:

- Recognition as a **Community Milestone Supporter** of Watershed Weekend
- **Name listing** on shared event signage and select communications

Mission Business Impact Partner Align Your Business with Community Impact

Dedicate a percentage of sales to Watershed Weekend

Support Watershed Weekend through a percentage-of-sales or cause-marketing campaign aligned with your products or services.

Recognition & Partnership Includes:

- Recognition as a Watershed Weekend **Mission Business Impact Partner**
- **Co-developed promotional messaging** highlighting your commitment

Official Media Partner Amplify the Milestone

Media Partners extend the reach and impact of Watershed Weekend through coordinated storytelling and regional visibility.

Recognition & Partnership Includes:

- Recognition as an **Official Media Partner**
- **Integrated visibility** across event communications and coverage



Meeting the River in the Middle

RECLAIMING THE RIVER. RECONNECTING OUR CITY.

WHY THIS MATTERS

This partnership positions your organization as a partner in Toledo's riverfront transformation—connecting brand visibility to environmental action and community pride at real scale.