



11th Annual Sturgeon Fest

Lakeshore State Park

Saturday, October 1st 2016

Clean water resources are non-negotiables for healthy Milwaukee communities: for people, for businesses, for the regional economies of Southeastern Wisconsin. Species and habitat restoration are two primary strategies for improving and maintaining the health of Lake Michigan and Milwaukee's rivers.



2016 marks the 11th year of a partnership among Riveredge Nature Center, the WI Department of Natural Resources and the US Fish and Wildlife Service to reintroduce a breeding population of lake sturgeon to Lake Michigan and the Milwaukee River. The project is slated to continue through 2030.

The sturgeon project is the lens through which we introduce the impact of a healthy water ecosystem to children in Southeastern Wisconsin. The beloved Sturgeon Fest is an annual festival that celebrates the project on a grand scale and invites the public to participate first-hand in the reintroduction program by releasing fingerling-size lake sturgeon into Lake Michigan.

Background

In the early 1800s, an estimated 2-million lake sturgeon roamed the floor of Lake Michigan. A relic from the dinosaur age, roughly 200-million years old, sturgeon are the oldest and largest fish of the great lakes. In less than 200 years, human influence caused the sturgeon population in Lake Michigan to plummet. Less than 2,000 sturgeon are estimated to be left in the lake today. Prior to this partnership, the Milwaukee River hadn't seen lake sturgeon for over 100 years.

In partnership with the Wisconsin D.N.R., and with the assistance of the U.S. Fish and Wildlife Service and other organizations, Riveredge has taken a lead role to return lake sturgeon to the Milwaukee River. Riveredge trained volunteers raise lake sturgeon housed in a specially designed Streamside Rearing Facility located at Riveredge.



Help Make History

Riveredge is seeking sponsors of Sturgeon Fest and of the educational programs connected to the Sturgeon Reintroduction Project.



Contact:

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Levels of Support*:

\$10,000 – Title Sponsor

- Recognition on banners, programs, registrations and promotional materials
- Opportunity to offer opening remarks at sturgeon release and any presentation scheduled during the event.
- Opportunity for corporate leadership to be the first to publicly release 5 sturgeon
- Opportunity to hang as many as 6 banners throughout the event venue
- Corporate Membership Benefits at the Sugar Maple Level

\$5,000 - Presenting Sponsor

- Recognition during public release as well as any presentation
- Opportunity for corporate leadership to publicly release 5 sturgeon with other event sponsors
- Opportunity to hang 4 banners throughout the event venue
- Logo on banners, program, registrations and promotional materials
- Corporate Membership Benefits at the May Apple Level

\$2,500 - Great Lakes Sponsor

- Opportunity for corporate leadership to publicly release 4 sturgeon with other event sponsors
- Opportunity to hang 2 banners throughout the event venue
- Logo on banners, program, registrations and promotional materials
- Corporate Membership Benefits at the Trillium Level

\$1,500 - Milwaukee River Sponsor

- Logo on all promotional materials
- Opportunity for corporate leadership to publicly release 3 sturgeon with other event sponsors
- Corporate Membership Benefits at the Pasque Flower Level

\$500 - Stream Sponsor

- Logo on all promotional materials
- Opportunity for corporate leadership to publicly release 2 sturgeon with other event sponsors
- 3 complimentary Riveredge memberships

\$250 - Creek Sponsor

- Company name listed in large font on all registration forms
- Opportunity for corporate leadership to publicly release 1 sturgeon with other event sponsors
- 2 complimentary Riveredge memberships

\$100 - Brook Sponsor

- Opportunity for corporate leadership to publicly release 1 sturgeon with other event sponsors
- 1 complimentary Riveredge membership
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* Each sponsorship tier also includes the benefits at below levels.