

## RIDGWAY RIVER FESTIVAL



RIDGWAY, COLORADO - 2011

# Ridgway River Festival June 25, 2011 Rollans Park

The fourth annual **Ridgway River Festival** (RRF) will take place on **Saturday, June 25, 2011**. Join us in a celebration of our watershed in downtown Ridgway at **Rollans Park** from **11 a.m. – 6 p.m.** Activities will include a whitewater rodeo, down-river race, the Junk of the Unc race, and fun at the *Kid's Eddy*. A regional watershed information tent will provide an essential educational component. Live music, local food vendors, and a beverage tent will round out the day.

We are making every effort to ensure that this is a **zero-waste** event. We will compost or recycle all waste generated by the festival. Our goal is that nothing from this event enters the landfill.

We are actively seeking **volunteers, sponsors, and gear donations**. Please consider supporting the Ridgway River Festival to bring watershed awareness and river fun to our community. All donations to the RRF are tax deductible. All donations and sponsorships for the RRF are used to produce and sustain the festival, as well as to support local watershed initiatives. Please see the attached River Festival Sponsorship Opportunities and Sponsorship Form and contact us with any questions or e-mail us at [ridgwayriverfest@gmail.com](mailto:ridgwayriverfest@gmail.com).

Mosaic Community Project (MCP) is a 501 (c) 3, nonprofit organization whose mission is to support and promote education, the visual and performing arts, sustainable living practices, and environmental awareness in Ouray County, Colorado.

We thank you in advance for sharing your support for protecting and promoting our precious riverways by sponsoring a **festive and educational celebration** of our watershed.

Sincerely,

**Mosaic Community Project Board**

Erika Gordon, President, 626-3137

Lisa Sagal, Vice President, 626-9755

Deidra Krois, Treasurer, 626-4185

Maureen O'Driscoll, Secretary, 325-3021

Raleigh Coburn



[www.ridgwayriverfestival.org](http://www.ridgwayriverfestival.org)  
[www.mosaiccp.org](http://www.mosaiccp.org)

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## Ridgway River Festival

June 25, 2011

11 a.m. to 6 p.m.

Rollans Park

### SPONSORSHIP OPPORTUNITIES

The Mosaic Community Project (MCP), a local 501(c)3 not-for-profit organization, is actively seeking sponsors for the Fourth Annual Ridgway River Festival (RiverFest). RiverFest is a celebration of our local watersheds that will include music, food, river events, a Kid's Eddy, sponsor booths, and a watershed awareness education tent.

The MCP Board of Directors is committed to excellence in sponsorship service. The Board considers all sponsors as partners in creating a sustainable community event that will promote and support the importance of river stewardship. To that end, we welcome sponsor's creative ideas in developing a commitment to upholding these values. The following are suggested sponsor benefits according to commitment level.

The deadline for sponsorship commitment and associated sponsor artwork, when applicable, is no later than **June 5, 2011**.

#### **Class V: Presenting Sponsor**

**\$2,500**

*One Presenting Sponsor will be highlighted at this year's festival. The Presenting Sponsor has the exclusive opportunity to take part in all aspects of the RiverFest and to promote its business and services to the community.*

- **Media:** Corporate **color** logo **prominently** displayed in **all** media coverage and **all** RiverFest promotional materials, including the Rollans Park banner, event poster, regional and local print ads, and event T-shirts. The 2011 Presenting Sponsor will be included in all local radio promotions and mentioned in public announcements on the day of the event.
- **Website:** Link and logo on Ridgway River Festival website home page and sponsor page.
- **Booth Space:** One 10 x 20 booth space to showcase your products and services at the Festival.
- **T-Shirts:** Four complimentary RiverFest T-shirts.

#### **Class IV: Event Sponsor**

**\$1,000**

*Class IV Event Sponsors have the unique opportunity to support and be associated with one of the following Festival activities. This is a great level of commitment to bring FUN to the RiverFest.*

FESTIVAL EVENTS available for sponsorship include the following:

**Down River Race**

**Junk of the Unc Race**

**Whitewater Rodeo**

**Kids' Eddy** (Children's Activity Area)

**Watershed Education Tent**

- **Media:** Corporate logo in RiverFest promotional materials in conjunction with sponsored event, including the RiverFest banner at Rollans Park, event poster, T-shirt, and regional and local print ads. Event Sponsors will be included in all public announcements during the sponsored event.
- **Website:** Link and logo on event sponsor page.
- **Booth Space:** One 10 X 10 booth space provided at the festival.
- **T-Shirts:** Three complimentary RiverFest T-shirts.

### **CLASS III: Music Sponsor**

**\$500**

*Music Sponsors offer festival participants the gift of music by supporting the cost of performances and equipment. As an integral part of the Ridgway River Festival, local and regional musicians will perform throughout the day.*

- **Media:** Company logo on event T-shirts, event poster, and company name in RiverFest promotional materials, including local print ads.
- **Website:** Link and logo on event sponsor page.
- **Stage Banner:** Company **color** logo displayed on a stage banner provided by the River Festival.
- **Booth Space:** A discounted booth space will be offered at \$75 (if available).
- **T-Shirts:** Two complimentary RiverFest T-shirts.

### **CLASS II: Sustainability Sponsor**

**\$200**

*The Sustainability Sponsor level is available for individuals, small businesses, and local businesses to support RiverFest's goal of **Zero Waste**. Your contribution will go toward supplementing vendors' use of compostable products, funding pick up of composting bins, and maintaining the upkeep of recycle stations.*

- **Media:** Company logo or your name will be listed on signage at each of the Zero Waste stations. Company name will be included on the RiverFest poster, and all regional and local print ads.
- **Website:** Logo/Name on event sponsor page.
- **T-Shirt:** One complimentary RiverFest T-shirt.

### **CLASS I: Friend of the River Sponsor**

**\$75**

*The Friend of the River Sponsor level is a comfortable first step to support a community event that will promote the beauty and health of our local watersheds.*

- **Media:** Your name or your company's name will appear on the event poster and an appreciation sign at the event.
- **Website:** Name or company name on event sponsor page.
- **T-Shirt:** One complimentary RiverFest T-shirt.

## **PRODUCTS & SERVICES**

## **50% of Sponsorship Amount**

With consideration that this Festival cannot happen without financial support, as an additional promotional opportunity, we will accept your company's pre-approved products and services valued at wholesale in trade for up to 50 percent of the sponsor amount. These products and services will be showcased during the Festival by using them for event awards, the silent auction, and raffle prizes.

## **ADDITIONAL ADVERTISING OPPORTUNITIES**

**\$150**

A limited number of booth spaces are available for purchase at this year's festival. These spaces will be allotted on a first-come, first-serve basis. This is a great opportunity for your business to advertise your products and services and network among the regional boating community. **BOOTH FEES** are **\$150** for one 10 x 10 space.

## **SILENT AUCTION DONATIONS**

We would be happy to accept any items of value you would like to donate to our silent auction. The proceeds from the RiverFest silent auction go toward a river corridor service fund to assist local and regional projects focused on protecting and sustaining the health, beauty, and recreation of our watersheds.

**Your contribution is *tax deductible* and provides an excellent way to support the preservation of the local and regional watersheds. You are an important part of creating a sustainable festival. Please let us know your creative ideas for participation.**

**Ridgway River Festival**  
Mosaic Community Project  
P.O. Box 366  
Ridgway, CO 81432  
ridgwayriverfest@gmail.com  
**[www.ridgwayriverfestival.org](http://www.ridgwayriverfestival.org)**

**RIDGWAY RIVER FESTIVAL****RIDGWAY, COLORADO - 2011**

**4th Annual**  
**Ridgway River Festival**  
 June 25, 2011  
 Rollans Park

**SPONSORSHIP FORM**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ T-Shirt Size: **WS WM MM ML MXL**

Web Address: \_\_\_\_\_

<b>Sponsorship Level</b>	<b>Sponsorship Amount</b>
<b>Class V Presenting Sponsor (\$2,500)</b>	\$
<b>Class IV Event Sponsor (\$1,000)</b> <i>Please circle the event you are supporting</i> Whitewater Rodeo • Down River Race • Junk of the Unc Watershed Education Tent • Kids' Eddy	\$
<b>Class III Music Sponsor (\$500)</b>	\$
<b>Class II Sustainability Sponsor (\$200)</b>	\$
<b>Class I Friend of the River Sponsor (\$75)</b>	\$
<b>10' X 10' Booth Space (\$150)</b>	\$
<b>Event Awards or Silent Auction Donation or Trade:</b>	Wholesale Value \$
<b>TOTAL</b>	\$

**Payment:** Please make check or money order payable to **Mosaic Community Project**.

**For UPS and FedEx donation shipments, please send to:** Ridgway River Festival,  
 c/o Deidra Krois, 90 Aspenglow Lane, Ridgway, CO 81432 (970) 626-4185

**Note:** All corporate logos should be in a JPG, TIFF, PDF, or EPS format (black & white and color) and e-mailed or sent on a CD to the addresses below by June 5, 2011.

*Send payment with completed form to:*

**Ridgway River Festival**  
 Mosaic Community Project  
 P.O. Box 366  
 Ridgway, CO 81432  
 ridgwayriverfest@gmail.com  
 www.ridgwayriverfestival.org