

RIDGWAY RIVER FESTIVAL



RIDGWAY, COLORADO - 2011

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 years' 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
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