

*A good party  
for a great  
cause!*



Sept 16 | 3-7pm | FXBG City Dock

# RIVERFEST



## SPONSORSHIP OPPORTUNITIES

Riverfest is Friends of the Rappahannock's **BIGGEST** fundraising event of the year and is a multi-decade tradition celebrated by our River Community!

-  1,400+ in attendance and **SOLD OUT** almost every year
-  13k+ Social Media Followers
-  8k+ Email List
-  Your Logo on Banners, Programs and More!
-  Reserved table(s) for the best Riverfest experience possible

Visit [riverfriends.org/riverfest-sponsorship/](https://riverfriends.org/riverfest-sponsorship/) for more information and to purchase yours today!

# SPONSOR LEVELS

Visit [riverfriends.org/riverfest-sponsorship/](https://riverfriends.org/riverfest-sponsorship/) for more information!



## Title Sponsor - \$10,000

- **40 Riverfest Tickets**
- Reserved Table(s) for your group
- Social media advertising and tagging
- Shout out at music tent
- Mention in Riverfest radio advertising

*\*\*Sponsorship confirmation due **July 14th** to ensure logo on Riverfest banners hung throughout FXBG*

- Name or logo listed on...
  - Riverfest program
  - Riverfest eblasts and email invitations
  - FOR website until June 1, 2024
  - Event.gives ticket page and posters
  - Riverfest banners hung throughout FXBG
  - FOR Business Members Website until June 1, 2024

## Great Blue Heron Sponsor - \$6,000

- **24 Riverfest Tickets**
- Reserved Table(s) for your group
- Social media advertising and tagging

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- Name or logo listed on...
  - Riverfest program
  - Riverfest eblasts and email invitations
  - FOR Riverfest page until June 1, 2024
  - Event.gives ticket page and posters
  - Riverfest banners hung throughout FXBG
  - FOR Business Members Website until June 1, 2024

## River Defender Sponsor - \$4,000

- **16 Riverfest Tickets**
- Reserved Table(s) for your group
- Social media advertising and tagging

- Name or logo listed on...
  - Riverfest program
  - Riverfest eblasts and email invitations
  - FOR Riverfest page until June 1, 2024
  - Riverfest tickets and posters

## River Guardian Sponsor - \$2,000

- **10 Riverfest Tickets**
- Reserved Table(s) for your group
- Social media advertising and tagging

- Name or logo listed on...
  - Riverfest program
  - Riverfest eblasts and email invitations
  - FOR website until June 1, 2024

## River Champion Sponsor - \$1,200

- **8 Riverfest Tickets**
- Name or logo Listed in Riverfest program
- Reserved Table(s) for your group

## River Family Sponsor

**\$600 Sponsorship**

- **4 Riverfest Tickets**
- Name or logo Listed in Riverfest program

## River Friend Sponsor

**\$300 Sponsorship**

- **2 Riverfest Tickets**
- Name or logo Listed in Riverfest program

# NEW 'GREEN RIVERFEST' SPONSORSHIP

We are dedicated to making Riverfest as plastic free and eco-friendly as possible this year! With environmental upgrades come some costs. **We need YOU** to help support waste reduction and set an example in our community.

**Below you will find how your sponsorship will make a more sustainable Riverfest possible and the benefits you/ your business will receive for helping to make Riverfest GREEN!**

## Green Sponsor

### \$5,000 Sponsorship

- **18 Riverfest Tickets**
- Reserved Table(s) for your group
- Social media shoutout post featuring Green Sponsors
- Shoutout on music stage as a Green Sponsor
- Name or logo on..
  - Riverfest program as a 'Green Sponsor'
  - Riverfest eblasts and email invitations
  - Featured on 'Green Sponsor' poster
  - Featured on FOR website until June 1, 2024
  - FOR Business Members Website until June 1, 2024

## What your sponsorship makes possible...

- Reducing our plastic use by over 90%
- Help cover the cost of compostable utensils, plates, napkins and cups
- Setting an eco-friendly example for our community and future events to follow
- Help cover the cost reusable metal Riverfest cups
- Reducing the amount of waste and potential litter from reaching our river
- Educating our attendees on the importance of plastic reduction



**Limited 3 Green Sponsorships available!**

Email Lis with any questions at [elisabeth.heras@riverfriends.org](mailto:elisabeth.heras@riverfriends.org)



# Riverfest Sponsorship TAX BENEFITS

SPONSORSHIP	# OF TICKETS	PRICE	TAX DEDUCTION AMOUNT
Title Sponsor	40	\$10,000	\$7,200
Great Blue Heron Sponsor	24	\$6,000	\$4,632
'Green' Sponsor	18	\$5,000	\$3,974
River Defender Sponsor	16	\$4,000	\$3,216
River Guardian Sponsor	10	\$2,000	\$1,560
River Champion Sponsor	8	\$1,200	\$876
River Family Sponsor	4	\$600	\$438
River Friend Sponsor	2	\$300	\$81
Per Add-on Ticket		\$125	\$68

# RIVERFEST



**Yes, I would like to sponsor the 2023 Friends of the Rappahannock's Riverfest!**

Please accept my donation for the following sponsorship:

- |                                   |                                  |
|-----------------------------------|----------------------------------|
| <input type="checkbox"/> \$10,000 | <input type="checkbox"/> \$2,000 |
| <input type="checkbox"/> \$6,000  | <input type="checkbox"/> \$1,200 |
| <input type="checkbox"/> \$5,000  | <input type="checkbox"/> \$600   |
| <input type="checkbox"/> \$4,000  | <input type="checkbox"/> \$300   |

# of Additional Tickets: \_\_\_\_\_ (\$125 per ticket)

Sponsor Name: \_\_\_\_\_

Point of Contact Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Sponsor Name (as should be listed in promotional materials):  
\_\_\_\_\_

Which tent would you like to be seated at (\$1200 sponsors & above):  Quiet Tent  Music Tent

Please **email company logo and this form filmed out** to Lis Heras, [elisabeth.heras@riverfriends.org](mailto:elisabeth.heras@riverfriends.org).

Will send logo to [elisabeth.heras@riverfriends.org](mailto:elisabeth.heras@riverfriends.org) (if applicable)

## Method of Payment

**Check** - please make out to *Friends of the Rappahannock* with this form filled out & attached. Mail or drop off at...

Friends of the Rappahannock  
3219 Fall Hill Ave  
Fredericksburg, VA 22401

**Credit Card** - Pay online at [event.gives/riverfest2023](https://event.gives/riverfest2023) or call 540-373-3448  
or call (540)373 3448 ext 152

**Questions?** Contact Lis Heras at [elisabeth.heras@riverfriends.org](mailto:elisabeth.heras@riverfriends.org) or call (540)373 3448 ext 152