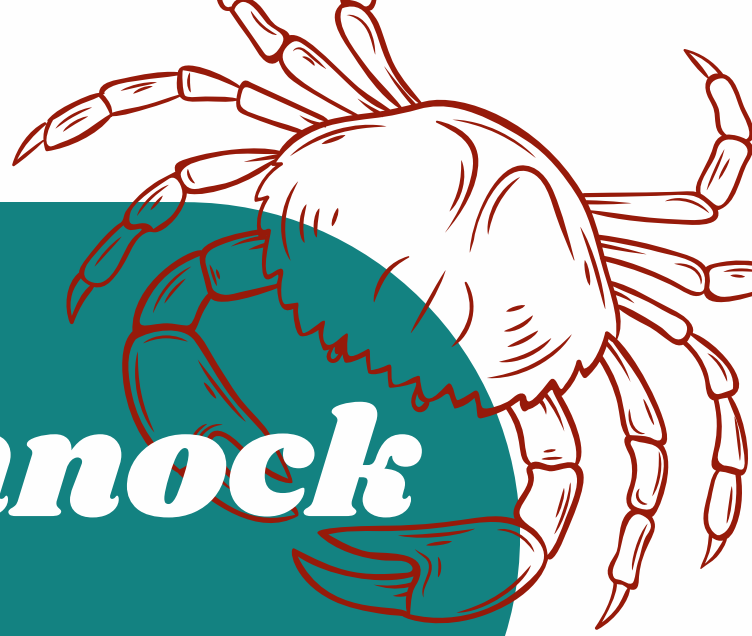




35th Annual

Rappahannock Riverfest

Sept. 20th | 3-8PM | FXBG City Dock



Sponsorship Opportunities

1200 Attendees
(SELLS OUT ANNUALLY)

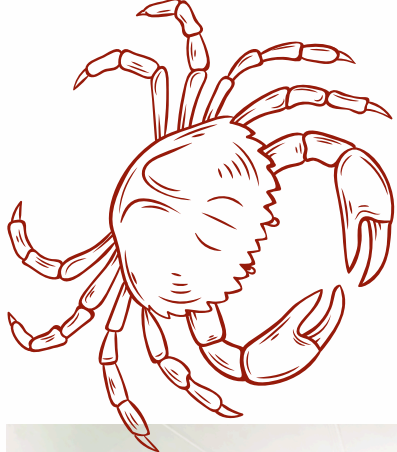
10K+ Email List

14K + Social Media
followers

Your Logo on banners,
programs &. more

Reserved table(s)

VIP experiences



A great party for an even better cause!



Riverfest is Friends of the Rappahannock's **BIGGEST** fundraising event of the year—and in 2025, **we're celebrating 40 years of Rappahannock stewardship & the 35th year of this iconic event!**

Riverfest is a multi-decade tradition beloved by our River Community—join us for a once-in-a-generation celebration.



This year's event carries even greater weight: this year, the Rappahannock River was named one of *America's Most Endangered Rivers*—a sobering reminder of how urgent our work is. Your sponsorship powers education, advocacy, and restoration efforts across the watershed at a critical time for our river's future.



In honor of our 40th anniversary and our 35th Annual Riverfest, we're offering an exclusive **Presenting Sponsorship**, in addition to our usual sponsorships. This is an opportunity to celebrate the incredible milestones FOR has reached. This is your chance to be at the forefront of Riverfest history while fueling the future of river conservation.



Presenting Sponsorship \$25,000



Premier Branding

Your name or logo will appear as “Riverfest 2025, Presented by [Your Company]” across all major event promotions, print and digital advertising, social media, banners, and press mentions.

NEW VIP Experience

Experience Riverfest like never before with the ultimate hospitality package:

- 75 Riverfest Tickets
- A luxury private tent with upgraded premium bar service
- A dedicated high-end private restroom
- Private "line-jump" entrance for your guests



Maximum Exposure

- Top-tier logo placement on:
 - Riverfest banners, posters, and event signage
 - Digital invitations and eblasts
 - Riverfest ticketing page and FOR's website (until June 1, 2026)
- Featured mention in Riverfest radio ads
- Multiple shout-outs from the main stage throughout the event



Community Leadership Recognition

Be celebrated as a conservation leader during our milestone year—your support helps sustain one of Virginia's most treasured natural resources.



Green Sponsorship

Help make Riverfest Zero Waste!

We are dedicated to making Riverfest as plastic-free and eco-friendly as possible!

Environmental upgrades come with costs. **We need YOU** to help support waste reduction and set an example in our community.

\$6,000 Sponsorship

18 Riverfest Tickets

Reserved Table(s) for your group

Social media shoutout post featuring Green Sponsors

Shout-out on the 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, 2026

FOR Business Members Website until June 1, 2026

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

Reach out to Cat with questions or interest!

cat.carter@riverfriends.org

Signature Sponsor Levels

Title Sponsor - \$10,000

- 30 Riverfest Tickets

- Reserved Table(s) for your group
- Social Media Advertising & Tagging
- Mention in Riverfest Radio Ad
- Shout out in Music Tent

Great Blue Heron - \$7,500

- 24 Riverfest Tickets
- Reserved Table(s) for your group
- Social Media Advertising & Tagging

Sponsorships due July 30

Title Sponsors & Great Blue Heron Sponsors

Name or Logo will be Listed on:

The Riverfest program

Riverfest eblasts and email invitations

FOR Riverfest website until June 1, 2026

Website ticket page and posters

Riverfest banners hung throughout FXBG

FOR Business Members until June 1, 2026

Sponsorships due Aug 30

River Defender - \$5,000

- 16 Riverfest Tickets
- Reserved Table(s) for your group
- Social Media Advertising & Tagging
- Name or Logo listed on:
 - Riverfest Program
 - Riverfest Eblasts/Invitations
 - FOR Riverfest page until June 1, 2026
 - Riverfest Tickets & Posters

River Guardian - \$2,500

- 10 Riverfest Tickets
- Reserved Table(s) for your group
- Social Media Advertising & Tagging
- Name or Logo listed on:
 - Riverfest Program
 - Riverfest Eblasts/Invitations
 - FOR Riverfest page until June 1, 2026

River Champion - \$1,500

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

River Family - \$750

- 4 Riverfest Tickets
- Name Listed in Riverfest program

River Friend - \$400

- 2 Riverfest Tickets
- Name Listed in Riverfest program



Purchase Sponsorship Now



riverfriends.org/riverfest



Riverfest

Yes, I would like to sponsor the
35th Annual Friends of the Rappahannock's Riverfest!

Please accept my donation for the following sponsorship:

☐ **NEW \$25,000**

☐ \$10,000

☐ \$2,500

☐ \$7,500

☐ \$1,500

☐ **\$6,000**

☐ \$750

☐ \$5,000

☐ \$400

☐ # of Additional Tickets: _____ (\$150 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 (\$1,500 sponsors & above): ☐ Quiet Tent ☐ Music Tent

Please **email company logo and this form filmed out** to Cat Carter, cat.carter@riverfriends.org.

☐ Will send logo to cat.carter@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 riverfriends.org/riverfest-sponsorship/ or call 540-373-3448

Questions? Contact Cat Carter at cat.carter@riverfriends.org or call (540)-373-3448, Ext. 115



Riverfest

**Yes, I would like to sponsor the
35th Annual Friends of the Rappahannock's Riverfest!**

Please accept my donation for the following sponsorship:

- | | |
|---|----------------------------------|
| <input type="checkbox"/> \$10,000 | <input type="checkbox"/> \$2,500 |
| <input type="checkbox"/> \$7,500 | <input type="checkbox"/> \$1,500 |
| <input type="checkbox"/> \$6,000 | <input type="checkbox"/> \$750 |
| <input type="checkbox"/> \$5,000 | <input type="checkbox"/> \$400 |

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Riverfest Sponsorship **TAX BENEFITS**

SPONSORSHIP	# OF TICKETS	PRICE	TAX DEDUCTION AMOUNT
Presenting Sponsor	75	\$25,000	\$19,250
Title Sponsor	30	\$10,000	\$7,778
Great Blue Heron Sponsor	24	\$7,500	\$5,707
'Green' Sponsor	18	\$6,000	\$4,637
River Defender Sponsor	16	\$5,000	\$3,790
River Guardian Sponsor	10	\$2,500	\$1,740
River Champion Sponsor	8	\$1,500	\$927
River Family Sponsor	4	\$750	\$461
River Friend Sponsor	2	\$400	\$253
Per Add-on Ticket	1	\$150	\$79



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