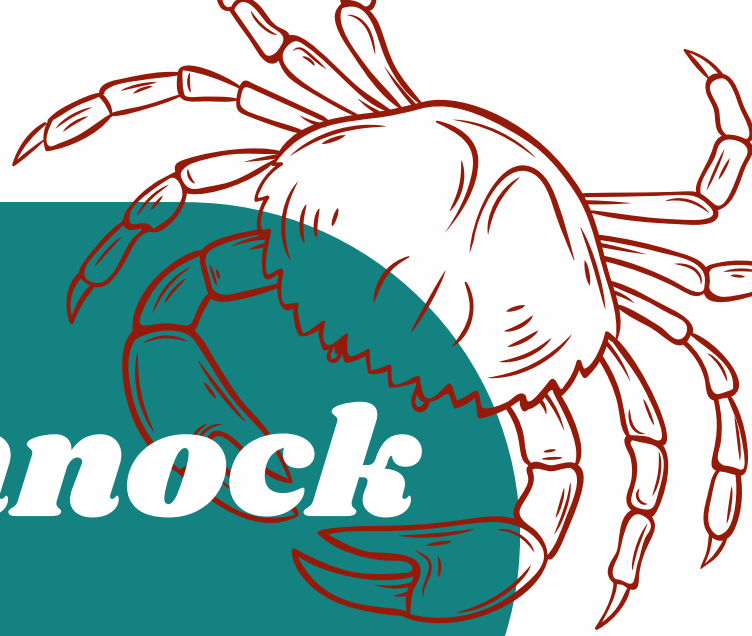




35th Annual

# ***Rappahannock Riverfest***

Sept. 20<sup>th</sup> | 3-8PM | FXBG City Dock



## Sponsorship Opportunities

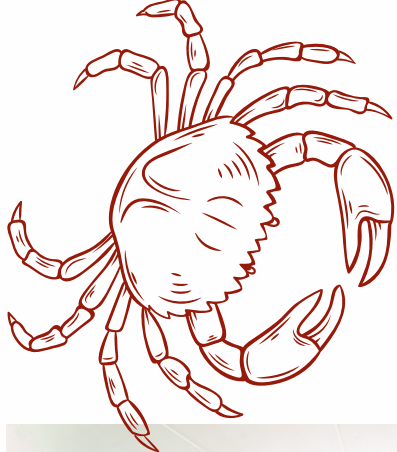
1200 Attendees  
(SELLS OUT ANNUALLY)

10K+ Email List

14K + Social Media  
followers

Your Logo on banners,  
programs &. more

Reserved table(s)



# 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.



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.



# 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](mailto: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](http://riverfriends.org/riverfest)



# Riverfest

**Yes, I would like to sponsor the  
35<sup>th</sup> 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"/> <b>\$6,000</b> | <input type="checkbox"/> \$750   |
| <input type="checkbox"/> \$5,000        | <input type="checkbox"/> \$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](mailto:cat.carter@riverfriends.org).

☐ Will send logo to [cat.carter@riverfriends.org](mailto: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/](https://riverfriends.org/riverfest-sponsorship/) or call 540-373-3448

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



# Riverfest Sponsorship TAX BENEFITS

| SPONSORSHIP              | # OF TICKETS | PRICE    | TAX DEDUCTION AMOUNT |
|--------------------------|--------------|----------|----------------------|
| 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                 |