

FXBG Rubber Ducky Derby

SPONSORSHIP LEVELS

July 4, 2026 | Riverfront Park, Fredericksburg, VA

This July 4th, the City of Fredericksburg and Friends of the Rappahannock are bringing back one of our community's most beloved traditions: the Fredericksburg Duck Race!

As we celebrate America's 250th anniversary, join us for a day filled with fun, community spirit, and friendly competition along the Rappahannock River. 2,000 rubber ducks will race downstream in a vibrant spectacle, cheered on by families, friends, and visitors from across the region.

More Than a Race: This is a Shared Investment in Our Community
Proceeds from the Duck Race will support:

Friends of the Rappahannock | protecting and restoring the river we love most.
The City's FUNd Parks Fund | enhancing parks, expanding access, and creating healthier, more equitable outdoor spaces.

Become a Sponsor

Local businesses play a vital role in making this event possible. Sponsoring the Duck Race is a unique opportunity to:

- Showcase your brand to a large, engaged audience of over 4,000 attendees and 37,000 social media followers
- Align with a high-visibility July 4th celebration
- Demonstrate your commitment to conservation, community, and quality of life
- Support two trusted local partners working to strengthen Fredericksburg

As Part of the Fourth in FXBG Festival

Date: July 4, 2026
Ducks Released at 12:00 pm
Location: Riverfront Park, Downtown FXBG
Hosted by: City of Fredericksburg

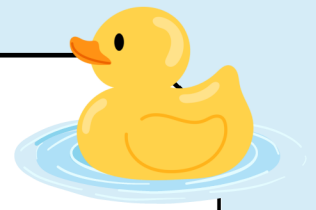
Join the Celebration

Be part of the return of the signature community event during the historic 250th. Sponsor the Fredericksburg Duck Race and help us make waves for our river, our parks, and our community!



Head Duck - \$3,000

- Prominent placement of name/logo on all banners and posters
- Exclusive social media campaign highlighting support
- Quotes from organization leadership in promotional materials
- Sponsorship of an area such as the Start & Finish Lines, Stage, Boats, and more at Riverfront Park (opportunities are first come first serve)
- Logo in all printed materials
- Logo on exclusive Fourth in FXBG promotional item
- Listed on the website
- Inclusion in radio advertising on B101.5
- 100 adopted ducks



**Sponsor
deadline for
banner inclusion:
June 5th**

Duck Champion - \$1,500

- Sponsorship of an area at Riverfront Park (opportunities are first come first serve)
- Name/logo on banners and posters
- Logo in all printed materials
- Listing on the event website
- Inclusion and tags in social media campaign
- Inclusion in radio advertising on B101.5
- 75 adopted ducks

Duck Captain - \$750

- Name/logo on banners and posters
- Logo in all printed materials
- Listing on the event website
- Inclusion and tags in social media campaign
- 50 adopted ducks

Duck Friend - \$250

- Listing on the event website
- Listing in all printed materials
- Inclusion and tags in social media campaign
- 25 adopted ducks

Community Duck - \$100

- Listed on event website
- Inclusion and tags in social media campaign
- 10 adopted ducks

Sponsor deadline for Duck Friend & Community Duck: June 19th

To sponsor reach out to Cat Carter at cat.carter@riverfriends.org

Friends of the Rappahannock is a 501(c)(3) nonprofit, tax-exempt charitable organization founded in 1985. Its mission is to serve as the voice and active force for a healthy and scenic river.

FUNd Parks Fund is a Designated Fund supported by The Community Foundation of the Rappahannock River Region. Its mission is to enhance parks, expand recreation access, and create healthier, more equitable outdoor spaces for Fredericksburg residents.