

Riverfest 2026



SPONSORSHIP OPPORTUNITIES

Sept 19th | 3-8pm | Fredericksburg, VA

INVEST IN THE RIVER. ENGAGE THE COMMUNITY. ELEVATE YOUR BRAND.

Riverfest is Friends of the Rappahannock's premier annual fundraising event and one of the region's most anticipated celebrations of summer. This high-energy waterfront party brings together business leaders, community members, and supporters for an unforgettable evening featuring all-you-can-eat crabs, live music, beer, wine, cocktails, and plenty of fun. With incredible food, great company, and a lively atmosphere, Riverfest is a signature event that celebrates community while supporting the health and future of the Rappahannock River.

Why Sponsor Riverfest?

High-Value Audience Access

Connect with hundreds of attendees who care about community, conservation, & local business.

Unbeatable Brand Visibility

Receive recognition across digital, print, on-site, and event marketing channels.

Corporate Citizenship

Demonstrate leadership in environmental stewardship & community investment.

Employee Engagement

Use tickets for staff appreciation, client engagement, or team-building. It's a great party for an even better cause.



1,400+ attendees and guests



Strong regional business & civic participation



24,000+ social media followers & email subscribers



Significant earned media and word-of-mouth visibility



Record-breaking fundraising success

WHAT YOUR SPONSORSHIP MAKES POSSIBLE

For more than 40 years, Friends of the Rappahannock has protected and restored the river through science-based advocacy, restoration, and education.

Riverfest proceeds help power:

- Advocating for smart growth, pollution reduction, and responsible water use.
- Connecting students and families to outdoor hands-on learning.
- Tree plantings, stream cleanups, shoreline restoration, and habitat improvement.
- Ensuring more people can safely enjoy and connect with the river.



Signature Sponsor Levels

Sponsorships due July 31

★ Presenting Sponsor - \$25,000

- **75 Riverfest Tickets**
- **Exclusive presenting recognition Riverfest presented by [Your Company]**
- Premier logo placement on all materials
- On-stage recognition during the event program
- VIP bar experience
- Reserved premium seating for your group
- Private “line jump” entrance for your guests
- Custom employee engagement opportunity

Presenting, Title & Great Blue Heron Sponsor Name or Logo will also be Listed on:

The Riverfest Program
Riverfest eblasts and email invitations
FOR Riverfest website until June 1, 2027
Website ticket page and posters
Riverfest banners hung throughout FXBG
FOR Business Members until June 1, 2027

● 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 Aug 28

● River Defender - \$5,000

- **16 Riverfest Tickets**
- Reserved Table(s) for your group
- Social Media Advertising & Tagging
- **Name or Logo listed on:**
 - Riverfest Tickets & Posters
 - All promo of Guardian Sponsor

● 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

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

● River Family - \$750

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

● River Friend - \$400

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



Riverfest Sponsorship

TAX BENEFITS

SPONSORSHIP	# OF TICKETS	PRICE	TAX DEDUCTION AMOUNT
Title Sponsor	30	\$10,000	\$6,423
Great Blue Heron Sponsor	24	\$7,500	\$4,622
River Defender Sponsor	16	\$5,000	\$3,065
River Guardian Sponsor	10	\$2,500	\$1,285
River Champion Sponsor	6	\$1,500	\$567
River Family Sponsor	4	\$750	\$281
River Friend Sponsor	2	\$400	\$163
Per Add-on Ticket	1	\$200	\$84

