

# 2017 SPONSORSHIP OPPORTUNITIES

Sponsors are an integral part of the RiverFest. Support from local businesses enables FOLAR to host RiverFest for the benefit of our community!

**A Day of Family Fun and Adventure!**



**Appomattox Riverside Park, Ferndale Road, Petersburg**

**New in 2017 – Welcome Fort Lee Activities and Families!**

For more information, please contact: **Wendy Austin**, [austinwam@gmail.com](mailto:austinwam@gmail.com), (M) 804-543-0325  
Friends of the Lower Appomattox River | [GetInvolved@folar-va.org](mailto:GetInvolved@folar-va.org) | 881-861-1666 | [folar-va.org](http://folar-va.org)

## RIVERFEST OVERVIEW - Celebrating our River Heritage, Nature, and Recreation

The Appomattox RiverFest is a fun-filled day of outdoor activities including: Fishing lessons, Kayaking; Climbing Wall; Obstacle Course; Archeologic Exhibit. Nature lovers will enjoy an expedition to view rare fauna along the trails. See and learn about the fish, reptiles, amphibians, and bugs that help keep the river healthy. Enjoy Crafters, Musicians, and Food Vendors. **In 2017 we welcome Fort Lee as a programming co-sponsor!**

**ABOUT FOLAR:** The 2017 RiverFest is brought to you by the Friends of the Lower Appomattox River (FOLAR), the only organization in the region dedicated to conserving and protecting the natural, cultural, and recreational resources along the lower Appomattox River. FOLAR has served the region as a registered 501c3 nonprofit organization since 2001. Proceeds from this event will help FOLAR as we work to build the Appomattox River Trail – the ART, protect water quality, and foster the next generation of river stewards through the FOLAR Environmental Stewardship Scholarship.

### MARKETING OVERVIEW

Our marketing promotion will be ongoing through the months of February and April 2016. We will market the event through several media sources including print, online and social media, area posters and flyers, and press releases including:

- Progress Index, Hopewell News, Chester Village News, Fort Lee Traveler, etc.
- Websites: Folar-VA.org, Crater Planning District Commission, Petersburg Area Regional Tourism, Area Chambers of Commerce, Hopewell-Price George and Petersburg Tourism, Area Rotary's, ConnectVA, Area Government Calendars, Fort Lee
- Online email and Social Media: FOLAR Facebook (800+ fans) & partner Facebook
- Regional online marketing & events calendars
- Extensive public relations outreach



#### **TITLE SPONSOR \$2,500**

- Your company logo/name as "Title Sponsor" prominently displayed on all promotional and marketing materials including media, print & digital advertising, mass media advertising, and festival banner.
- Logo and link on FOLAR RiverFest Home page and Sponsors webpage
- Participation in Welcome Message Announcement at the Main Stage
- Name and Logo prominently listed as sponsor on festival program
- Premium booth/exhibit space to promote business



#### **PRESENTING SPONSOR \$1,000**

- Named as "Presenting Sponsor" of specific programs/area (*Exhibitor Area, Food Vendor Area, etc.*) on marketing materials including media, print & digital advertising, and festival banner.
- Logo and link on FOLAR RiverFest Home page and Sponsors webpage
- Name and Logo listed as sponsor on festival program
- Premium booth space to promote business



#### **PARTNER SPONSOR \$500**

- Name and logo listed as sponsor on marketing materials including media, print & digital advertising, and festival banner.
- Logo and link on FOLAR RiverFest Home page and Sponsors webpage
- Name and Logo listed as sponsor on festival program
- Booth space to promote business

#### **FRIEND SPONSOR \$250**

- Name listed on FOLAR RiverFest Home page and event banner
- Name listed in festival program
- Table space to promote business



[www.FOLAR-VA.org](http://www.FOLAR-VA.org)

**Exhibitor Information Table Space - Contact Wendy Austin, [austinwam@gmail.com](mailto:austinwam@gmail.com), (M) 804-543-0325**