

2018 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!

FOLAR
FRIENDS OF THE LOWER APPOMATTOX RIVER

RIVERFEST

APRIL 28, 2018 || 10:00AM - 3:00PM

FOLAR-VA.ORG

Appomattox Riverside Park, Ferndale Road, Petersburg

Welcoming Fort Lee Fun Again as Activities Co-Sponsor!

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

RIVERFEST OVERVIEW – Saturday, April 28, 2018 at Appomattox Riverside Park Ferndale Road

The Appomattox RiverFest is a fun-filled day of outdoor activities including: Fishing lessons, Kayaking; 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. We welcome Fort Lee again as an activity co-sponsor!

ABOUT FOLAR: The 2018 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. **Proceeds from this event** will help FOLAR as we work to build the Appomattox River Trail (A.R.T.), 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 2018. We will market RiverFest through a broad mix of media sources including print, TV, online and social media, area posters and flyers, and press releases including:

- Progress Index, Chester Village News, Fort Lee Traveler, etc.
- Websites: Folar-VA.org, Crater Planning District Commission, Petersburg Area Regional Tourism, Area Chambers of Commerce, Area Rotary's, ConnectVA, Area Government Calendars, Fort Lee
- Online email and Social Media: FOLAR Facebook (1,000+ 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 page
- 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" 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