

FOLAR Sponsors

Make a DIFFERENCE

4 Annual Signature Events for “All-In” 12-Month Sponsors

FOLAR events bring together hundreds of high-energy, high-powered people and organizations from around the region to build and improve the Appomattox River Trail & Park system, to protect water, land, and special places, and to foster environmental stewardship.



May 31 Outstanding Community Service Awards & Ribbon Cutting

September 21 Paddle Battle

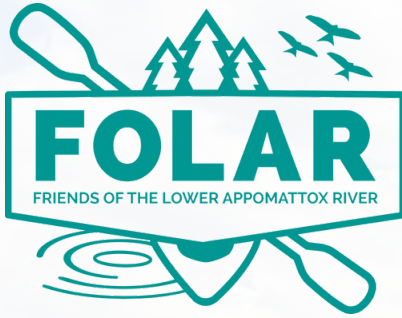
March 2025 Annual Appomattox River Clean-Up

April 2025 Appomattox River Regional Park 5K Trail Run-Walk

FOLAR Event Sponsor Benefits

- **Increase your brand recognition** while demonstrating your commitment to a beautiful and welcoming Appomattox River Blueway-Greenway
- **Promote your brand** through exhibit space, naming opportunities, event site recognition, and more
- **Receive complimentary registrations** to attend and connect with participants throughout the year
- **Gain exposure to our 3,000+ followers and members** through a range of online, social media, and on-site communications before, during, and after events
- **Make an impression on our community** by sustaining FOLAR as we move into a beautiful, new office space





Marketing Overview

Your brand will be marketed with FOLAR through a broad mix of media sources including print, TV, online, and social media

RIVER SPONSOR - \$10,000

- Your company logo/name prominently displayed on all promotional and marketing materials including media, print & digital advertising, and event banner.
- Logo and link on FOLAR Events webpage and Sponsors webpage
- Logo on event T-shirt
- Participation in Welcome and Closing Message Announcements
- Name and logo listed as top sponsor on event program
- Premium booth space to promote business
- Eight complimentary admittance tickets to each event

STREAM SPONSOR - \$6,000

- Your company logo/name on marketing materials including media, print & digital advertising, and event banner
- Logo and link on FOLAR Events webpage and Sponsors webpage
- Recognized (with Tagline) in Welcome and Closing Message Announcements
- Name and logo listed as sponsor on event program
- Premium booth space to promote business
- Six complimentary admittance tickets to each event

CREEK SPONSOR - \$3,000

- Your company logo/name on marketing materials including media, print & digital advertising, and event banner
- Logo and link on FOLAR Events webpage and Sponsors webpage
- Recognized in Welcome and Closing Message Announcements
- Name and logo listed as sponsor on event program
- Table space to promote business
- Four complimentary admittance tickets to each event

BROOK SPONSOR - \$1,500

- Name listed on FOLAR Events webpage
- Recognized in Welcome and Closing Message Announcements
- Name listed in event program
- Table space to promote business
- Two complimentary admittance tickets to each event

INDIVIDUAL EVENT SPONSORSHIP OPPORTUNITIES ARE AVAILABLE!

Interested in sponsoring a specific event or learning about other ways to support the river?

Contact Executive Director, **Wendy Austin**, to discuss how we can meet your philanthropic and marketing goals:

 waustin@folar-va.org

 (804) 543-0325

