



FOLAR SPONSORS MAKE A DIFFERENCE

SIGNATURE EVENTS FOR 'ALL-IN' SPONSORS

February 26 State of the Trail Presentation

April 2026 Appomattox River Regional
Park 5K Trail Run-Walk

May 21 Community Service Awards

September 26 Paddle Battle

FOLAR 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 partnering with FOLAR as we promote our new, regional river hub: the Appomattox River Center

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.





MARKETING OVERVIEW

Your brand will be marketed with FOLAR through a broad mix of media sources including print, TV, digital, 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, Jackson Bartlett, to discuss how sponsoring FOLAR can help you meet your philanthropic and marketing goals:

 jbartlett@folar-va.org

 (313) 759-3036

