



Sponsorship Opportunities for the 2021 RIDGWAY RIVERFEST

"Celebrating our Watershed"

Saturday, August 28, 2021 • Rollans Park, Ridgway, CO

The Ridgway RiverFest is an all-day, family-friendly celebration of the Uncompahgre River Watershed – free to festival-goers from near and far who enjoy all-age river races, nature and outdoor recreation education, live music, and local food and beverages. Outdoor enthusiasts flock to the festival to enjoy river-based activities and party with a few hundred friends – old and new. More information is available on our website at ridgwayriverfest.org.

Your tax-deductible contribution will fund this festive event, help promote awareness of our rivers and water resources, and support important water quality restoration activities. All sponsors will receive widespread community recognition before and at the event as well as in online and media promotion. *A portion of most sponsor levels can be traded for wholesale items or services such as media and marketing.*

The RiverFest is produced by the Uncompahgre Watershed Partnership, a 501(c)(3) nonprofit (EIN: 46-2946756) devoted to protecting the economic, natural, and scenic values of the Upper Uncompahgre Watershed. **In addition to charitable tax deductions, sponsorships at or above the \$125 level may be eligible for a 25% Colorado income tax credit (or 12.5% for in-kind contributions).**

Sponsor Level	Activities Supported	Sponsor Recognition*
\$2,500 Class V: Festival Sponsor (1 exclusive sponsorship)	Supports festival organization, volunteer coordination, watershed education displays, and other work to make the festival happen	<ul style="list-style-type: none"> • Large logo on banner on footbridge visible from Hwy. 62 one week before & during event. • Sponsor recognition by emcee on main stage throughout the day. • Complimentary booth space • Top-level listing in all online and print RiverFest promotion. • Logo on posters at audience shade tent. • Recognition in UWP newsletters for a year.
\$1,000 Class IV: River Races (6 sponsorships available)	Supports the organization of the river races & training events: hard shell boats, inflatables, stand up paddleboards, whitewater rodeo, & pre-festival float	<ul style="list-style-type: none"> • Logo on banner on footbridge visible from Hwy. 62 during RiverFest. • Sponsor announcement at beginning of races & awards ceremony. • Complimentary booth space. • Recognition in all online and print RiverFest promotion including logo and secondary placement.
\$500 – Class III: Entertainment (12 sponsorships avail.)	Supports live music and entertainment including a headlining band	<ul style="list-style-type: none"> • Logo placement on the stage & audience tent during RiverFest. • Recognition in all online and print RiverFest promotion. • Complimentary booth space.
\$250 – Class II: Sustainability (24 sponsorships available)	Supports <i>Zero-Waste</i> efforts, green marketing & environmental education	<ul style="list-style-type: none"> • Logo placement at Zero-Waste and beverage stations & recognition on website & social media. • Sponsor name included in select online and print RiverFest promotion.
\$125 – Class I: Friend of the River	General support of festival production	<ul style="list-style-type: none"> • Sponsor name included in select online and print RiverFest promotion.
Silent Auction	Donated items for the Silent Auction	<ul style="list-style-type: none"> • Recognition in emails, social media & website, as well as at Silent Auction tents & announcements during event.
		<i>* Some benefits may not be available for sponsors who sign up or pay after July 28.</i>

Sign up for your 2021 Ridgway RiverFest Sponsorship at

<https://www.uncompahgrewatershed.org/2021-riverfest-sponsor-form/>

Ridgway RiverFest Coordinator Tanya: ridgwayriverfest@gmail.com, 303-819-7784

Ridway RiverFest Assistant Coordinator Pamela: riverfestassistant@gmail.com, 907-242-6262

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