

# 2023 RIVERFEST & CRAFT SHOW

## SPONSORSHIP OPPORTUNITIES



## Core Sponsorships

### Reservoir Sponsor (\$10,000)

- All benefits listed below, plus;
- Upgrade to back cover ad in the RiverFest Visitor's Guide\*
- Upgrade to large logo on volunteer t-shirts\*
- Four (4) VIP Packages
- *One (1) opportunity available*

### Tributary Sponsor (\$5,000)

- All benefits listed below, plus;
- Upgrade to 10' x 20' premium booth space
- Upgrade to 1/4 page ad in the RiverFest Visitor's Guide\*
- Upgrade to medium logo on volunteer t-shirts\*
- *Limited opportunities available*

### Basin Sponsor (\$2,500)

- All benefits listed below, plus;
- Upgrade to small logo on volunteer t-shirts\*
- Two (2) mentions on social media (Facebook & Instagram)
- *Limited opportunities available*

### Watershed Sponsor (\$1,500)

- All benefits listed below, plus;
- Logo on sponsorship banner at entrances to event\*
- One (1) mention on social media (Facebook & Instagram)
- *Limited opportunities available*

### Vendor Sponsor (\$1,000)

- 10' x 10' premium booth space
- 1/8 page ad in the RiverFest Visitor's Guide\*
- One (1) free parking spot in town during the event
- Business name on volunteer t-shirts\*
- Business name on sponsorship banner at entrances to event
- Inclusion on the sponsor page in the RiverFest Visitor's Guide\*
- Inclusion in the sponsor section on the official RiverFest webpage
- Opportunity to provide inserts for VIP bags
- *Limited opportunities available*

## Spotlight Sponsorships

### Cornerstone Sponsorship (\$5,000)

Sponsor one of the cornerstone areas of the weekend: **Conservation Alley** (sustainable ideas, wildlife education, and family activities in the center of town), **Food Garden & Concerts** (beer and wine gardens, plus live music in River Mill Park).

- Listed as Presenting Sponsor for that area
- Logo included on banner/signage for the event area
- 1/4 page ad in the RiverFest Visitor's Guide\*
- Medium logo on volunteer t-shirts\*
- Inclusion on the sponsor page in the RiverFest Visitor's Guide\*
- One (1) free parking spot in town during the event
- Two (2) mentions on social media (Facebook & Instagram), including graphic with logo
- Opportunity to provide inserts for VIP bags
- Logo on sponsorship banner at entrances to event\*
- *Two (2) opportunities available*

### Shuttle Sponsorships (\$5,000)

Roughly 5,000 patrons take shuttles into town during RiverFest. By sponsoring one of the three shuttle routes, your company logo will be up front and personal with visitors throughout the weekend.

- Listed as Presenting Sponsor for one (1) shuttle route
- Logo included on the side of the shuttle buses on your route
- Logo on all transportation signage for that route
- 1/4 page ad in the RiverFest Visitor's Guide\*
- Medium logo on volunteer t-shirts\*
- Inclusion on the sponsor page in the RiverFest Visitor's Guide\*
- One (1) free parking spot in town during the event
- Two (2) mentions on social media (Facebook & Instagram), including graphic with logo
- Opportunity to provide inserts for VIP bags
- Logo on sponsorship banner at entrances to event\*
- *Three (3) opportunities available*

### Create Your Own Sponsorships

Own a rock climbing wall, kayak supply, or other type of business in the entertainment, transportation, printing world? We would love to create a special in-kind sponsorship just for you! We are always looking to enhance RiverFest with new activities for families and adults.

*\*Contact us for deadline information for all printed pieces.*

For more information or to become a sponsor, contact  
Julie Little, Director of Events at [jlittle@occoquanva.gov](mailto:jlittle@occoquanva.gov) or 703-491-1918

[visitoccoquanva.com/sponsor](http://visitoccoquanva.com/sponsor)