

13TH ANNUAL BACK TO THE CHATTAHOOCHEE RIVER RACE AND FESTIVAL

Saturday, June 13, 2015

Organized and presented by **Chattahoochee Riverkeeper** (CRK) in partnership with the National Park Service, Fulton County and the city of Roswell, this annual event is designed to celebrate the Chattahoochee River during a daylong festival and morning canoe, kayak and stand up paddle board race. The event has become a favorite of our members, supporters and friends over the years, fostering a sense of community around the liquid lifeline that provides water, electricity and recreation for over 4 million people.



Environmental exhibitors, arts and crafts vendors, local businesses, and even Frisbee dogs, line the field at Riverside Park during the 10 a.m. to 3 p.m. free festival, which draws **more than 1,500 visitors each year**. Other highlights include Riverside Park's "spray ground," face painting, balloon artists, and other family-friendly activities. But, the fun does not stop there!

The event is also part **music festival**, staying true to our environmental ideals and community roots even with the entertainment. The stage, for example, runs on solar power donated by our friends at Tree Sound Studios. The past few years, Tommy Talton, Col. Bruce Hampton, AJ Ghent, Sol Driven Train, RockU Kids and more have graced the stage and kept festivalgoers dancing for hours in the hot, summer sun. It is a concert you do not want to miss!



One of the most important parts of the day's festivities is the 8-mile river race, which begins at Garrard Landing Park. At 9 a.m., paddlers of all ages hit the water to see who can make it to Riverside Park in record time. The race includes open and recreational categories, various age divisions, solo and tandem canoe divisions, kayak and sea kayak divisions, as well as stand up paddle boarders. In recent years, more than **400 paddlers** have joined the fun!

Awards are presented in all categories at the end of the race, including awards for best costume, and best boat decoration. The race also includes a **team challenge award** as a way to build pride, morale and camaraderie among your employees.

With your help, we hope to make this event bigger and better in 2015. So throw on your company T-shirts, and we will see you on the river!

Previous sponsors include: MeadWestvaco, REI, Clear Channel, AJC, Hansgrohe USA, Crum & Foster, Jacobs Engineering Group, Inc., Weed Man Lawn Care, The Coca-Cola Company, Montgomery Watson Harza/Kafra, Mountain High Outfitters, Reef Safe, Republic Services, SweetWater Brewing Company, and Tree Sound Studios.

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April 24, 2015: Deadline for listing on printed invitation postcard

May 29, 2015: Deadline to be included on the t-shirt

SPONSORSHIP LEVELS

\$10,000 River Benefactor

- VIP booth location at Riverside Park – (3) 10x10 exhibit spaces (1,500+ festival attendees)
- Community Service Day with CRK organized for your employees
- Logo on invitation postcard to members (7,000)
- Special recognition by executive director during awards ceremony with the opportunity to address the audience
- Logo on event signage
- Logo on CRK website with link to your website
- Recurring recognition/mentions through all social-media vehicles (posts/shares/likes, tweets/retweets, videos, etc)
- Name on press release before event
- Recognition in CRK's *RiverCHAT* newsletter (4,000 copies) and *RiverFLASH* eblast (10,000+ people)
- Business materials in racer bags (500 bags)
- 10 registrations to participate in River Race (boating equipment not included)

\$5,000 River Defender

- (2) 10x10 exhibit spaces (1500+ festival attendees)
- Logo on invitation postcard to members (7,000)
- Special recognition by executive director during awards ceremony
- Logo on event signage
- Logo on CRK website with link to your website
- Recurring recognition/mentions through all social-media vehicles (posts/shares/likes, tweets/retweets, videos, etc)
- Name on press release before event
- Recognition in CRK's *RiverCHAT* newsletter (4,000 copies) and *RiverFLASH* eblast (10,000+ people)
- Business materials in racer bags (500 bags)
- 8 registrations to participate in River Race (boating equipment not included)

\$2,500 River Advocate

- (1) 10x10 exhibit space (1500+ festival attendees)
- Logo on invitation postcard to members (7,000)
- Logo on event signage
- Name on CRK website with link to your website
- Name on press release before event
- Recognition in CRK's *RiverCHAT* newsletter (4,000 copies) and *RiverFLASH* eblast (10,000+ people)
- Business materials in racer bags (500 bags)
- 6 registrations to participate in River Race (boating equipment not included)

\$1,000 River Conservator

- Discounted booth rate (\$25) for (1) 10x10 exhibit space (1500+ festival attendees)
- Name on event signage
- Name on CRK website
- Recognition in CRK's *RiverCHAT* newsletter (4,000 copies) and *RiverFLASH* eblast (10,000+ people)
- Business materials in racer bags (500 bags)
- 4 registrations to participate in River Race (boating equipment not included)

\$500 River Patron

- Discounted booth rate (\$50) for (1) 10x10 exhibit space (1500+ festival attendees)
- Name on CRK website
- Recognition in CRK's *RiverCHAT* newsletter (4,000 copies) and *RiverFLASH* eblast (10,000+ people)
- Business materials in racer bags (500 bags)
- 2 registrations to participate in River Race (boating equipment not included)

For Sponsor Levels of \$2,500 and up, additional benefits may be available to meet your marketing objectives. For more information, please contact Tammy Bates at tbates@chattahoochee.org.

**13TH ANNUAL BACK TO THE CHATTAHOOCHEE RIVER
RACE & FESTIVAL ~ Saturday, June 13, 2015
SPONSOR REPLY FORM**

Company/Organization Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Sponsor Name – as you would like it to appear on printed materials

Please print: _____

Please email your logo to tbates@chattahoochee.org by the appropriate deadline in .jpg, .png, .eps or .tif format, 300dpi.

Team Challenge: Each sponsored paddler **is required to individually register online** for this event no later than **May 22, 2015**. Additional details will be emailed to you. Each paddler is required to provide their own boating equipment (Canoe/Kayak, paddle and personal floatation device).

Team Name: _____ Team Coordinator: _____

We will sponsor at the following level:

- River Benefactor \$10,000 River Advocate \$2,500 River Patron \$500
 River Defender \$5,000 River Conservator \$1,000
 We regret that we cannot attend. Enclosed is our contribution for \$ _____
 We are interested in exhibiting at the festival. Please send me the Exhibitor Registration Form.

Payment Type: Check (payable to CRK) | Visa | MasterCard | Amex | Discover | Please invoice me

Payment Amount: \$ _____

If paying by credit card:

Card Number: _____ Security Code (3-4 Digit Code): _____

Expiration date: _____ Printed Name as on card: _____

Billing Address (if different than above) _____

Authorized signature: _____

Please complete this form and return to: Chattahoochee Riverkeeper, Att.: Becca Klein
3 Puritan Mill, 916 Joseph Lowery Blvd., Atlanta, GA 30318 ~ or FAX the form to: (404) 352-8676

THANK YOU FOR YOUR SUPPORT!

Please keep a copy of this form for your records. Tax ID# 58-2095413