

 **FRIENDS OF THE LA RIVER**

presents

# NOCHE DEL RIO

A stylized illustration of a city skyline at night, with various skyscrapers in shades of purple and blue. In the foreground, a winding river flows from the bottom right towards the center, reflecting the city lights. Two trees are silhouetted on the left and right banks of the river. The background is a gradient of purple and blue, with small white dots representing stars.

**GALA: OCT. 10, 2019 | 6 - 9 PM**

LOS ANGELES RIVER CENTER & GARDENS, 570 W AVE 26, LOS ANGELES, CA 90065

**2019 EVENT SPONSORSHIP OPPORTUNITIES**

AS WE LOOK BACK  
ON OUR HISTORY  
AND THE PROGRESS  
MADE, IT'S CLEAR,

# THE FUTURE IS WIDE OPEN

WHEN WE ACT  
TOGETHER.

NOCHE  
DEL  
RIO

**F**oLAR has endeavored for over 30 years to restore community connection and natural ecology as the single largest unifying force on the River – educating, empowering and mobilizing over 50,000 Angelenos to repair habitat and fight for the policies that will reclaim our collective right to a healthy, thriving and equitably accessible Los Angeles River.

This year we celebrate the prospect of 100 contiguous acres of restored wetlands and public recreation space on the east side of the River in Northeast Los Angeles. Restored habitat, flourishing wildlife and equitable access in the heart of the City will set the tone for River restoration in the coming years.

## MAKE AN IMPACT NOW

Your sponsorship will support:



### TITLE

Support independent advocacy to give voice to River-adjacent residents invested in access and restoration for the LA River.



### FLOW

Bring Angelenos to their River for a month of unique summer events, including our new, high-demand Bats 'n' Brews series.



### HABITAT

Connect students to their River by providing scholarships to River-adjacent schools to participate in our Source to Sea program.



### GREENWAY

Drive a season of community canvassing and education around community-based river restoration.

## OUR REACH AND IMPACT

Our robust public marketing and outreach campaigns provide opportunities for our sponsors to be recognized throughout the year.



In-person - **6,000** members of the community we reach personally via LA River Rover, tabling and summer programs/outings



Social Media

 **3,375**

 **15,653**

 **4,985**



Emailable database of **23,000**



LA River CleanUp - **6,000** participants and 2 months of digital promotions





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## SPONSORSHIP LEVELS

	 TITLE	 FLOW	 HABITAT	 GREENWAY
Customized branding campaign and exclusive event naming rights	X			
Speaking opportunity during event program	X			
Recognition in event press materials and dedicated press release	X	X		
Year-round acknowledgment at multiple FoLAR events throughout the year, including the 2020 Great LA River CleanUp	X	X		
Logo on Step and Repeat	top-level	prominent		
Logo on Gobos	top-level	prominent	mid-level	
Logo in event program, onsite displays and event webpage	top-level	prominent	mid-level	listed
Recognition in pre and post-event digital communications	customized	X	X	X
Event tickets (\$200 per additional ticket)	VIP table seating for 10 & reserved parking	8 tickets & VIP seating	6 tickets	4 tickets

**Title and Flow-level sponsors receive a private LA River cleanup for your group - or - VIP LA River kayak tour for 12 (avail. June-Sept 2019 or 2020)**

To discuss other giving levels or in-kind contributions, please contact [sponsorships@folar.org](mailto:sponsorships@folar.org) or 323.223.0585.

Additional event information at [folar.org/nochedelrio](http://folar.org/nochedelrio).

## THANKS TO OUR PAST SPONSORS

Adele Yellin  
AECOM  
Anheuser-Busch  
AvalonBay Communities  
Carmel Partners  
City National Bank  
Comcast NBCUniversal  
David Bohnett Foundation  
Diamond Landscaping  
East River Group  
Eaton  
FoxGives  
Hudson Pacific Properties

Julia Metzger & David Thorne  
LA Department of Water & Power (LADWP)  
Laemmle Charitable Foundation  
Latham & Watkins  
Linear City Development  
M2O, Inc.  
Mack Urban  
Metabolic Studio  
Miss Me  
Natural Resources Defense Council (NRDC)  
Perkins + Will

Postmates  
REI Co-op  
Shire  
Soylent  
The Bottle Box  
The Yellin Company  
Toyota Financial Services  
Warner Bros.  
Water Replenishment District (WRD)  
Whole Foods  
WSP

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## SPONSORSHIP APPLICATION FORM

### SPONSOR INFORMATION (Please type or print all information.)

Organization		
Contact Name	Title	
Mailing Address		
City	State	Zip
E-mail		
Website	Phone ( )	Fax ( )

### SPONSORSHIP LEVELS

- Title
- Flow
- Habitat
- Greenway

### DONATIONS

- I would like to make a special donation of \_\_\_\_\_
- I would like to purchase \_\_\_\_\_ extra gala tickets
- Donate my gala tickets to a community member

### PAYMENT INFORMATION

- VISA
- MasterCard
- Discover

Cardholder's Name	
CC#	
CVC	Exp.

*I authorize Friends of the LA River to use the above credit card to charge applicable sponsorship amount.*

Signature	Date
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- Check (Payable in U.S. Dollars to Friends of the LA River)

TOTAL AMOUNT ENCLOSED \$ \_\_\_\_\_

### SUBMIT APPLICATION AND PAYMENT

Submit your application and payment to Ivana Gomez del Campo, Director of Development, at [ivana@folar.org](mailto:ivana@folar.org). You can alternately submit by mail to: Friends of the Los Angeles River, 570 W. Ave 26 #250, Los Angeles, CA 90065

### QUESTIONS AND FAQs

RSVP with Ivana Gomez del Campo ([ivana@folar.org](mailto:ivana@folar.org)) by Friday, September 20th, 2019 to host a table or purchase tickets to Noche del Río.