



RETURN TO THE RIVER

Sponsorship Opportunities

Connecting Angelenos to their River with a month-long online extravaganza throughout October 2020 and beyond!

Support for FoLAR's Return to the River virtual programs ensures our organization's continued mission to promote equitable access to a rewilded LA River.



We invite you to sponsor FoLAR's Return to the River, an online celebration of the River Movement and the attractions that continue to bring Angelenos to the River's edge.

Taking inspiration from our late poet-founder Lewis MacAdams, we're **joining together efforts on behalf of community, environment, art, and equity** to rally behind our unique heritage and promising, inclusive future.

Just as our traditional Great LA River CleanUp does each spring and Noche del Río each fall, Return to the River will bring people to the River's banks as a virtual **introduction to the River**, our principles, and all that's possible when we steward urban wild spaces together. This year, circumstances have allowed us to dream bigger by broadcasting all month to a **wider audience** through digital channels to showcase our year-round work **advancing park equity, educating the next generation of River Stewards and rewilding the LA River**.

Here's a look at how our reach has grown this year:



20,000

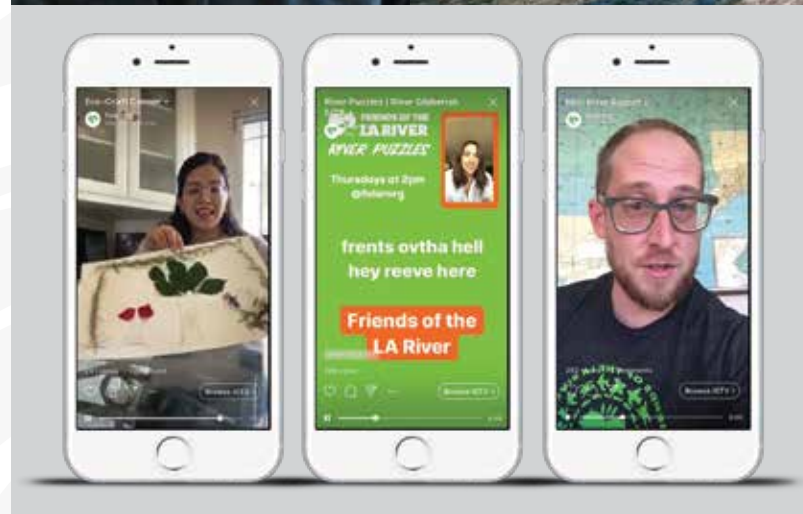
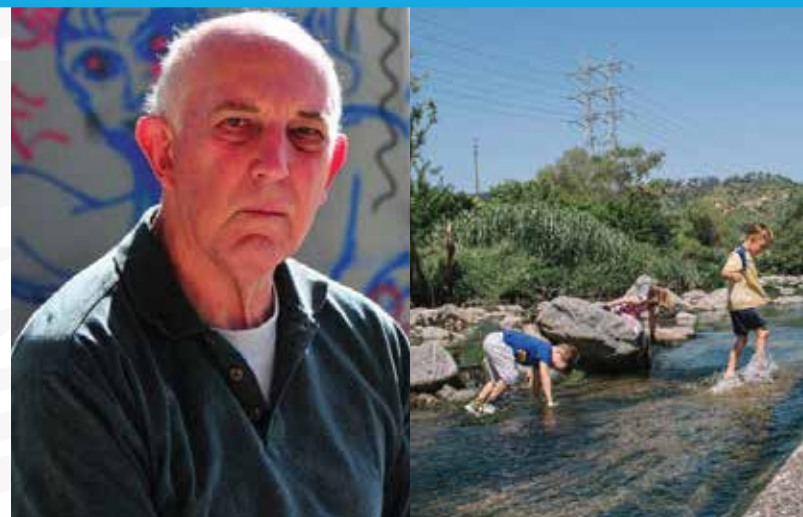
Supporters via Email



24,000

Followers on Social Media

View our Return to the River event details in the pages to follow.





AT RIVER'S EDGE

RETURN TO THE RIVER

October 3rd, 10th, & 17th - All Day Online Programming

Highlighting one area of the River each weekend and broadcasting through our social channels, FoLAR staff will lead viewers through our vibrant urban ecosystem to keep them feeling connected to the LA River.

Programs include:



Searching for bird life in and along the River with our on-staff California-trained naturalist on **Finding Feathered Friends**.



Challenging teams to interactive **River Trivia**, testing knowledge of our watershed and its history.



Bringing viewers on a virtual tour of select CleanUp sites with updates on future projects & ongoing advocacy initiatives in our **River Report**.



Additional **Edutainment** programs including writing exercises, mindfulness meditations, and Eco-Craft Corner.

Sample Day: Mid-River

- 9 AM** Welcome from FoLAR President & CEO

- 9:15 AM** Finding Feathered Friends with Audubon Debs Park

- 10 AM** Indigenous River Storytelling with Tribe Members

- 11 AM** BioBlitz! with the Natural History Museum

- 12 PM** Lunchtime River Business Showcase

- 2 PM** State of the River with 100-Acres Partnership

- 3 PM** Eco-Craft Corner with FoLAR Education Team

- 4 PM** Poetry Reading at Lewis MacAdams Monument

- 5 PM** Community River Trivia feat. Kevin de León

FOLAR.ORG



BONUS:

"Nature After Dark" during Bat Week 2020 delivers spooky programs featuring nocturnal creatures of the River. These programs continue beyond October!

NOCHE DEL RIO

THE 40 YEAR ARTWORK

October 23rd, Evening Soirée

Paying tribute to our late poet-founder and our shared vision of an inclusive LA River by showcasing artworks that elevate the River in the minds of Angelenos, this ticketed virtual gala (expected 90 minute runtime) will be screened online, and includes:



A touching **memorial to Lewis MacAdams** featuring readings from his poetry and a visit to his monument at his namesake park.



A captivating **review of modern dance** on the River, in partnership with renowned Heidi Duckler Dance.



New artworks inspired by the LA River and Lewis by local printmaker Daniel Gonzalez.



A reading of **student haikus** written by participants in our educational programs.



Two ticket tiers for live viewing of the virtual gala.



Virtual Toolkit with fun activities and digital assets so you can share your FoLAR pride online.



A delicious and creative **FoLAR Swag Bag** complete with goodies to enjoy from local businesses.





OPPORTUNITY AND SPONSORSHIP LEVELS

Return to the River presents a **unique opportunity for individuals and businesses** to jointly support urban environmentalism, park equity, climate resiliency, community action, local art, science education, and literacy. This opportunity arises at **a singular time in FoLAR history and the Movement**: the recent passing of our poet-founder Lewis MacAdams and renewed recognition of the importance of outdoor spaces to our well-being. This is the moment to build a more just society, starting with our chance right here on the banks of the LA River to advance social equity and rewild our River.

To maximize your investment, **we've combined our sponsorship opportunities over multiple events** and are providing recognition for 2020 and, in some cases, 2021. We've **decreased the costs of each tier** to be sensitive to the current financial climate, while keeping our mission at the forefront. We've outlined our newly combined sponsor opportunities on the following page.


















CONTACT US

We look forward to partnering with you to make a difference for the community, the LA River, and our collective future. Please contact sponsorships@folar.org or call 323.223.0585 with questions and to confirm your support.



NEW SPONSORSHIP OPPORTUNITIES

Please contact sponsorships@folar.org to confirm your support.

	 Presenting Premium \$25,000 2020 & 2021 Benefits	 Participating Premium \$15,000 2020 & 2021 Benefits	 Presenting Standard \$7,500	 Participating Standard \$3,500	 Supporting Standard \$1,500
Return to the River Series, October 3, 10, & 17					
 Recognition in press advisories and outreach.	X *				
 Commercial break acknowledgement during Return to the River livestream.	X				
 Brand recognition during Return to the River livestream.	3 weekends	2 weekends	1 weekend		
 Logo on all digital promotion materials.	X *	X *	X	X	X
Noche Del Rio: The 40 Year Artwork, October 23					
 Recognition in press advisories and outreach.	X				
 Prominent brand recognition during virtual gala.	X				
 Ad in FoLAR Swag Bag.	X	X			
 Brand recognition during virtual gala.	X	X	X		
 Ad in Virtual Toolkit.	X	X	X	X	
 Logo on all digital promotion materials.	X	X	X	X	X
Bonus: Nature After Dark, October 31					
 Brand recognition during Nature After Dark livestream.	X	X	X		
 Logo on all digital promotion materials.	X	X	X	X	X

X 2020 Sponsor Benefit

X * 2021 Sponsor Benefit

RETURN TO THE RIVER VIRTUAL LIVESTREAMS

@FOLARORG 

@FOLARTWEETS 

@LOSANGELESRIVER 

FRIENDS OF THE LOS ANGELES RIVER 

Recognitions include:

- On screen logos displayed before livestream.
- Commercial break acknowledgement during Return to the River stream.
- Brand recognition during livestreams.



Presenting Gold Logo

(all 3 weekends either am or pm)



Participating Silver Logo

(2 weekends either am or pm)



Presenting Logo

(1 weekend)