



# LA River Fest

presented by  **FOLAR**

**A FREE FILM FESTIVAL ON THE LA RIVER**

**AT THE LA STATE HISTORIC PARK**

**SPONSORSHIP OPPORTUNITIES**

## BE PART OF A CELEBRATION ON THE BANKS WITH THE FIRST EVER RIVER FEST

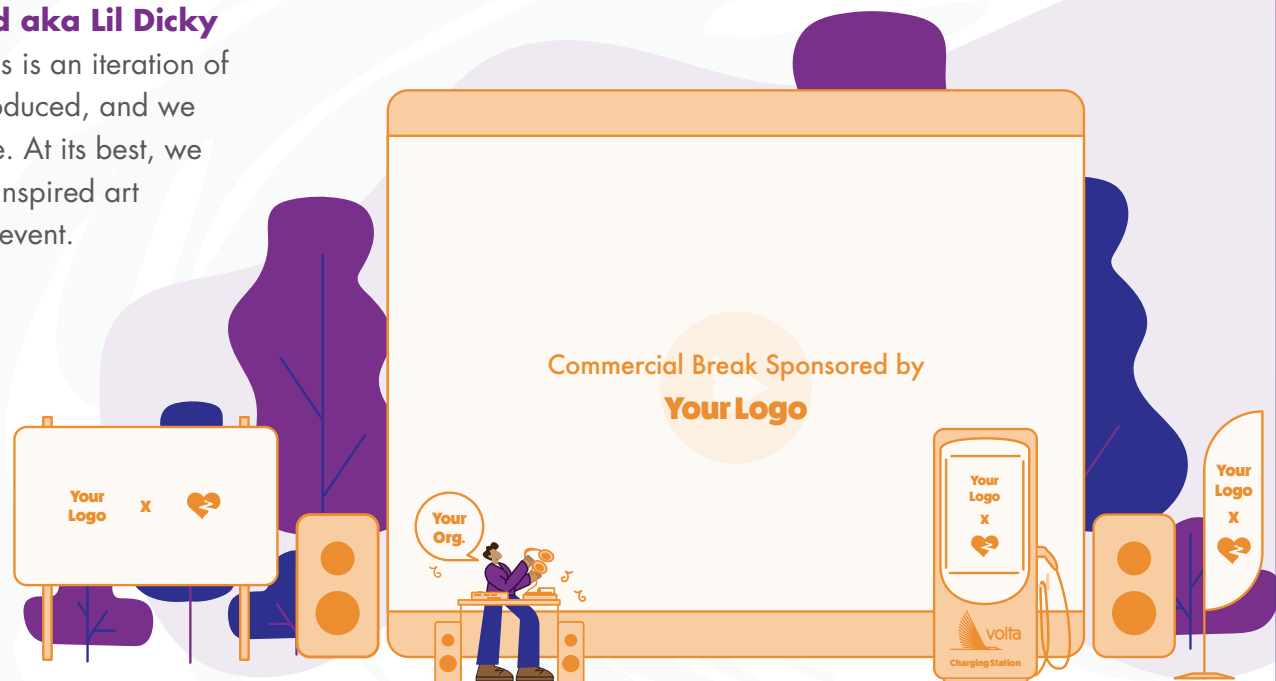
**River Fest** – an outdoor festival featuring FoLAR original films and stories from our partners shown on a giant 45 ft. video screen. River Fest will be a public festival on **Sunday, September 25th**, with free general admission and paid VIP tickets. We anticipate **500-700+ participants**.

**Interested in having a booth at River Fest** to share your organization's environmental impact or nexus with the LA River? Please contact [kenyauda@folar.org](mailto:kenyauda@folar.org) for more details.

River Fest will be a fun-filled evening with a DJ, food trucks, and a bar celebrating FoLAR's year and the River. We'll showcase Indigenous perspectives on nature and the River, the nexus of art and nature, health and nature, climate change and stories of environmental justice, leadership, and causes. We also plan to feature FoLAR original films and films from our partners.

**Celebrities like rapper and actor Dave Burd aka Lil Dicky** will also be creating video content for the event. This is an iteration of past open air river festival-like events FoLAR has produced, and we intend to continue to build on it in the years to come. At its best, we hope to have performances, non-permanent nature-inspired art installations, and other vendors participating in the event.

This year, sponsors had an opportunity to maximize their sponsor benefits and recognition by sponsoring two events at once - River CleanUp and River Fest. The higher sponsor tiers reflect the double sponsor opportunities. Still, it's **not too late to take advantage of the opportunity to sponsor River Fest and share your environmental alignment with the community** by supporting this event!



## SPONSORSHIP TIERS

We'll invest in paid media to promote both events & our sponsors!

	\$50K	\$30K	\$25K	\$15K	\$10K	\$7.5K	\$5K	\$2.5K	DONATE
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### CLEANUP BENEFITS

CleanUp Social Media	X	X	X	X	X	X	X	X	X
Logo on CleanUp Sponsor Cloud	X	X	X	X	X	X	X	X	NAME
Onsite banner at CleanUp	X	X	X	X	X	X	X	X	
Placement in our 2022 Impact Report Video	X	X	X	X	X				
CleanUp Billboard	X	X	X						

### RIVER FEST BENEFITS

Inclusion in River Fest Commercial Ad distributed by Volta Charging	X	X	X	X	X				
Logo on River Fest Sponsor Cloud	X	X	X	X	X	X	X	X	
Onsite banner at River-Fest	X	X	X	X	X	X	X	X	
River Fest Social Media	X	X	X	X	X	X	X	X	
River Fest VIP tickets	6	4	2	2					
15 second commercial at River-Fest on 30+ Ft Blow up screen	X	LOGO ON SCREEN 3 SECS	LOGO ON SCREEN 3 SECS						
Onsite DJ Shoutout	X	X							
Approx. 7ft Flag banner (your logo X FoLAR)	X								
Froglet FoLAR membership	6	4	4			3			
Tadpole FoLAR membership				4	3		2		

In kind donation benefits will be determined based on the value of the donation.

Contact [kenyuda@folar.org](mailto:kenyuda@folar.org) for more information, sponsorship opportunities, and more.

# 2022 RIVER FEST SPONSORS



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