

 **FRIENDS OF THE LA RIVER**

Sponsorship Opportunities

River Fest 2023

A Free Arts & Film Festival Celebrating the LA River



We envision a verdant Los Angeles River that supports vulnerable communities in climate adaptation. The River will be transformed into a dynamic, functioning ecosystem that reduces flood risk, cleans the air, cools temperatures, and supports the biodiversity essential to our collective wellbeing.



River Fest 2023

LA is known for hosting internationally-recognized film festivals, but what about a festival celebrating the LA River? This year, FoLAR is hosting our second annual River Fest – an open-air arts festival and community event featuring short environmental film screenings on a 30+ ft. outdoor movie screen, showcasing a variety of local artists whose work honors the River, and connecting Angelenos with 20+ local environmental and community organizations. River Fest will return to the Los Angeles State Historic Park on July 23, 2023 with free general admission and paid VIP tickets.



FoLAR's inaugural River Fest drew over 550 LA community members to watch 6 short River films and engage with the over 20 environmental organizations in attendance. This year, we plan to build upon the successes and community feedback from 2022. Our second annual River Fest will feature a variety of local artists including painters and musicians, a raffle, new interactive activities for adults and children, and regional food trucks. The heart of River Fest as a community celebration of the River remains the same: centering environmental justice, we will showcase Indigenous perspectives on nature and on the River and give light to the interconnections between art, nature, health, and climate change in LA.

INTERESTED IN HAVING A BOOTH AT RIVER FEST TO PROMOTE YOUR ORGANIZATION'S ENVIRONMENTAL IMPACT OR CONNECTION WITH THE LA RIVER?

PLEASE CONTACT CANDICE@FOLAR.ORG FOR MORE DETAILS.



RIVER FEST SPONSORSHIP TIERS

If your sponsorship goals are not represented, please contact jason@folar.org for more information.



RIVER FEST BENEFITS	\$50K	\$30K	\$25K	\$15K	\$10K	\$6K	\$2.5K
River Fest social media	3 IG Stories, included in IG and/or LinkedIn feed posts	3 IG Stories, included in IG and/or LinkedIn feed posts	3 IG Stories	3 IG Stories	2 IG Stories	1 IG Story	1 IG Story
Logo on River Fest sponsor cloud	X	X	X	X	X	X	Name
Onsite banner at River Fest	X	X	X	X	X		
River Fest raffle tickets	15	12	9	6	3		
Inclusion in River Fest commercial ad distributed by Volta Charging	X	X	X	X			
River Fest VIP tickets	6	4	2				
Onsite DJ shout out	X	X	X				
Logo on 30+ ft blow up screen	Presenting Logo	Title Logo					
~7 ft banner (your logo x FoLAR)	X						
Logo on River Fest Billboards	X	X					



PLEASE CONTACT [JASON@FOLAR.ORG](mailto:jason@folar.org) FOR SPONSORSHIP, OTHER OPPORTUNITIES, OR MORE INFORMATION.

