



Connecticut River Conservancy's 2<sup>nd</sup> Annual

# Riverfest

in partnership with

## Brattleboro Reformer



July 30, 2023 | Norm's Marina | Hinsdale, NH

### The Race

The 44th year of the New England Paddlesports Championship (NEPC) will welcome canoe, kayak, SUP, and surf ski racers from across the Northeast to compete for honors on New England's historic Connecticut River between southwest New Hampshire and southeast Vermont. Racers choose to run the 12-mile competitive course or a 5-mile recreation course. The course laps the Brattleboro-Hinsdale island by passing under the Rte. 119 bridges, where spectators cheer on competitors. NEPC is part of the New England Canoe and Kayak Racing Association (NECKRA) Flatwater Point Series.

#### CRC Annual Web Traffic

77,623 sessions

#### CRC Social Media

11k combined followers

#### CRC Media Coverage

4.7 million impressions

117 Articles

### Riverfest

Riverfest offers an afternoon of free, family-friendly activities to showcase the many benefits of healthy rivers' and related recreation options. CRC and Brattleboro Reformer will offer on-site activities - such as live music, food trucks, and a bounce house for kids - as well as guided and independent outdoor recreation options - to include paddling, hiking, nature walks, and more.



### Why Sponsor?

- Demonstrate your commitment to the environment and to the economic benefit that recreation and tourism have in the region.
- Increase your business exposure through generous media coverage and other promotion.
- Help lead one of New England's premier summer events.

# Sponsor Benefits

Priority Deadline: May 1st



## Lead Sponsor ~ \$5,000

- Event banner logo
- Highlighted in PSA's
- Event posters & promo material
- Co-host on NEPC Facebook event
- Social media shoutout
- CRC E-news recognition - regional
- CRC website - logo
- Race t-shirts - logo
- Online Annual Report - logo

+ **Brattleboro Reformer** from 6/19 - 8/5

- Logo in header of all 1/4 page ads - 13x
- Logo in all web ads - 50,000 impressions
- Logo & business tagging on FB posts
- Business mention in all radio spots on WTSA and WKVT - 25 spots
- Logo and appreciation as lead sponsor in Full Page wrap up ad

**TOTAL advertising/marketing value \$5,400**

*Lead sponsors will enjoy additional recognition promotions from 6/4 - 18.*

## Main Stem Sponsor ~ \$2,500

- Event posters & promo material
- Co-host on NEPC Facebook events
- Social media shoutout
- CRC E-news recognition - regional
- CRC website - logo
- Race t-shirts - logo
- Online Annual Report - logo

+ **Brattleboro Reformer** from 6/19 - 8/5

- Logo in footer of all 1/4 page print ads - 13x
- Logo in all web ads - 20,000 impressions
- Logo & business tagging on FB posts
- Business mention in all radio spots on WTSA and WKVT - total of 10 spots

**TOTAL advertising/marketing value \$2,200**

## River Sponsor ~ \$1,000

- Social media shoutout
- CRC E-news recognition - regional
- CRC website - logo
- Race t-shirts - logo
- Online Annual Report - logo

+ **Brattleboro Reformer** from 6/19 - 8/5

- Logo in footer of all 1/4 page print ads - 13x
- Logo in all web ads - 10,000 impressions
- Logo & business tagging on FB posts
- Business mention in all radio spots on WTSA and WKVT - total of 5 spots

**TOTAL advertising/marketing value \$1,200**

## Brook Sponsor ~ \$500

- CRC website - listing
- Local newspaper Thank-You ad - listing
- Race t-shirts - listing
- Online Annual Report - listing

# YES, we want to sponsor CRC's NEPC Race & Riverfest '23!

Company Name (as you would like it to appear in print/online materials): \_\_\_\_\_

Website: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

If not yourself, who would you like to receive formal acknowledgement of this sponsorship? Please provide name, title, email:

\_\_\_\_\_

Sponsorship Level	Contribution	
<input type="checkbox"/> Lead Sponsor \$5,000	\$ _____	<b>Mail completed form to:</b> Connecticut River Conservancy 15 Bank Row Greenfield, MA 01301 ATTN: NEPC Sponsorship  <b>Email form to:</b> bmorrison@ctriver.org
<input type="checkbox"/> Mainstem Sponsor \$2,500	\$ _____	
<input type="checkbox"/> River Sponsor \$1,000	\$ _____	
<input type="checkbox"/> Brook Sponsor \$500	\$ _____	
<input type="checkbox"/> In-kind donation (describe gift) _____	_____	
<b>Method of Payment:</b>		
<input type="checkbox"/> Please send me an invoice		
<input type="checkbox"/> Check enclosed		
<input type="checkbox"/> Credit card # _____		
Exp. Date (mm/yy) _____ CVC #: _____		
Name as it appears on card: _____		
Signature: _____ Date: _____		<i>Email required for processing credit cards. Please include above.</i>

## Priority Sponsor Deadline: May 1st

Connecticut River Conservancy is a tax-exempt 501(c)(3) organization (EIN: 04-2148397)



**Connecticut River  
Conservancy**

To learn more about sponsorship opportunities, please contact Brett Morrison at 413-772-2020, ext. 218 or [bmorrison@ctriver.org](mailto:bmorrison@ctriver.org)