



## Riverfest 2023

Memorial Day Weekend- May 26th - May 28th, 2023

Berg & Animas Parks, Farmington NM

Dear Supporter,

Riverfest 2023, our 35<sup>th</sup> year, is almost upon us! We are reaching out to you as a supporter of the mission of the River Reach Foundation (RRF) to promote, protect, and enhance our riverine corridor. We celebrate the progress that past contributions have made to not only making Riverfest possible, but other popular events such as Animas River Jam and Riverglo.

Our non-profit organization partners with the City of Farmington Parks, Recreation, and Cultural Affairs Department (PRCA), San Juan County, the Convention and Visitors Bureau, and the Chamber of Commerce.

In 2022 Riverfest, our signature event since 1987, had an estimated 25,000 in attendance and raised over \$114,000. That money financed not only Riverfest but also Animas River Jam and Riverglo along with an ongoing project to provide educational, instructional, and warning signage at various put ins and bridges along the Animas River and the San Juan River.

**Community partners are vital to the continued success of the River Reach Foundation.** This year the Foundation hopes to raise \$150,000 and needs your help. With your contribution, the money raised will not only help finance the popular events of Riverfest, Animas River Jam, and Riverglo, but also new projects. Some of the new projects slated for this year include removal of dangerous concrete debris and old tires in the Animas River, tree stump carvings in the park, a fishing derby for children, tree wrapping to prevent beaver damage, trail cleanup, and assistance with re-seeding certain areas near the Riverside Nature Center.

Like past years, we are offering sponsorship and donation packages so individuals and companies such as yours can determine how they would like to support the River Reach Foundation. Will you consider a generous donation to the Foundation, or a sponsorship to promote your business or organization at Riverfest 2023, to continue these important events and projects and to offset the operating costs of the River Reach Foundation?

Please look over the attached sponsorship and donation form which may also be downloaded from our website [www.riverfestnewmexico.com](http://www.riverfestnewmexico.com). Don't hesitate to email us at [river.reach.foundation@outlook.com](mailto:river.reach.foundation@outlook.com) or call us at (505) 716-4405 option 5, sponsorship for more information. Thank you for your consideration and support!

Sincerely,

*D'Ann Waters / President*

River Reach Foundation Board  
2023 Sponsorship Committee

### River Reach Foundation

P.O. Box 2056 | Farmington NM 87499-2056  
(505) 716-4405 | [www.riverfestnewmexico.com](http://www.riverfestnewmexico.com)

The River Reach Foundation is a 501©3 non-profit organization. Your donations are tax deductible!





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## RIVERFEST 2023

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

PAY ONLINE AT [www.riverfestnewmexico.com](http://www.riverfestnewmexico.com) or make check payable to River Reach Foundation and mail it to P.O. Box 2056, Farmington, NM 87499.

### RIVERFEST 2023 DONATIONS

- THREE RIVERS** \$10,000
- OUTFITTER** \$ 5,000
- CAPTAIN** \$ 3,000
- GUIDE** \$ 1,500
- PADDLER** \$ 1,000
- I WANT TO DONATE ANOTHER AMOUNT OF**  
\$ \_\_\_\_\_
- I WANT TO DONATE A DUCK RACE PRIZE**

Donations of \$3,000 or more will have their name/Company mentioned on the music stages during breaks throughout the event plus name listed on the Riverfest Volunteer T-shirts, applicable printed material, and social media outlets.

Donations of \$1,000 or more will have their names listed on the Riverfest T-shirts, applicable printed material and Social Media outlets.

### RIVERFEST 2023 EVENT SPONSORSHIPS

- MUSIC STAGE AT RIVER REACH TERRACE** \$3,000
- MUSIC STAGE AT ROCKY REACH LANDING** \$3,000
- RIVERKIDS ACTIVITIES TENT** \$1,500
- WEINER DOG RACES** \$1,500
- RIVERFEST DUCK RACE** \$1,500
- BEER & WINE GARDEN AT RIVER REACH TERRACE** \$1,500
- BEER & WINE GARDEN AT ROCKY REACH LANDING** \$1,500
- WHITE MOUNTAIN APACHE CROWN DANCERS** \$1,500
- RIVER REACH TERRACE FOOD TENT** \$1,500
- ROCKY REACH TERRACE FOOD TENT** \$1,500
- RIVERFEST RAFT PARADE** \$1,500
- MEMORIAL GOURD DANCE** \$1,000
- CAR SHOWS AT COTTONWOOD LANDING** \$1,000
- ROVERFEST** \$1,000
- ANTIQUÉ TRACTOR SHOW & RIDES** \$1,000

If your LOGO is needed for printed material, please email it along with this completed form to [river\\_reach.foundation@outlook.com](mailto:river_reach.foundation@outlook.com) by Friday April 21<sup>st</sup>, 2023. For more information contact the River Reach Foundation at

(505) 716-4405 Option 5, Sponsorship

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