



Riverfest 2024

Memorial Day Weekend May 24th – 26th, 2024
Farmington, New Mexico
Riverfestnewmexico.com

Friday May 24th 5pm-9pm – Berg Park Only

Saturday May 25th 10am-8pm – Berg Park, Animas Park, and Boyd Park

Sunday May 26th 11am-5pm – Berg Park, Animas Park, and Boyd Park

Dear Supporter,

Riverfest 2024, our 36th year, is almost upon us. Our non-profit organization partners with the City of Farmington Parks, Recreation, and Cultural Affairs Department (PRCA), San Juan County, the Convention and Visitor Bureau, and the Chamber of Commerce to put on the event. 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. Community partners are vital to the continued success of the River Reach Foundation, so we invite you to partner with us to make this event a success by either making a tax-deductible donation or by sponsoring one of the Riverfest events.

In 2023 Riverfest had an estimated 25,000 people in attendance and raised over \$100,000. Last year's contributions funded the removal of dangerous concrete debris and old tires in the Animas River, a tree stump carving of a doe and fawn deer in the Animas Park area, tree wrapping to prevent beaver damage, and trail cleanup. We also have an ongoing project to provide educational, instructional, and warning signage at various put ins and bridges along both the Animas and San Juan Rivers.

This year the Foundation hopes to raise \$150,000 and needs your help. With your help we can continue to host Riverfest, the Animas River Jam and Riverglo and continue to promote, protect, and enhance our river corridors and bring people and the river together. This year our projected projects are to fund additional tree stump carvings along the river trails, continue trail clean-up and tree wrapping to prevent beaver damage, host a fishing derby for both adults and children along the Animas River, replace several paver areas where tree roots have caused trip hazards, and repair some of the stone walls that are beginning to lean toward the river.

Like past years, we are offering sponsorship and donation packages so individuals and companies can determine how they would like to support the RiverReach Foundation. Will you consider a generous tax-deductible donation or a sponsorship to promote your business or organization at Riverfest 2024 so we can continue these important events and projects and to offset the operating costs of the River Reach Foundation.

Please look over the attached sponsorship or donation form which may be downloaded from our website www.riverfestnewmexico.com. Don't hesitate to email us at river.reach.foundation@outlook.com or call us at 505-716-4405 option 5. Thank you for your consideration and support.

Sincerely,

River Reach Foundation Board
2024 Sponsorship Committee

River Reach Foundation PO Box 2056 Farmington, New Mexico 87499-2056
www.RiverReachFoundation.com



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SPONSORSHIP FORM:

Contact First and Last Name: _____

Business Name: _____

Mailing Address: _____

Email Address: _____

Contact Phone Number: _____

\$5,000.00

- OVERALL EVENT SPONSOR**

\$3,000.00

- MUSIC STAGE AT RIVER REACH TERRACE**
- MUSIC STAGE AT ROCKY REACH LANDING**

\$1,500.00

- RIVERKIDS ACTIVITIES TENT**
- WEINER DOG RACE**
- RIVERFEST DUCK RACE**
- BEER & WINE GARDEN AT RIVER REACH TERRACE**
- BEER & WINE GARDEN AT ROCKY REACH LANDING**
- WHITE MOUNTAIN APACHE CROWN DANCER**
- MEMORIAL GOURD DANCE**
- RIVER REACH TERRACE FOOD TENT**
- ROCKY REACH LANDING FOOD TENT**

\$1,000.00

- RIVERFEST RAFT PARADE**
- RECYCLED FASHION SHOW**
- CAR SHOW**
- ROVERFEST**
- ANTIQUA TRACTOR SHOW & RIDES**
- PLIEN AIR ART SHOW**
- ANDEAN TRADITIONAL FLUTE MUSIC**
- DISC GOLF TOURNAMENT**



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Sponsors will receive their LOGO or Name listed on the Riverfest Volunteer T-shirts. ~ A dedicated banner at their selected sponsorship area. ~ Logo, name listing and mention on applicable printed material, advertising, and social media outlets. ~ 4 River Raft tickets. ~ Sponsors \$3,000 and above will receive one 10x10 area for a booth at a designated location at Riverfest. Tables, chairs, tents, canopies are the responsibility of the sponsor. The River Reach Foundation nor City will NOT provide tables, chairs, tents, or canopies.

If your LOGO is needed for printed material, please email your LOGO to River Reach Foundation by Friday April 15, 2024 at contact@riverreachfoudnation.com. For further information, you may also contact the Sponsorship Director at (505) 716-4405, Option 5.

How do you plan to pay for your SPONSORSHIP:

- Online Payment
- Mail in money order or check

Please include money order or check number if mailing in payment. CHECK or MONEY ORDERS should be made out to the RIVER REACH FOUNDATION

Money Order or Check Number: _____

Mail to:

Sponsorship
River Reach Foundation
PO Box 2056
Farmington, NM 87499

ONLINE 2024 SPONSORSHIP, follow these steps.

1. Go to riverfestnewmexico.com
2. Scroll to the bottom of the page “Support Banner”
3. SPONSORSHIP
4. ONLINE SPONSORSHIP