



Riverfest 2025

Memorial Day Weekend May 23rd – 25th, 2025
Farmington, New Mexico
RiverfestNewMexico.com

Friday May 23rd 5pm-9pm – Berg Park Only

Saturday May 24th 10am-8pm – Berg Park, Animas Park, and Boyd Park

Sunday May 25th 11am-5pm – Berg Park, Animas Park, and Boyd Park

Dear Supporter,

Riverfest 2025, our 37th 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 also 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 sponsoring one of the Riverfest events.

In 2024 Riverfest had an estimated 25,000 people in attendance and raised over \$100,000. Last year's contributions funded a second tree stump carving featuring two eagles in the Animas Park area, tree wrapping to prevent beaver damage, trail cleanup, and signage at various put-ins and bridges along both the Animas and San Juan Rivers. In conjunction with Animas River Jam fishing derby was held that attracted 75 fishermen and will continue to make that an annual event.

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, 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 the annual 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. Projects in the initial planning phase are upgrading the playground structures at Berg East and installing shading at Cottonwood Landing.

Like in past years, we are offering sponsorship and donation packages so individuals and companies can determine how they would like to support the River Reach Foundation. Will you consider a generous tax-deductible donation or a sponsorship to promote your business or organization at Riverfest 2025 so we can continue these important events and projects and 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.



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SPONSORSHIP FORM :

Contact First and Last Name: _____

Business Name: _____

Mailing Address: _____

Email Address: _____

Contact Phone Number: _____

SPONSORSHIP OPPORTUNITIES:

- \$25,000 - OVERALL EVENT SPONSOR
- \$10,000 - AREA SPONSOR ROCKY REACH LANDING
- \$10,000 - AREA SPONSOR RIVER REACH TERRACE
- \$10,000 - AREA SPONSOR BOYD PARK
- \$5,000 - MUSIC STAGE AT RIVER REACH TERRACE
- \$5,000 - MUSIC STAGE AT ROCKY REACH LANDING
- \$3,000 - WHITE MOUNTAIN APACHE CROWN DANCER
- \$3,000 - MEMORIAL GOURD DANCE
- \$3,000 - WEINER DOG RACE
- \$3,000 - RIVERKIDS ACTIVITIES TENT
- \$3,000 - RIVERFEST DUCK RACE
- \$1,500 - BEER & WINE GARDEN AT RIVER REACH TERRACE
- \$1,500 - BEER & WINE GARDEN AT ROCKY REACH LANDING
- \$1,500 - FOOD TENT AT RIVER REACH TERRACE
- \$1,500 - FOOD TENT AT ROCKY REACH LANDING
- \$1,500 - RIVERFEST RAFT PARADE
- \$1,000 - RECYCLED FASHION SHOW
- \$1,000 - CAR SHOW AT BOYD PARK
- \$1,000 - CAR SHOW AT COTTONWOOD LANDING
- \$1,000 - ROVERFEST
- \$1,000 - ANTIQUE TRACTOR SHOW & RIDES
- \$1,000 - PLEIN AIR ART SHOW
- \$1,000 - ANDEAN TRADITIONAL FLUTE MUSIC



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\$1,000 - DISC GOLF TOURNAMENT

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 \$5,000 and above will receive one 10x10 area for a booth at a designated location at Riverfest.

Tables, chairs, tents, and canopies are the responsibility of the sponsor. Neither the River Reach Foundation nor the City will provide tables, chairs, tents, or canopies for sponsors.

If your LOGO is needed for printed material, please email your LOGO to River Reach Foundation by Friday, April 18, 2025, 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 a money order or check

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

Money Order or Check Number: _____

Mail to:

Sponsorship
River Reach Foundation
PO Box 2056
Farmington, NM 87499

TO PAY 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