

# SPONSORSHIP



Royal Gorge Whitewater Festival  
June 23-24, 2017



The Whitewater Kayak Recreation Park (WKRP), Cañon City Recreation and Park District, the Fremont Community Foundation, and Fremont Adventure Recreation (FAR) are once again teaming up to present the 9th Annual Royal Gorge Whitewater Festival (RGWF) at Centennial Park, June 23-24, 2017. This year's Festival will be another two-day celebration of "Boats, Bands and Beer." The proceeds from this event will go primarily to the continued expansion of the Whitewater Park and river improvements, as well as the programs of the Recreation District and Fremont Adventure Recreation, and the charitable contributions of the Fremont Community Foundation. 100% of the proceeds go back into community projects and programs. Thank you for considering a sponsorship opportunity for this fun, popular, and growing event.

Last year the RGWF had record attendance and revenue. We hosted incredible events which spectators enjoyed watching in a wonderful festival environment. Community members and visitors continue to attend in record numbers, around 8,500 in 2016 and the festival shows positive growth every year. Now the goal is to make the 9th year another record breaking event with more than 10,000 people in attendance over the two days. With a tourism based community thanks to the Royal Gorge Bridge and Park, tourist train, rafting, fishing, and trails, the RGWF will only enhance the summer entertainment value for the region and our visitors.

Sponsoring the RGWF is a great way for your business to support the ongoing Arkansas River Recreation and Restoration Project in Cañon City and bring tourism dollars to our community. At the same time, you will help local charities and recreational programs. Remember 100% of the proceeds from the RGWF go back into the community! Help us make 2017 a success, and support the community by checking out the opportunities available in the enclosed sponsorship packet, or on our website at [www.RoyalGorgeWhitewaterFestival.com](http://www.RoyalGorgeWhitewaterFestival.com).

Thank you again for your consideration, and we'll see you at the Festival!

Sincerely,

The RGWF 2017 Steering Committee

## CLASS V SPONSOR \$5,000

- Corporate logo in all RGWF promotional materials, including print ads and posters
- Verbal recognition in radio spots and public announcements during the entire RGWF
- Full page color ad in the RGWF event guide
- Corporate logo prominently displayed on participant t-shirts
- Press release announcing your sponsorship
- Website: logo with link displayed on the home, about us, event & sponsor pages
- Unlimited on-site banners (you provide)
- Promotional banners with your logo placed in Cañon City and throughout the region
- (20) 2-Day Passes to the event

## CLASS IV SPONSOR \$3,000

- Corporate logo in all RGWF promotional materials, including print ads and posters
- Verbal recognition in public announcements during the entire RGWF
- Full page color ad in the RGWF event guide
- Corporate logo displayed on participant t-shirts
- Website: logo with link displayed on the home and sponsor pages
- Unlimited on-site banners (you provide)
- Promotional banners with your logo placed in the Cañon City and throughout the region
- (15) 2 Day Passes to the event

## CLASS III SPONSOR (EVENT) \$1,000

- Corporate logo in RGWF promotional materials, including print ads and posters
- Verbal recognition in ads and public announcements during the sponsored event
- 1/2 page color ad in the RGWF event guide
- Corporate logo on participant t-shirts
- Website: logo with link displayed on the event and sponsor pages
- One banner to be placed on-site (you provide)
- (10) 2-Day Passes to the event

## CLASS II SPONSOR (MUSIC) \$500

- Company name in RGWF promotional materials, including print ads and posters
- Verbal recognition in public announcements during the festival
- 1/4 page color ad in the RGWF event guide
- Website: logo with link displayed on the music and sponsor pages
- One banner placed near the festival stage (you provide)
- (10) 2-Day Passes to the event

## PRODUCTS & SERVICES

As an additional promotional opportunity, we will accept your company's products & services to showcase during our promotional events & during the Festival by including them in our Silent Auctions, Door Prizes and Awards.

Pre-approved item(s) valued at wholesale price may be traded for up to fifty percent of your sponsorship amount, according to your sponsorship contract.

## CORPORATE BOOTH SPACE

\$100 for one 10' x 10' corporate booth space at the festival



# About Festival Sponsorship

The 9th Annual Royal Gorge Whitewater Festival (RGWF) will feature kayak, SUP, and raft competitions on the Arkansas River, along with other events which promote the outdoors and an active lifestyle – including cycling, running, and casting competitions. There will also be food, beer, vendors, and entertainment for the entire family. All money raised goes toward continued expansion of the Whitewater Park, river restoration, community projects, youth programs, and charitable causes.

The RGWF continues to build a positive reputation with both competitors and spectators alike. A solid prize package, along with our incredible venue, helps draw in the paddling community. Your business, as a sponsor or vendor, will increase our visibility and give the RGWF credibility among the competitors. It exposes your products and business to a community that is embracing the river and outdoor recreation activities, both on the water (rafting, kayaking, and stand up paddleboarding) and on land (hiking, running, and mountain biking) ...or fishing which can be done from in the river or on land. This is a market which enjoys all the outdoor activities the Arkansas River and Fremont County have to offer.

Our event continues to grow annually. Since we began the RGWF in 2009, attendance has increased 570%. The number of events, participants, and vendors continues to grow each year as well. Last year the Arkansas River was at historic high water levels, which did impact the number of competitors, but didn't stop us from having record gross and net revenues. The RGWF has experienced as much adversity as you can imagine with wildfires, historically low river levels, and historically high river levels. Since 2011 we have not had one ideal year for a festival river level wise, but participation and attendance continues to rise. It is our goal to become one of the premier whitewater events in Colorado each and every year. Considering our location, with the Royal Gorge and some of the best whitewater in the nation; a strong tourism-based community; and proximity to the Denver, Colorado Springs, and Pueblo communities, this goal is well within reach.

Without question, we have plenty to offer both spectators and participants in order to give them a great festival experience. For the active individual, we have competitions both in and out of the river. There are freestyle rodeos, sprint races, and slalom events for kayaks, rafts, SUPs, and river boards. We also have a 10-mile downriver race through the Royal Gorge for kayaks and rafts, a Community Raft Race, a 5K obstacle race, and a "Build Your Own Boat" Race. There are plenty of events for everyone, and great entertainment value for spectators. We also offer activities such as kayak lessons on a pond and a temporary pool, a fly casting competition, and a Fun Zone for the kids. There will be several bands performing each afternoon and evening as well as plenty of food, beer, and merchandise vendors. There are plenty of activities for everyone to enjoy.

By becoming a sponsor and/or vendor, your business will have the opportunity to reach the RGWF attendees and participants. This is an opportunity for your business to market your products, gain some revenue, and help support an event in which 100% of the proceeds go back into the community. It is our hope your organization will help make the Royal Gorge Whitewater Festival become a prominent whitewater event. Please refer to the sponsorship package for information on the sponsor and vendor fees. If you have any questions, please feel free to contact us.



## 2017 Sponsorship Contract

Please return completed form, with payment, to:

Cañon City Recreation District  
 f/b/o RGWF 2016  
 575 Ash Street  
 Cañon City, CO 81212  
 or email to [khorne@ccrec.org](mailto:khorne@ccrec.org)

Business Name: \_\_\_\_\_

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

Business Address: \_\_\_\_\_

Business Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

SPONSORSHIP TYPE		AMOUNT
Class V Sponsor	\$5,000	\$
Class IV Sponsor	\$3,000	\$
Class III Sponsor (Event) (Circle one: Downriver Raft; Downriver Kayak; R-2 Raft Challenge; Community Raft Race; Raft Rodeo; SUP Sprint; Expression Session; SUP Cross; Kayak Cross; R-2 Raft Cross; River Board Rodeo; Inflatable Tube Races; Build Your Own Boat Race; Duckie Dash; WAR; Fly Casting; Pixie Bike Races; Youth WAR)	\$1,000	\$
Class II Sponsor (Music)	\$500	\$
Booth Space	\$100	\$
Donated Products and Services		\$
TOTAL		\$