

SPONSORSHIP LEVELS AND BENEFITS

We feature a range of donation ranges to fit any business or organization’s priorities and budget. To honor and celebrate the language of the river, these levels are designated into “classes”, as that is how the whitewater rafting community identifies the difficulty level of navigating rapids along the river. The bigger the better!

SPONSORSHIP BENEFITS	Premier * \$10,000	Class V * \$7,500	Class IV \$5,000	Class III \$2,500	Class II \$1,000	Class I \$500
Logo / name and link on website	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Logo / name on participant t-shirts	LOGO	LOGO	LOGO	LOGO	LOGO	NAME
Logo / name printed on event and digital guide	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Logo / name on print ads	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Complementary 2-day passes	20	15	10	6	4	2
Banners inside festival grounds	3	2	2	1	1	
Logo on festival event banners	•	•	•	•	•	
Booth at festival	FREE	FREE	FREE	FREE		
Verbal recognition in announcements	•	•	•			
Company featured in social media	•	•	•			
Logo on vertical main stage banner	•	•	•			
VIP Experience Passes	10	5	2			
Advertisement in Cañon City Shopper	FULL PAGE	HALF PAGE				
Banners at premier locations	•					



INCREASED VISIBILITY

At sponsorship levels Class III and above, you’ll have a strong presence at the festival. Festival-goers and participants will see your name / logo on brochures, banners, advertisements, and more.

* EXCLUSIVE INDUSTRY SPONSORSHIP

If you’d like to make sure that you’re the only business in a specific industry (insurance agency, realtor, etc), contact our sponsor coordinator for information on which level will be appropriate for your business.

PRESENTING SPONSORSHIP AND BENEFITS

Title sponsorship (\$20,000) is available to a single sponsor. This exclusive sponsorship option is available to only one business by contacting our sponsorship coordinator at rgwhitewaterfest@gmail.com. See your business name associated with the festival logo in all marketing modes!





**2025 ROYAL GORGE
WHITEWATER FESTIVAL
JULY 18-19, 2025
SPONSORSHIP OPPORTUNITIES**



2025 ROYAL GORGE WHITEWATER FESTIVAL SPONSORSHIP OPPORTUNITIES

Royal Gorge Whitewater Festival - the premier, community event of the summer in beautiful Cañon City, Colorado - is entering its 16th year! Our success, of course, is only possible with the financial support of sponsors. Join us as we come together again in 2025 to support and celebrate the lifeblood of our community - the Arkansas River.

The festival is an important event that helps bolster our regional economy:

- Supports local non-profits
- Increases summer visitation to the region
- Generates business for local small businesses
- Encourages repeat visitation and regional visibility

Creating a community event also supports our recreation culture in the Royal Gorge Region:

- Engages the community in volunteer opportunities
- Brings people together during the summer season
- Supports responsible recreation education
- Generates funding for river health projects

Royal Gorge Whitewater Festival is a partnership between three non-profit organizations - plus hundreds of additional volunteers - vital to Fremont County, all focused on enhancing life in our community. Each of the organizations behind the festival has committed to the continuation of the event.



The Royal Gorge Chamber Alliance Foundation provides effective leadership and opportunities for the benefit of its business members and community, and promotes the Greater Cañon City area as an outstanding place to live, work, play, and conduct business.

The Royal Gorge Chamber Alliance provides first point of contact for businesses and visitors interested in our community through numerous services and free information packets covering relocation and visitor planning.



The Fremont Community Foundation (FCF) is an all-volunteer 501(c)(3) organization dedicated to improving the quality of life in Fremont County, Colorado. They have been working in the community since 1999.

FCF puts on fundraisers each year, with all net proceeds raised given away at the end of each year to other non-profit agencies within Fremont County.



Royal Gorge River Initiative Organization (RG-RIO) is an all-volunteer non-profit with a continuing mission to foster good use and stewardship of the river corridor. They support:

- River corridor improvement, restoration, and conservation
- River activities and education
- River events and promotion

RG-RIO proudly supports youth paddle sports and is the parent club of the national champion men's under-19 rafting team.

ROYAL GORGE WHITEWATER FESTIVAL STATISTICS

Supporting the Royal Gorge Whitewater festival isn't just an investment in our community - it's also an opportunity to gain recognition. Marketing for the festival includes digital, print, brochures, locally-produced media, and on-site assets. Find the festival online at www.royalgorgewhitewaterfestival.com or on social media.

ANNUAL ATTENDEES

18,500

ATTENDEES

The festival attracts both participants and attendees from across Colorado and neighboring states. Over 70% of participants are local, but visitors visit from the Front Range, Western Slope, and beyond.



WEBSITE / ADVERTISING REACH

28K

WEBSITE VISITORS

Our website garners over 28,000 unique visitors throughout the year, which means your business logo will be seen by festival attendees long before they reach the event. Our Facebook page has 5.6K followers.



FESTIVAL ATTRACTIONS AND EVENTS

100+

VENDORS

The festival features:

- Ten live bands on two stages over two days
- Fourteen whitewater events
- Five running / mountain biking trail events
- Over 100 merchandise vendors
- 15+ specialty food vendors

10

LIVE BANDS





2025 ROYAL GORGE WHITEWATER FESTIVAL SPONSORSHIP CONTRACT

Thank you for your support of the 2025 Royal Gorge Whitewater Festival!
Please return this form via email or mail to:

*Royal Gorge Chamber Alliance Foundation
816 Royal Gorge Blvd., Cañon City, CO 81212*

BUSINESS/ORGANIZATION INFORMATION

Contact Name: _____ Contact Email: _____

Business / Organization Name: _____

Mailing Address: _____ City: _____ Zip: _____

Website: _____ Business Phone (for advertising): _____

Signature of contact: _____ Date: _____

*Checks should be made out to "Royal Gorge Chamber Alliance Foundation" and sent to:
Royal Gorge Chamber Alliance, 816 Royal Gorge Blvd., Cañon City, Colorado 81212*

Sponsorship Level	Cash Donation (Must equal at least 50% of total)	In-Kind Donation Value (Must equal <50% of total)	Total
Presenting Sponsor		-----	
Premier Sponsor			
Class V Sponsor			
Class IV Sponsor			
Class III Sponsor			
Class II Sponsor			
Class I Sponsor			
Total:			