



Sponsorship Opportunities

- Heightened Communication** At the Cambridge River Festival, you will be speaking *with* your customers, not *at* them. Unlike a commercial interruption, your message is woven right into the action. And, rather than a 30-second spot, you have an entire afternoon to convey your message.
- Exclusivity** Because the Cambridge River Festival is a city-produced event, sponsors are *selected* to participate. Your participation would be among a limited number of businesses allowed to create event-themed promotions and receive on-site visibility.
- Turn - Key Partnership** Cambridge River Festival staff is committed to helping our partners achieve maximum return on investment from their sponsorship.

Festival Sponsor	\$20,000
Major Sponsor	\$10,000
Activity Sponsor	\$ 5,000
Media Sponsor	Negotiable
In-Kind Sponsor	Negotiable

28th Cambridge River Festival

➤ Festival Sponsor Benefits **\$20,000**

- **Product Exclusivity**
- **Presenter Status** Association with **all** festival stages & venues. Acknowledgement announcements from performance stages between sets.
- Inclusion in Advertising & Media Campaign Prominent name & logo placement in Cambridge River Festival marketing materials.
- Inclusion in Promotional Materials Sponsor status included on festival banners and signage at high visibility sites around the City of Cambridge. Prominent name & logo placement in festival program, pre-event postcard and collateral pieces as appropriate.
- **Logo Placement** Right to approve placement of logo.
- Web Site Listing & Link Option to have name & logo placement on Cambridge River Festival website, with direct link to company URL.
- **Hospitality Services** Option to have a hospitality area to entertain clients and visitors.
- On-Site Brand Marketing On-site space for marketing and branded give-aways.
- **On-Site Banner Display** Option to place corporate banner at **all** festival stages. One banner (**up to 25'**) on both sides of Weeks Footbridge, the center of festival site.
- **First Right of Refusal** Allows for ongoing relationship with the Cambridge River Festival.
- Official Festival Tee-Shirts Ten Official Festival tee-shirts.
- **Opportunities for Employees** First preference for volunteer opportunities.
- Event Evaluation Evaluation report within 30-days of festival occurrence.



28th Cambridge River Festival



➤ Major Sponsor Benefits

\$10,000

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| • Presenter Status | Association with two festival stages or venues. |
| • Inclusion in Promotional Materials | Prominent name & logo placement in festival program, pre-event postcard and marketing as appropriate. |
| • Web Site Listing | Option to have name & logo placement on Cambridge River Festival website. |
| • On-Site Brand Marketing | On-site space for marketing and branded give-aways. |
| • On-Site Banner Display | Option to place corporate banner at two festival venues. |
| • Event Evaluation | Evaluation report within 30-days of festival occurrence. |



28th Cambridge River Festival



➤ Activity Sponsor Benefits \$5,000

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| • Presenter Status | Association with one selected festival stage or venue |
| • On-Site Banner Display | Option to place banner at sponsored festival venue |
| • On-Site Brand Marketing | On-site space for marketing and branded give-aways |
| • Inclusion in Promotional Materials | Acknowledgment in Cambridge River Festival program and on promotional materials as appropriate |
| • Web Site Listing | Opportunity to have name and logo placement on Cambridge River Festival website adjacent to sponsored activity description |



CAMBRIDGE ARTS COUNCIL – NURTURING THE ARTS IN CAMBRIDGE